

Cisco Integrated Customer Experience

Cisco Services Q & A for Cisco ExtendMedia Authorized Service Provider License Customers

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Introduction

This document provides answers to some of the most common questions regarding technical support from Cisco® now that ExtendMedia is a part of Cisco.

Cisco Software Application Support

Q. What is Cisco Software Application Support (SAS)?

A. As part of the Cisco Technical Support Services portfolio, the Cisco SAS program provides maintenance and minor updates, access to online resources, and Technical Assistance Center (TAC) support services.

Q. Why does the purchase of an Authorized Service Provider (ASP) license have a mandatory attach of Cisco SAS?

A. In order to make sure that our customers get the necessary support and entitlement, there is a mandatory attach of Cisco SAS to the purchase of an ASP license. ASP customers will enjoy that same standard SAS support that they previously received from ExtendMedia.

Q. What is included with Software Application Support for Cisco Videoscape Media Suite products?

A. Software Application Support includes:

- Instant access to software updates, including maintenance and minor updates, to keep applications current
- Access to the Cisco TAC 24 hours a day, 7 days a week
- Online repository of application tools and technical documents
- Collaborative learning through several online activities and collaborative environments
- Registered access to Cisco.com, for easy access to online technical information and service request management

For more information about SAS, you can download the datasheet at

www.cisco.com/en/US/services/ps2827/ps2993/services_data_sheet0900aecd803f3d9f.pdf.

Q. Why should a customer buy or renew Cisco Software Application Support service?

A. By covering Cisco Videoscape Media Suite products with a Cisco SAS contract, a customer can:

- Boost the availability and performance of core applications
- Maintain the performance and efficient operation of critical business applications
- Augment staff with Cisco expertise and automated troubleshooting tools
- Reduce security, operational, and business risk by keeping software application releases current
- Solve issues quickly with access to a wide range of online tools and communities

Q. How do Cisco support services differ from ExtendMedia services?

A. The services, people, and basic service coverage are comparable.

Cisco Technical Assistance Center Support

Q. What is the Cisco Technical Assistance Center?

A. The Cisco Technical Assistance Center (TAC) provides technical support for Cisco video and content delivery products.

Q. What service does the Cisco TAC offer?

A. The Cisco TAC provides service contract holders with:

- **Expert assistance:** To complement your in-house resources, the Cisco TAC employs a highly skilled staff who offers you years of video and networking experience, including many customer support engineers with networking and CCIE® certifications as well as research and development engineers. Cisco engineers hold more than 800 U.S.-issued patents, are often asked to speak at technical conferences, and have authored numerous industry white papers and books.
- **Fast problem resolution:** The Cisco TAC provides constant measurement of customer satisfaction and time-to-resolution tracking.
- **High level of knowledge:** The Cisco TAC offers depth and breadth of expertise with Cisco devices and operating system software, as well as a broad range of networking environments (such as voice, video, and data communications) and technologies (such as access dial, Cisco IP telephony, LAN switching, optical networking, security, content delivery networks [CDNs], storage area networks [SANs], IP routing, and wireless). Cisco TAC engineers have a minimum of five years of industry experience, and Cisco provides continuous training to try to help ensure our technical staff stays current with the latest technologies.
- **Support 24 hours a day, 365 days a year in multiple languages:** By email or telephone, the Cisco TAC is there when you need it. In addition, to support the TAC, Cisco uses a powerful virtual lab, equipped with all Cisco devices and Cisco software versions, as an invaluable engineering resource and knowledge base for training, product information, and testing of network problems.

Q. How does a customer or partner open a case with the Cisco TAC?

A. Customers with a SAS service contract can open a case through Cisco.com at

www.cisco.com/en/US/support/index.html. Customers or partners must have their Cisco service contract number and a Cisco.com user ID when opening a case using the web.

SAS customers with severity (priority) 1 or 2 cases, or customers covered by warranty only, must call the TAC at 800 553-2447 or 408 526-7209 in the United States. For more information on opening a technical support case and for regional TAC telephone numbers, refer to

www.cisco.com/en/US/support/tsd_cisco_worldwide_contacts.html.

When reporting a case by telephone, make sure you have the following information available:

- Cisco.com user ID
- Contract number
- Business effect (case severity)

Customers can also open technical support cases by sending an email to tac@cisco.com. If you are opening a new service request, put "CiscoVideo:Videoscape Media Suite" in the subject line of your email. This will help the agent processing the incoming email to determine the correct service request queue to route your support request. Please include the following information in your email:

- Company name
- Contact name
- Contact phone number
- Cisco.com user ID
- Contact email address
- Contract number
- Product type
- Business effect (service request severity as defined below)

- Brief problem description
- Install base site
- Alternate contact name
- Alternate contact phone number

Providing this information will help expedite the processing of the service request through the Cisco TAC agent.

Q. How does the Cisco TAC prioritize support service requests?

A. Cisco processes allow for customers to designate the severity of every service request reported. Priorities are based on the assigned severity levels.

Q. What are the problem severity levels and associated responses?

A. To help ensure that all service requests are reported in a standard format, Cisco has established service request severity definitions as indicated below. These severity levels might not be applicable across all market segments and technologies. Severity levels and escalation guidelines might also vary based on the existing applicable agreement.

- **Severity 1 (S1):** Network is “down,” or there is a critical effect on business operations. Customer and Cisco will commit all necessary resources around the clock to resolve the situation.
- **Severity 2 (S2):** Operation of an existing network is severely degraded, or significant aspects of business operation are negatively affected by inadequate performance of Cisco products. Customer and Cisco will commit full-time resources during normal business hours to resolve the situation.
- **Severity 3 (S3):** Operational performance of the network is impaired, although most business operations remain functional. Customer and Cisco are willing to commit resources during normal business hours to restore service to satisfactory levels.
- **Severity 4 (S4):** Customer requires information or assistance with Cisco product capabilities, installation, or configuration. There is little or no effect on business operations.
- **For S1 or S2 service requests:** If the customer’s production network is down or severely degraded, the customer must contact the Cisco TAC by telephone. Cisco TAC engineers are assigned immediately to S1 and S2 service requests to help keep the customer’s business operations running smoothly.

Q. What is the escalation process?

A. If a customer does not feel that there is adequate forward progress or feels that the quality of Cisco service is not satisfactory, Cisco encourages the customer to escalate the problem ownership to the appropriate level of Cisco management by asking for the TAC duty manager.

Note: Severity 1 and 2 escalation times are measured in calendar hours, 24 hours per day, 7 days per week. Severity 3 and 4 escalation times correspond with standard business hours.

For more information, download the Severity and Escalation Guide at

www.cisco.com/web/about/doing_business/legal/service_descriptions/docs/Cisco_Severity_and_Escalation_Guidelines.pdf.

Q. What support is provided through Cisco.com?

- A. Cisco.com includes interactive consulting tools, a database, and knowledge transfer resources. It also includes product documentation.

Online troubleshooting tools and support resources include:

- Software Advisor: Features information and compatibility assistance
- TAC Case Collection: Identifies and troubleshoots common problems
- My Tech Support: Offers personalized webpage with customized links
- Output Interpreter: Provides problem resolution recommendations
- Peer-to-peer online forums: Enable sharing with others in your industry
- Technical Support Newsletter: Keeps you up-to-date and informed

These and other help tools and resources are available on the Technical Support and Document website at www.cisco.com/techsupport.

User manuals and other product documentation are available on Cisco.com at www.cisco.com/public/support/tac/documentation.html.

Warranty**Q. What is the Cisco warranty?**

- A. Warranties are short-term commitments for Cisco to repair and/or replace defects in Cisco products. They are limited in duration and the support they offer. Also, warranties do not include Cisco TAC support, software updates, or any of the additional benefits obtained under a support service contract. It is the responsibility of Cisco to repair and/or replace the Cisco product during the warranty duration.

The Cisco warranty for software guarantees that the physical media are free from defects, or they will be replaced by Cisco. Also, the warranty guarantees that the software generally conforms to the published specifications for the product. The warranty is explicitly “as is,” and no new releases are included.

Video and content delivery software media are warranted for 90 days.



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