

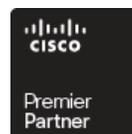


EXPERTS IN NETWORK TECHNOLOGY SOLUTIONS

## Cisco Spark Service: One Experience—Meet, Message, and Call

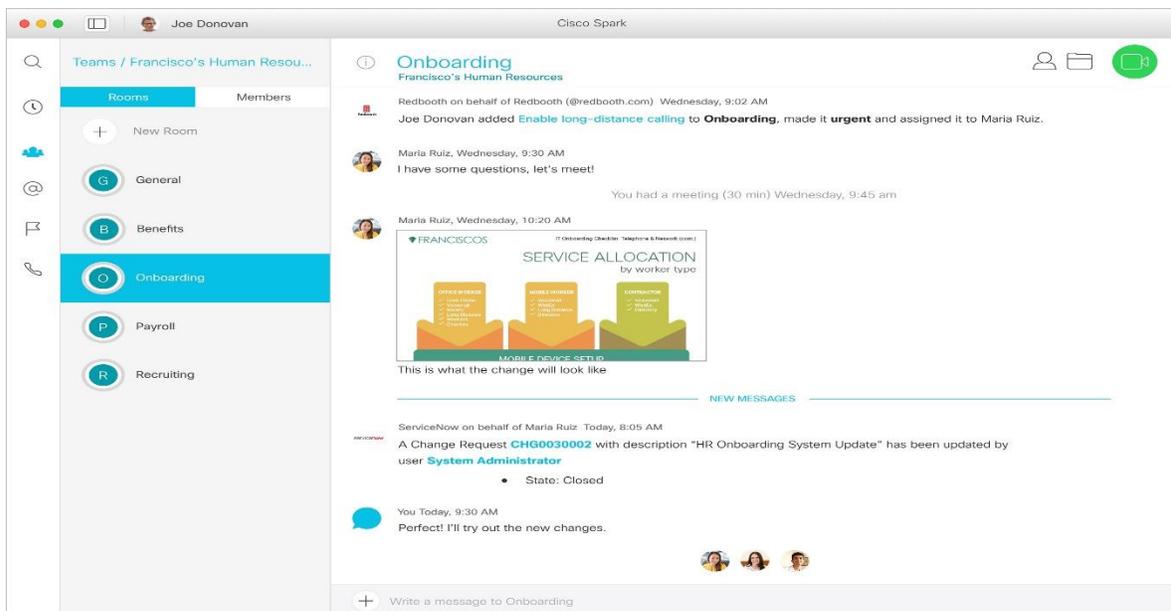
DECEMBER 2017

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## TEAMWORK, RE-IMAGINED

Agility is a key requirement for your modern enterprise to capture and maintain a strategic advantage. Foundationally, being agile means using borderless collaborative technologies that promote the most effective means of cross-functional teaming. CPJ is pleased to propose Cisco Spark™ service. This solution delivers on the complete continuum of collaborative experiences for voice, video, meetings, messaging, and mobility, which are hosted entirely in the cloud and are encrypted end to end. The end user experience is beautifully simple and designed to enhance the natural motions of team collaboration, while eliminating confusion and minimizing time lost by leaving voicemails, sending emails, and conducting unnecessary meetings.

Simple and flexible, the proposed Cisco® Spark service allows your business to focus on innovation and maintaining a strategic advantage. Eliminate wasting time and resources on managing fragmented and overlapping technology silos.

The proposed solution offers completely re-imagined experiences to meet, message, and call.

- **Meet:** Jump on ad hoc meetings or quickly schedule one from any device. Use the green button to join from anywhere and see everyone face to face.
- **Message:** The virtual manifestation of physical meeting rooms where teams have one linear conversation—before, during, and after meetings.
- **Call:** Users have one identity for voice, video, and content desktop sharing.



Create a project & start the stream of communication



Continue the conversation, with the power of face to face



Take your conversations wherever you go. Transparently escalate to the best experience.

Pervasive, Seamless, Connected

Simple, Secure, Interoperable



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## Cisco Spark Service—One Platform for Team Collaboration

### ONE SOLUTION TO STAY CONNECTED

The proposed [Cisco Spark](#) service provides your teams with a way to quickly pull people together and get work done from anywhere and on any device. This solution integrates calling, messaging, content sharing, and conferencing capabilities in such a simple way that it is hard to tell where one ends, and the next begins.

All proposed Cisco Spark service capabilities are part of a simple, complete, and secure user experience. For instance, when calling another Cisco Spark user, you can instantly share your desktop with a single click. Or, join a video conference from anywhere using your device of choice, which could be a mobile device if you are on the road. You can also use a video room system if you are in the office with other colleagues. Yet another way is through a Cisco phone, offered by CPJ, if you are at your desk. If you are in the conference room, you can just as easily move that video meeting from the Cisco Spark Room Device, also offered by CPJ, to your mobile device so you won't miss anything when you need to leave.

CPJ's proposed Cisco Spark service lives in the end-to-end encrypted Cisco Collaboration Cloud.

### The Proposed Cisco Spark Advantage

The proposed solution's cloud platform, app-centric design, and optional hybrid architecture create a very powerful and differentiated offering. It is:

- **Complete:** With the proposed Cisco Spark service, you get all the best Cisco collaboration services wrapped up in one complete service. This will provide you a great experience regardless of location or device. You can message, meet, and call with anyone, anywhere, anytime. Also, because the service is hosted in Cisco's cloud, all services are always up to date with the latest Cisco apps and services.
- **Simple:** The proposed Cisco Spark service is delivered entirely from the Cisco Collaboration Cloud. Each element has been designed to make users' and administrators' experiences simple and intuitive. This makes the service easy to use and manage. It is also provided on a simple subscription basis, allowing services to be added on demand.
- **Secure:** Security is integral to the proposed Cisco Spark service. To build this service, Cisco combined its extensive experience gained from securing some of the world's largest networks. The proposed solution's security includes the hardware and the software elements of Cisco's market-leading enterprise communications and cloud services.<sup>1</sup> This increases the security and the reliability of the service. To learn more about the proposed solution's innovative security, read the [Cisco Spark white paper](#).

### One Experience

You're never more than one click from making and receiving voice and video calls, joining meetings, scheduling meetings, and more. The three main components—meet, message, and call—all come together in one simple interface to form a single experience.

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<sup>1</sup> [Cisco Collaboration Analyst Reports](#)



## MEET

Connect teams and meet customers easily with the added benefits of before-, during-, and after-meeting messaging and content sharing using the proposed solution's app. It's easy to schedule or join a meeting from the office, at home, on the road, or room-based video systems. The proposed Cisco Spark service offers two levels of meeting capabilities. **Basic meetings** allow you to have instant meetings with audio, video, and screen-sharing capabilities with any Cisco Spark user. **Advanced meetings** provide all the capabilities of [Cisco WebEx®](#) meetings, available through CPJ, and allow anyone to join a meeting on any device, even third-party devices and systems. You can even video-enable your conference rooms with the offered Cisco Spark Room Devices. Enjoy lifelike experiences to improve engagement and rapidly build relationships and trust.

## MESSAGE

The proposed solution's message capability lets you enjoy one-to-one and group messaging in virtual rooms that can keep your content and context for team interactions. You can also prepare, share, and iterate on content in the Cisco Spark room with everyone involved. The proposed Cisco Spark service's unified communications make it simple to work together as a team and get things done.

## CALL

The proposed Cisco Spark solution is also a cloud-based phone system that enables voice and video communications through mobile and desktop soft clients, Cisco IP phones, and room-based video systems. This solution integrates with Cisco Spark messages and meetings to deliver new and better ways to get work done quickly. Simply connect public-switched-telephone-network (PSTN)<sup>2 3</sup> services to the app for one-touch directory dialing and voicemail. Do you already have Cisco call control? Use Cisco Spark Hybrid Services from CPJ to integrate what you have with Cisco Spark message and meeting and get all the capabilities of the proposed Cisco Spark service from the cloud.

The proposed Cisco Spark service works on virtually any device and is updated regularly to meet your [latest system compatibility needs](#).

## Cisco Spark Hybrid Services

CPJ offers [Cisco Spark Hybrid Services](#), which allow you to integrate your on-premises assets with the proposed Cisco Spark in the Cisco Collaboration Cloud. This helps protect your investments and provide even greater collaboration capabilities for a more delightful end-user and IT experience. CPJ offers three core Cisco Spark Hybrid Services:

- **Hybrid Call Service:** Call service enables you to use the Cisco call control you have or desire (such as [Cisco Unified Communications Manager \[UCM\]](#), [Cisco Business Edition 6000](#) or [7000](#), or [Cisco Hosted Collaboration Solution \[HCS\]](#)), all available through CPJ). It also enables you to integrate it so tightly with the proposed Cisco Spark's meeting and message capabilities that your end users will never know they're not using a single service.
- **Hybrid Calendar Service:** This service integrates your on-premises Microsoft Exchange, Office 365, and Google calendar (G Suite) with the proposed Cisco Spark's meeting and message capabilities. This makes it simpler to schedule meetings and create Cisco Spark spaces.

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<sup>2</sup> Note that the proposed Cisco Spark does not include PSTN services. You can work with CPJ to purchase these services, which will include local, long-distance, and DID services. Existing Cisco UC customers will use Cisco Spark Hybrid Services to connect on-premises call capabilities to Cisco Spark capabilities in the cloud.

<sup>3</sup> Note that Cisco Spark IP Phone registration and Cloud PSTN integration is not yet available within Europe, Middle East, Africa, or Russia. Please check <https://support.ciscospark.com/customer/en/portal/articles/1940194> for the latest availability information.



- **Hybrid Directory Service:** This service integrates with the proposed Cisco Spark meet, message, and call to provide easy click-to-meet, message, or call. It automatically synchronizes the proposed Cisco Spark with the on-premises Microsoft Active Directory to provide accurate and consistent click-to-call capabilities for users and ease the administration burden for IT.

## Integrate the Proposed Cisco Spark with Your Business-Critical Apps

The power behind the Cisco Spark app is open to anyone seeking to extend the proposed Cisco Spark service experience to their own business apps using open APIs. With [Cisco Spark for Developers](#), offered by CPJ, you can easily integrate connections from external apps such as Zendesk, Trello, and GitHub. At [Cisco Spark Depot](#), also available through CPJ, users can choose pre-integrations and bots that are available in Cisco Spark.

## Business-Class Management

CPJ offers the Cisco Cloud Control Hub, which provides visibility and control for the proposed Cisco Spark service. It is so simple to use—no IT experience is needed to manage this web-based, single-plane-of-glass service. The management portal enables you to provision and manage users, entitlements, devices, and services for the entire Cisco Spark service (meet, message, and call).

For those needing more advanced capabilities or integrations with your existing security, compliance, and analytics software, the premium Pro Pack for Cisco Spark Control Hub is also available through CPJ. It allows you to manage encryption keys on premises with Cisco Spark Hybrid Data Security, integrate with data-loss prevention and archival solutions, view usage trends to help get the most out of your service, along with many more capabilities.

The [Cisco Spark external health portal](#) provides status and performance monitoring. When you subscribe, you can be notified of service maintenance and incidents by email, SMS, or feed. Operations are simplified through integrated service management.

## Proposed Cisco Spark Benefits

The following table describes how the proposed solution can help you achieve your business objectives.

Desired Business Outcome	How Cisco Spark Can Make It Happen
<b>Accelerate business</b>	<ul style="list-style-type: none"><li>• <b>Promotes growth:</b> The proposed Cisco Spark service provides a platform for innovation and growth. It helps connect and engage employees, customers, and partners while helping control cost without compromise.</li><li>• <b>Speeds decision making:</b> Start a one-to-one video call or a group meeting from wherever you are to accelerate decision making. Share what's on your screen for fast alignment. You can join the meeting from any device.</li><li>• <b>Simplifies how people work together:</b> The proposed Cisco Spark service holds your teams' ideas, conversations, and files for future reference. Everyone is always looped in. You'll be notified of any new activity in your secure virtual spaces and see when people have viewed what you've shared. You can preview files immediately without having to download them.</li></ul>
<b>Collaborate without risk</b>	<ul style="list-style-type: none"><li>• <b>Secures your information:</b> You can work confidently knowing that anything shared is encrypted and can only be read by the intended recipients. When the content is sensitive, room moderators can lock their spaces and decide who can be added.</li></ul>



Desired Business Outcome	How Cisco Spark Can Make It Happen
<b>Free up IT resources</b>	<ul style="list-style-type: none"><li>• <b>Provides cloud simplicity:</b> The proposed Cisco Spark as-a-service cloud approach reduces complexity for IT while enabling new collaboration apps for users who want to be more productive. With this service, you pay for what you need. You can scale apps and users up or down as needed. And there is little to no infrastructure to buy or maintain—everything is hosted in the Cisco Collaboration Cloud and managed by Cisco.</li></ul>

# PROPOSED CISCO SPARK DETAILS: RE-IMAGINE HOW TEAMS WORK TOGETHER

Discover details on how CPJ's proposed [Cisco Spark](#) service can maximize your teams' productivity with the key features of this cloud-managed, highly secure solution.

## Cisco Spark Service—An Easier Way to Get Everyone Together

### Pull Everyone Together

**Start** collaborating with anyone by simply adding their name or e-mail address

### Simpler Way to Work With All Your Teams

**Work together** in unlimited virtual rooms that you can easily access through a searchable, sortable list

**Connect** your mobile calendar to create a Spark room for upcoming calendar entries. Join virtual meetings, including WebEx meetings, in a single tap.



**One-to-One or Group Messages and Share Files More Securely:** The proposed solution's message capabilities help you react faster, complete deadlines more quickly, and juggle multiple projects simultaneously. You can keep the discussion going in your spaces and receive notifications to alert you when new messages or files have been posted. Read receipts appear when other people have looked at what you've shared. Users can view message history for previous texts and files anytime. You can share any file type in the proposed Cisco Spark service.

You can moderate spaces for added security. Moderators can lock spaces and teams. Only the moderator can add or delete other users, edit the room name, or choose other room participants to become co-moderators. This feature limits sensitive messages and files to the right people.

**Meetings That Feel Natural:** Often, teams need to do more than just message each other. They need to meet in real time to make decisions. In the proposed solution's room capability, you can be face to face in an HD video meeting and share your screens and content—it's just like being in the same room.

**Video-Enable Conference Rooms:** This capability lets you transform your meeting room into a video-collaboration hub using the proposed solution's Cisco Spark Room Devices. With this setup, you can bring-



people together, extend the proposed solution experience to physical meetings, and allow people to join from anywhere, even from mobile devices.

Once the video system is set up and registered to the proposed Cisco Spark service, you can use the remote control or the touch panel (available on select models), or you can use the pairing functionality on the proposed solution’s mobile app, to join and control a meeting. You can even start a meeting on the mobile app before reaching the room and transfer it to your Cisco Spark Room Device when you get there. Likewise, when you leave the in-room meeting, you can transfer the meeting to your mobile device.

**Easy Calling:** Replace your phone system with the proposed Cisco Spark service. You can take advantage of voice and video communications via Cisco IP phones, available through CPJ, as well as via mobile and desktop clients.

### High-Level Overview of Cisco Spark Call Capabilities

Unified Communications Features	Collaboration Features	Administrative Features
<ul style="list-style-type: none"> <li>• Audio, video, PSTN calling</li> <li>• Call forward and transfer</li> <li>• Hold/resume with video on hold</li> <li>• Ad-hoc conferencing</li> <li>• Class of service</li> <li>• Shared and multiple lines</li> <li>• Do not disturb</li> <li>• Directory dialing</li> <li>• Speed dials with busy lamp field (BLF)</li> <li>• Voicemail (to email)</li> <li>• E911</li> <li>• Company caller ID</li> <li>• Auto-attendant and hunt groups</li> </ul>	<ul style="list-style-type: none"> <li>• Instant desktop sharing</li> <li>• Single-number reach</li> <li>• The Cisco Spark app is the single soft-client for voice, video, meetings, and messaging</li> <li>• The Cisco Spark app is an “extension” of the desk phone</li> <li>• Answer calls on desk phone or with the Cisco Spark app</li> <li>• Call anyone, anywhere</li> <li>• Use the Cisco Spark app to control the desk phone</li> <li>• Pair the Cisco Spark app with the desk phone and room device</li> </ul>	<ul style="list-style-type: none"> <li>• End-user self-care</li> <li>• Customer and partner admin portal</li> <li>• Customer bulk provisioning</li> <li>• External health portal <a href="http://status.ciscospark.com">status.ciscospark.com</a></li> <li>• Support and feedback through Cisco Spark app and <a href="http://support.ciscospark.com">support.ciscospark.com</a></li> </ul>

## Proposed Cisco Spark Components and Supported Endpoints

CPJ offers these components and supported endpoints with the following features and benefits.

### Cisco Spark Service Platform

Component	Description
<a href="#">Cisco Spark Service</a>	<p>The Cisco Spark service is a business communications tool that combines important business capabilities in one simple interface to form a single experience.</p> <p>The Cisco Spark service focuses your business communications. You are able to initiate and receive voice and video calls, join meetings, schedule meetings, and more with just one click. This is all done with the historical context of team and one-to-one interactions, including shared files and persistent messages.</p> <ul style="list-style-type: none"> <li>• <b>Meet:</b> Connect teams and meet easily with the added benefits of before-, during-, and after-meeting messaging and content sharing using the Cisco</li> </ul>

Component	Description
	<p>Spark service app. Cisco Spark service offers two levels of meeting capabilities. <b>Basic meetings</b> enable instant meetings with audio, video, and screen-sharing with any Cisco Spark user. <b>Advanced meetings</b> provide all the capabilities of Cisco WebEx meetings and allow anyone to join a meeting on any device, even third-party devices and systems.</p> <ul style="list-style-type: none"> <li>• <b>Message:</b> Persistent business messaging is central to the service. Your spaces enable team and one-to-one interactions. You can send messages, share files, and integrate with the other tools and business processes.</li> <li>• <b>Call:</b> Whether deployed in the cloud or as part of the hybrid environment, the Cisco Spark service allows users to instantly share their desktop, enable mobile calling in the Cisco Spark service app, and have an integrated desk phone and mobile experience.</li> </ul>
<a href="#">Cisco Spark Care</a>	<p>Cisco Spark care is a digital customer care solution for help desks and small teams who support external or internal customers. It enables connected digital experiences by supporting customer care teams who want to deliver contextual, continuous, and capability-rich customer journeys.</p> <p>With fifteen minutes of setup, Cisco Spark care can be embedded on your website to offer chat and callback services. Cisco Spark care includes a customer care user workspace and integrated reporting with customer feedback to improve help desk productivity and effectiveness.</p> <p>Cisco Spark care is offered by Cisco as part of the Cisco Spark collaboration platform, with integrated administration and enterprise class security.</p>

### Cisco Spark Devices

Device	Description
<a href="#">Cisco Spark Board</a> 	<p>The Cisco Spark Board is an all-in-one team collaboration system:</p> <ul style="list-style-type: none"> <li>• Wireless presentation screen</li> <li>• Digital whiteboard</li> <li>• Video conferencing device</li> </ul> <p>It is designed for rich team collaboration, connecting both physical and virtual meeting rooms. The system acts as a large team tablet on the wall. It resides in physical meeting rooms but is always connected to the Cisco Spark service to facilitate continuous workflow even after everyone has left the physical room. The white boarding capabilities are also available on the Cisco Spark app, allowing anyone to participate from anywhere on their Spark-enabled device of choice.</p> <p>Cisco Spark Board is a cloud-based solution, registering to the Cisco Spark service, which enables feature richness and security not previously available.</p> <p><b>Continuous Workflow</b></p> <p>The key differentiator of the Cisco Spark Board is the Cisco Spark platform that underpins it and is delivered through the Cisco Spark app. Tight integration with Cisco Spark connects physical and virtual meetings so that files, documents, and discussions shared in either space can be saved, continued, and iterated. This means you no longer have to write “Don’t Erase” on physical whiteboards or take pictures of it to email to your team. Cisco Spark Board does all that automatically by saving the content to Cisco Spark virtual spaces in the Cisco Spark app, which then lets you take that meeting and content with</p>

Device	Description
	<p>you through any Cisco Spark-enabled device. That's the power of the Cisco Spark platform.</p> <p><b>Wireless Sharing and Security</b></p> <p>Through the Cisco Collaboration Cloud, this component can also address the challenges of sharing content. Cisco Spark Board enables wireless sharing through pairing capabilities—dongles and wires are no longer needed.</p> <p>In addition, Cisco Spark addresses security issues, making sure only people invited into your room are able to see content or participate in discussions. Guest users can be included without compromising security. Participants can use their device of choice because mobile devices are not required to be on the same network as the endpoint. Everyone can now share, including invited users and guests from outside your organization.</p>
<p><a href="#">Cisco Spark Room 55</a></p> 	<p>The Cisco Spark Room 55 is a fully integrated collaboration system that brings more intelligence and usability to your small- to medium-sized meeting rooms. It combines video and audio to create a compelling team collaboration system, and can register on premises or to the Cisco Collaboration Cloud.</p> <p>The Cisco Spark Room 55, which includes camera, codec, display, speaker system, and microphones integrated in a single device, is optimized for rooms that seat up to seven people. It is an all-in-one system that's easy to install, use, deploy, and manage. It is crafted with high-quality components:</p> <ul style="list-style-type: none"> <li>• Professional 4K display for longevity and minimal latency</li> <li>• Powerful digital zoom camera for discreet tracking</li> <li>• Sophisticated speaker system and amplifier to deliver rich sound</li> <li>• Light industrial design that combines aluminum and fabric for a sustainable and humanizing effect</li> </ul> <p>The Cisco Spark Room 55 has the Cisco Spark Room Kit as its base technology, bringing new capabilities such as speaker tracking, best view, automatic wake-up, and people count to enable even smarter meetings, smarter presentation capabilities, and smarter room and device integration. These features and functionalities further remove the barriers to usage and deployment of video in small- to medium-sized meeting rooms.</p> <p><b>Key Features</b></p> <ul style="list-style-type: none"> <li>• Fully Integrated System <ul style="list-style-type: none"> <li>– 55" 4K screen</li> <li>– Stereo speakers above screen</li> <li>– Built-in bass</li> <li>– Touch 10 control panel</li> </ul> </li> <li>• Powerful Camera <ul style="list-style-type: none"> <li>– Single fixed lens with 83 degree field of vision (FOV)</li> <li>– Full digital and automated framing</li> </ul> </li> </ul>

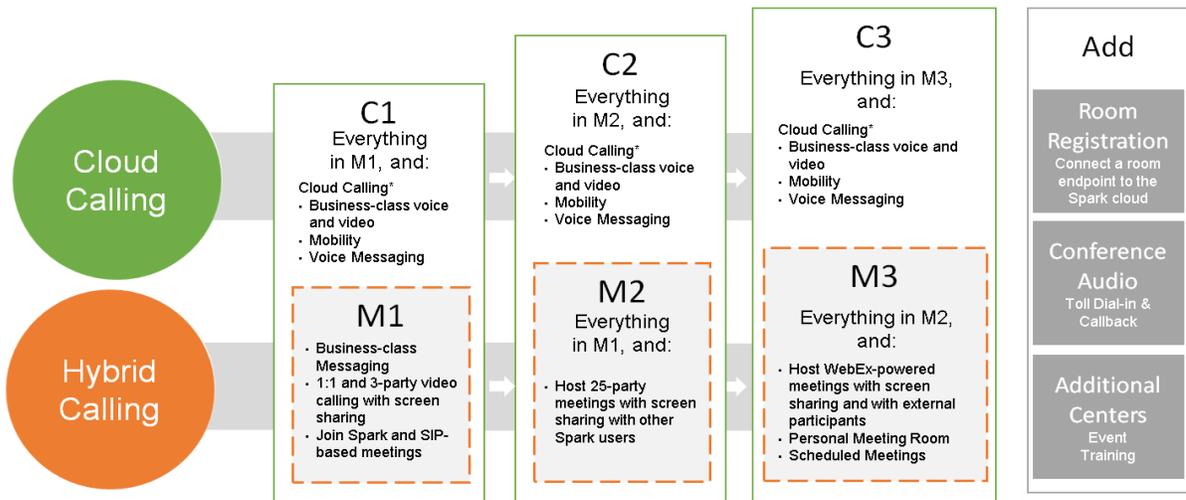
### Supported Endpoints

Endpoints	Description
<p><a href="#">Cisco IP 7832 Conference Room Phone</a></p>	<p>The Cisco IP Conference Phone 7832 comes standard with unique acoustics to deliver big sound in a small package. With 360-degree room coverage for</p>

Endpoints	Description
	<p>spaces up to 172 sq. feet, the 7832 delivers high-quality business-grade audio conferencing. Your employees can collaborate more efficiently with others and your business can get things done.</p> <p>The 7832 offers a sleek and modern design that is ideal for your small conference or huddle rooms and for private office desks.</p>
<p><a href="#">Cisco IP Phone 7800</a> and <a href="#">Cisco IP Phone 8800 Series</a></p> 	<p>Cisco Spark call capabilities support the Cisco IP Phone 7800 and 8800 Series, providing a broad selection of phones for all types of users and situations.</p> <p>The Cisco IP Phone 7800 Series is ideal for common areas, knowledge workers, administrative staff, and managers. They are cost-effective and full-featured VoIP phones.</p> <p>The Cisco IP Phone 8800 Series is ideal for knowledge workers, administrative staff, and managers. These affordable HD video phones help you meet face-to-face even when remote. They offer advanced features such as personal mobile device integration (select models). All phone models require Cisco Spark Phone OS to register to Cisco Spark.</p>
<p><a href="#">Cisco TelePresence® SX Series</a></p> 	<p>Build video collaboration spaces to meet the needs of your organization—from small huddle spaces to large, customized boardrooms. The SX10 and SX20 Quick Sets turn any flat-panel display into a video collaboration system for small- to medium-sized meeting rooms and huddle spaces.</p> <p>The SX80 codec delivers quality HD video and high-fidelity audio. There are almost unlimited ways to customize your large video collaboration experiences.</p>
<p><a href="#">Cisco DX70</a> and <a href="#">DX80</a></p> 	<p>The Cisco DX70 and DX80 video capability on a 14- or 23-inch touchscreen allows you to collaborate like you're in the same room with others. These devices are ideal for small, shared rooms.</p> <p>(Note: When registered to Cisco Spark, the DX devices don't have telephony capabilities, such as the ability to place or receive phone calls. They have uniform resource identifier [URI] dialing capabilities only.)</p>
<p><a href="#">Cisco TelePresence MX Series Endpoints</a></p> 	<p>The MX Series allows you to easily turn any conference room into a video collaboration hub. It combines two product lines, the Cisco MX700 and MX800 Series performance lines and the Cisco MX300 and MX200 Series value lines. You get the flexibility to deploy and scale video with the needs of your business.</p>
<p><a href="#">Cisco Spark Room Kit Series</a></p>	<p>Bring more intelligence and usability to small- and medium-sized video team rooms with Cisco Spark Room Kit and Room Kit Plus. The Room Kit works in rooms for up to seven people and Room Kit Plus works in rooms for up to 14. Both kits easily integrate with smart panel displays, and offer sophisticated</p>

Endpoints	Description
	<p>camera technologies with speaker-tracking capabilities. Deploy on-premises or in the cloud.</p>

## Cisco Spark Offers



\*Excludes PSTN Services. Sourced via Media Provider partners.



## PROPOSED CISCO SPARK TECHNICAL SUPPORT SERVICES

CPJ offers Cisco's technical support services, covering problem resolution, customer success and adoption, and designated support management as tiered into the following three service levels.

**Basic (default):** Basic support entitles you to unlimited 24x7 access to technical support for break/fix issues via phone, web, or email within one business day for lower-severity cases, and within a 60-minute initial response time for severity 1 and 2 cases. It includes access to the knowledge base, as well as software updates and upgrades. Basic support is included at no additional cost.

**Enhanced:** Enhanced support entitles you to enterprise-class technical support via tier-2 subject-matter experts (SMEs), who will provide prioritized support with adoption and proactive services within two hours for lower-severity cases, and within a 30-minute initial response time for severity 1 and 2 cases.

**Premium:** Premium support entitles you to a point of contact for cloud service delivery issues, service incidents, or escalation and strategic guidance to drive IT technical adoption within 60 minutes for lower-severity cases, and within a 15-minute initial response time for severity 1 and 2 cases.

## SWSS for Cisco Spark Technical Service Offerings

As customers migrate from premises to cloud they often require enhanced support. CPJ offers three [Cisco SWSS](#) for Cisco Spark service levels, allowing you to choose the right support for your company. One subscription agreement includes Basic software support that includes updates, upgrades, and 24 x 7 technical support for cloud-based Cisco Spark and Cisco WebEx services, as well as on-premises Cisco UCM and Cisco Meeting Server.

While the Basic level comes with every Cisco SWSS for Cisco Spark purchase, Enhanced and Premium levels are also available. The three support levels, available from CPJ, include:

- **Basic:** Includes [entry-level support](#) with every Cisco Spark Flex Plan purchase.
- **Enhanced:** Provides shorter response times and direct access to subject matter experts, as well as adoption services.
- **Premium:** Includes a Designated Support Manager (DSM) who learns the customer's environment. Includes the shortest response times and highest level of adoption and proactive services.

## PROPOSED CISCO SPARK ADVANCED SERVICES

### Services Overview

CPJ provides access to [Cisco Services](#) experts who understand how to leverage technology as a competitive advantage. They address evolving business models, organizational culture, and processes to assist you in boosting technical and operational efficiency. They help you make sense of the complexity, so you can simplify digitization and achieve results. This collaborative approach means you get the right support for your business.

To help you seize the opportunities that digitization offers, Cisco Services experts work with you throughout your digital transformation journey to achieve your goals, with services including:



- **Advisory:** Gain expert guidance to align technology with desired business outcomes.
- **Implementation:** Ensure effective integration of solutions.
- **Training:** Improve skills to adopt new processes and technologies.
- **Optimization:** Sustain operational excellence through growth and change.
- **Managed:** Reduce OpEx via expert support to manage new technological solutions.
- **Support:** Decrease operational risk with continuous support.

You've found the right technology—now get the insight to make it work for you. For more information, see the [Cisco Services Portfolio](#).

## Proposed Cisco Spark Services Offerings

CPJ offers Cisco Advanced Services which provide advisory, implementation, and optimization support to help you design, deploy, and tune your Spark collaboration solution using industry-leading expertise and best practices. Some of the services for Spark include:

- [Cisco Spark Advise and Implement Service](#): Leverage expert support to help you design, develop, and implement your state-of-the-art cloud collaboration solution, including creating an implementation strategy and identifying use cases, rollout plans, and success criteria.
- [Cisco Spark Hybrid Services](#): Extend the value of your collaboration investment with expert assistance to connect your existing network resources and on-premises unified communications (UC) services to the Cisco Spark platform in the cloud—for even greater collaboration capabilities and more consistent, unified user experiences.
- [Cisco Spark Board “All Aboard” Service](#): Identify use cases and develop user training and awareness assets to improve user adoption and maximize the value of adding a Spark Board to your collaboration environment.
- [Cisco Smart Net Total Care™ Service](#): Get more from your collaboration investment with award-winning support to help you solve problems faster, improve operational efficiency, and reduce the risk of downtime.

## Collaboration Optimization Services

CPJ offers Cisco's [Collaboration Optimization Services](#) to help ensure that your technology investments in solutions like the proposed Cisco Spark continue to align with your ever-changing business needs. With this support, you can evolve existing capabilities to create continually powerful collaboration experiences across your organization, as well as increase user adoption and streamline operations.



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**CALL 860.207.9090 FOR PRICING AND INFORMATION**