

## Appendix D

### Services Description

#### ***SBC PremierSERV Video CPE Support Services***

SBC PremierSERV<sub>sm</sub> Video CPE Support Services is a complete suite of maintenance services provided by SBC that offers support for installed videoconferencing systems, video network infrastructure equipment, and associated peripheral equipment such as monitors, projectors, extra cameras, VCR's, DVD players, etc.

SBC PremierSERV Video CPE Support Services provides technical support when a videoconferencing system isn't functioning correctly, when a system needs software updates, or when considering additional purchases for your system.

SBC PremierSERV Video CPE Support Service offers three levels of maintenance support:

- **Complete** - Includes Telephone Technical Support, Hardware Replacement/Software Updates, And On-Site Technical Support
- **Essential** - Includes Telephone Technical Support, Hardware Replacement/Software Updates
- **Basic** - Includes Telephone Technical Support only

Additionally, SBC PremierSERV Video CPE Support Service provides a **Single Point Of Contact** for support of multi-vendor video CPE environments, and provides an option for Carrier Coordination services to manage circuit-related issues if required.

#### **Pricing**

Pricing for SBC PremierSERV Video CPE Support is developed on a customer specific basis due to the varied levels of equipment and peripheral products. Normally SBC pricing ranges from 10% to 30% off of the Manufacturer's suggested retail price for Maintenance and Support Services.

#### **Features and Benefits**

SBC PremierSERV Video CPE Support Services gives you these features:

- **Direct Access to Highly Skilled Engineers**—When you call our help desk, our goal is to have an SBC Video Engineer answer every call within two minutes. The process of having engineers answer calls directly eliminates your need to

- explain a problem to an administrative group, which would then route the call to an engineer. Because engineers answer the calls, they can simultaneously access your network information while you are on the phone to circumvent unnecessary delays or explanations.
- **Comprehensive Network Support**—Our Video Help Desk provides you with a single source for multi-vendor network and equipment troubleshooting and problem resolution. SBC Video Engineers can isolate faulty equipment in complex multi-vendor environments, recommend corrective action and assist with the execution of that corrective action.
  - **On-line Web Ticketing**—SBC PremierSERV customers can initiate and access trouble tickets status on our secure web site from any web browser-equipped PC or workstation. The trouble ticket reports allow customers to view the status of open tickets real time. Information on closed tickets is available for up to 30 days after the ticket has been closed.
  - **Technology Updates**—Software updates are available from our vendor partners. With the latest software and hardware replacement options, you are able to minimize network downtime while optimizing network performance. Together with your IT staff, you'll be able to stay current with your network environment. Plus, we'll make recommendations for upgrades when software and hardware improvements become available.

### **SBC Video Help Desk**

The SBC Video Help Desk, located in Arlington Heights, IL receives and handles all customer calls for assistance with the Videoconferencing CPE. Details concerning the SBC Video Help Desk are as follows:

#### **Hours of Operation**

The SBC Video Help is staffed as follows:

- **8am – 5pm local time zone for domestic U.S. (7am–7pm CST)**
- **Monday through Friday, excluding major recognized holidays**
  - **New Year's Day**
  - **Memorial Day**
  - **Independence Day**
  - **Labor Day**
  - **Thanksgiving Day**
  - **Day after Thanksgiving**
  - **Christmas Day**
- **Pager access availability 24 X 7 on a Time &Materials basis or by pre-arrangement**

## Support Services Offered

- End – to-end video diagnostic assistance
- Assistance in detecting, isolating, and resolving problems, regardless of their source
- Coordinate next business day parts replacement
- Carrier coordination option available
- Closed-loop trouble support
- Status reports
- 7 X 24 video test number, both ISDN and IP accessible
- Test up to 768K

## Staff Qualifications

- Certified on all major vendor systems (Polycom and Tandberg)
- Well-versed on a variety of peripheral equipment
- On-going training to stay abreast of emerging technologies
- On-site state-of-the-art interoperability lab, and remote diagnostic tools
- Strategic assistance from vendor support organizations

## Trouble Reporting Methodology

- Technical experts answer phone calls directly during normal hours
- Voice mail and pager access options are also available
- Utilize a call management and report system to ensure escalations occur automatically and commitments are met. The system also tracks commitments from other organizations to ensure their timely completion.

## Problem Severity Definitions and Escalation

The SBC Video Help Desk strives to resolve service issues on a timely basis; however, there are times when delays occur and it becomes necessary to escalate to higher levels of management. Escalations may be initiated in one of three ways

- Customer request
- DCSC technician request
- Automated system escalation

SBC Video Help Desk engineers may also initiate escalation with any external company or work groups involved in the trouble resolution process, including network carriers or vendors.

If a customer feels a trouble condition is not being handled on a timely basis or feels the Video Help Desk personnel are unresponsive; they can initiate the escalation process by calling 1-866-960-DATA, option 4, and request their ticket be escalated to the next level of management to expedite the trouble restoration.

The Video Help Desk automatically escalates to next higher level of management in the case of delays associated with the trouble restoration. Based on the priority of the outage established when the ticket is opened, the trouble tracking system utilized will automatically notify the proper personnel.

For reference, the priorities used by the system and their definitions are:

**Priority 1:** Problem is service effecting (i.e. can not establish or maintain conference connection)

**Priority 2:** Degradation in service or problem with peripheral

**Priority 3:** Request for technical information

#### Automated Escalation Guidelines

For reference, the time frames associated with the escalation levels are:

Elapsed* Time	Emergency	Priority	Routine
16 -Hours	Escalation Level 1		
24 -Hours	Escalation Level 2	Escalation Level 1	
32 -Hours	Escalation Level 3	Escalation Level 2	Escalation Level 1
40 -Hours	Escalation Level 4	Escalation Level 3	Escalation Level 2
48 -Hours	Escalation Level 5	Escalation Level 4	Escalation Level 3
56 -Hours		Escalation Level 5	Escalation Level 4
64 -Hours			Escalation Level 5

\*Note: Elapsed times correspond with Standard Business Hours (8:00 am to 5:00 pm Monday through Friday local time).

#### Escalation Contact List

Escalation	Contact	Phone numbers
------------	---------	---------------

**Level**

<b>1</b>	<b>Tier II Technician Video Help Desk</b>	<b>866-960-DATA Opt. 4</b>
<b>2</b>	<b>Blake Griffith Team Leader Video Help Desk</b>	<b>866-960-DATA Opt. 4</b>
<b>3</b>	<b>Timothy Dent Area Manager Video Help Desk</b>	<b>847-562-7150</b>
<b>4</b>	<b>Tom McCrady Director - Customer Care Operations</b>	<b>847-357-4649</b>
<b>5</b>	<b>Michael James Regional Vice President Customer Care</b>	<b>847-562-7700 Office</b>



For network problems, the engineer will identify the source of network conflict and open a trouble ticket with the carrier on your behalf, if you have selected the carrier coordination option. If you did not select the carrier coordination option, the engineer will notify your contact that the trouble appears to be in the network and will provide the necessary information so you may contact your carrier.

For software problems, the engineer may advise a software patch or upgrade to correct performance issues.

For hardware problems, the engineer identifies the defective equipment and, if applicable, contacts the manufacturer to ship replacement hardware. The engineer may also dispatch a technician according to the terms of the hardware warranty or your maintenance agreement(s). If the defective equipment is not eligible for replacement/repair under warranty or maintenance, we will engage your SBC sales representative to provide you with repair options.

### ***SBC PremierSERV Video Installation Services:***

SBC provides professional installation services with each videoconferencing system sold, regardless of the manufacturer or product. Our factory certified Field Technicians follow the same basic installation routine as outlines below:

- Unpack equipment from original shipping containers.
- Inspect equipment for visible damage.
- Install system components within the roll-about cabinets.
- Connect equipment to the network interface device.
- Dress (tie-wrap) cables within the roll-about cabinet.
- Install auxiliary cameras, system control peripherals, microphones and other accessories using standard cables and extenders.
- Perform power-up, initial system configuration, and system diagnostics. Confirming system equipment is functioning properly in the local loop-back configuration.
- Resolve normal installation problems.
- Place and receive a remote video call. If the network is functional at the time of the install, the technician will perform a remote video call. If the network is not functional at the time of the install, the technician will test the system in a loopback from the network interface device, if available, or in a local codec loopback. Customers may request a return service call, billable at the current Time and Material rates to have a technician place and receive a remote video call when the network and access device are available and operational.

- Provide end user with a brief Overview (orientation) of the system and its operation. (See outline below)
- Initiate applicable Warranty/Maintenance Agreement, per order. This will include providing the end user with the SBC Video Help Desk contact information.

### System Orientation

At the completion of each installation, the SBC Field technician will conduct a 1.5 hour system orientation session with up to 5 customer representatives. The system orientation session covers the following topics and designed to insure that the customer can successfully operate their new Videoconferencing system:

- Overview of System Components
- Turning the System On
- Starting and Using the Control Interface
- Placing and Receiving Calls
  - o Types of video calls the system can place and receive
  - o Placing Calls
  - o Calling from the Speed Dial List
  - o Manual Dialing
  - o Answering Calls
  - o Using the Address Book
  - o Adding a Site
  - o Dialing from the Address Book
  - o Deleting a Site from the Address Book
  - o IMUX Calling Profiles, if applicable
- Basic System Operation while in a Video call
  - o Using Local Cameras
  - o Selecting a Camera to Send
  - o Positioning a Camera
  - o Using and Setting Presets
  - o Using Remote Cameras
  - o Restrictions on Remote Camera Control
  - o Sending VCR/DVD image
  - o Capturing a video call on VCR/DVD
  - o Capturing an Image as a Slide, if applicable
  - o Sending a Slide, if applicable
  - o Audio Volume Up and Down
  - o Microphone Operation
- In Case of Difficulty

Use of Loop-backs and Test Numbers  
How to Contact System Administrator

## - Turning the System Off

In addition to the System Orientation sessions, in depth formal classroom training is available from each manufacturer on a for fee basis.

## *SBC PremierSERV Video Training And Consultative Services*

SBC is committed to the successful implementation of videoconferencing applications within an organization. We believe the key to successful implementation of videoconferencing is dependent solely upon the level and quality of utilization of the equipment.

In order to ensure a customer success, we have designed training courses and training modules that may be custom designed to fit any organization's needs, as outlines below:

### Interactive Videoconferencing Within Your Organization

Learn how to effectively use, market, and integrate videoconferencing within your organization and community. Explore multiple applications, building collaborative relationships, creating a supportive environment, integrating the technology, facilitation support methods and etiquette. This course includes a 6-step approach to successfully increasing utilization.

### Instructional Strategies for Distance Learning

Delve into the pedagogy of distance learning as we investigate instructional design and delivery strategies through both theory and practicum. Examine key instructional techniques that will make learning more interactive and engaging.

### Curriculum Enhancement

Explore many virtual field trip offerings both nationally and abroad. Focus on the how a school can know where to find available programming, how a teacher locate content specific to current subject matter or go about bringing in a guest speaker such as an author or professional practitioner and how one finds a domestic or international collaborative partner. Discover how one should go about scheduling the event(s) and how to prepare the class for the experience. In addition, a school can become a content provider to other schools. Investigate how to develop and provide a virtual field trip.

### Conducting Meetings

Review techniques that will help you relax and boost confidence in managing a meeting over video. Feel comfortable using collaborative tools and peripherals.

### Visual Design Principles

Presenting over video brings in a whole new group of things to consider when developing visuals. How well do colors, fonts and graphics transmit? What mediums can you use to present a visual image? Know how to make your visuals look good so you look good.

### Etiquette

Discover protocol that will keep you looking professional while enhancing your videoconferencing.

### Marketing Videoconferencing within Your Organization

Utilization of any technology is highly dependent upon educating users to its value to them and their job. How do you market and integrate videoconferencing within your organization and community? Discover successful techniques to help you grow utilization.

### Handling Multipoint Connections

Transforming teaching methods from a traditional classroom to a distance learning classroom using videoconferencing takes a certain amount of adjusting. However, going from a traditional classroom to delivering instruction to multiple sites simultaneously takes on a flavor of its own. The same is true for conducting meetings. Discover ways to adapt current teaching methodology and meeting format to keep a highly interactive learning environment with multipoint sites.

## **Pricing**

SBC will supply, at no charge, one 8 hour training session for any customer who purchases \$50,000 more of video equipment and services from SBC. This 8 hour session can be customized to meet the customers specific needs and can include up to 4 of the training modules from above. Class size is limited to 8 people.

SBC will supply, at no charge, two 8 hour training sessions for any customer who purchases \$100,000 more of video equipment and services from SBC. This 16 hour session can be customized to meet the customers specific needs and can include up to 8 of the training modules from above. Class size is limited to 8 – 12 people.

SBC will supply, at no charge, four 8 hour training sessions for any customer who purchases \$500,000 more of video equipment and services from SBC. This 32 hour session can be customized to meet the customers specific needs and can include up to 10 of the training modules from above. Class size is limited to 12 – 15 people.