TelePresence Click-Start Guide

Contents
2  Introduction
4  Cisco TelePresence Vision
4  Value Proposition
5  Cisco TelePresence Solutions
   CTS-500
   CTS-1000
   CTS-3000
   CTS-3200
   CTS Manager
   CTS Multipoint Switch
9  Frequently Asked Questions
   Product Plans
   Marketing
   Sales
   Engagement
   Customer Questions
   Training
   Channels
   Services
20 Appendix A: Cisco World Wide Channels Theater Leads
21 Appendix B: US Theater CAM Table
22 Appendix C: Training
25 Appendix D: Access to the PEC TelePresence ATP Portal
The Cisco® TelePresence playbook is a first-line resource to all Cisco and Cisco TelePresence Authorized Technology Provider (ATP) Partner sales and engineering professionals. The playbook answers both go-to-market and engagement questions for Cisco ATP Partners and Cisco sales teams. Some of the hyperlinks in this document begin with wwwin. These links are internal to Cisco. If you are a Cisco partner you will not have access to these links. If you are a Cisco ATP Partner and need access to the information at these links, please contact your Cisco Channel Account Manager.

We have tried to be as comprehensive as possible with this guide. If you still have questions, please send them to Ted Demeris, tdemeris@cisco.com.

Introduction

The Cisco TelePresence sales engagement model is a complex model consisting of many processes and forms that help ensure the final customer TelePresence experience is kept intact. Any Cisco CAM, AM, or SE or partner PM, AM, or SE engaging in a TelePresence opportunity should complete the Cisco TelePresence Quickstart Overview training located on the PEC’s Cisco TelePresence ATP portal. This training will give the individuals associated with a TelePresence opportunity a formal understanding of who has responsibility for completing the various prequalification, room readiness, and network path assessments as well as how the new product hold and order assurance processes are used. Lack of a thorough understanding of the above mentioned complex procedures will only stall the sales cycle for TelePresence and possibly set an unrealistic expectation with the end customer. We strongly encourage anybody that is engaging with a TelePresence opportunity to complete the Cisco TelePresence Quickstart Overview training.

Engaging a Cisco TelePresence ATP Partner early on in the sales cycle of a TelePresence opportunity is necessary, as only these partners have the special training and experience required to ensure that the required sales/engagement processes flow smoothly.
Partners are invited into the Cisco TelePresence ATP Program by a theater lead. Once a partner is invited into the Cisco TelePresence ATP Program, they have 180 days to complete the Cisco TelePresence ATP requirements as outlined in the Cisco TelePresence ATP Program Requirements Document (PRD) and Audit Checklist. The partner is responsible for downloading and completing the Audit Checklist, the PRD, and Cisco TelePresence ATP Application. The Cisco TelePresence ATP Application will be reviewed by the theater lead and if the business warrants the addition of the partner into the Cisco TelePresence ATP, the partner will complete and upload the Cisco TelePresence ATP Application and Audit Checklist onto the Application Website.

Most TelePresence deployments are multitheater engagements. As such, it is a requirement that a Cisco TelePresence ATP Partner establish a business relationship with partners in other theaters. Theater leads are listed in Appendix A.
Cisco TelePresence Vision
TelePresence represents the latest step in the fulfillment of the Cisco vision for network-based communications and collaboration. This vision for Cisco TelePresence is to provide virtual experiences in many environments, from businesses to homes, with applications that would not have been possible using traditional video technologies.

Value Proposition
Cisco has developed an innovative solution that creates an “in-person” meeting experience over the converged network. Cisco TelePresence delivers real-time, face-to-face interactions between people and places in their work and personal lives using advanced visual, audio, and collaboration technologies. These technologies transmit life-size, high-definition images and spatial discrete audio. Now it’s easier than ever to discern facial expressions for those crucial business discussions and negotiations across the “virtual table.”

Despite their relatively low cost, traditional video systems remain unused because they are not reliable, offer low quality, and are too difficult to schedule and use. Cisco TelePresence is a new kind of collaborative application that offers several significant advantages:

- Integration with enterprise groupware (such as Microsoft Outlook and Lotus Notes) allows users to schedule Cisco TelePresence meetings in the same way they would send a calendar invitation.
- Instead of confusing remote-control keypads used with most television-based systems, users can initiate Cisco TelePresence meetings using a telephone keypad. After scheduling, the meeting information appears on the meeting room’s phone display. Users simply select the meeting from the display to launch the call.
- Cameras are positioned for optimal coverage of the room, so participants do not need to adjust them during their meetings.
- The network provides the same reliability as dial tone, making Cisco TelePresence a solution that users can depend on, even for external meetings.
- Services in the network help ensure high quality, security, and reliability for every meeting.
The result: Meetings start promptly, proceed smoothly, and aren’t hampered by audiovisual difficulties, which is especially important for meeting participants who might be attending outside of traditional work hours. Because of improved visual communication, important contentious issues are discussed more efficiently, with less risk of misinterpretation and confusion. Now, you can focus on the meeting instead of the technology.

Cisco TelePresence Solutions
Whether you need a personal two-seat solution or a multiple-seat solution for larger meetings, Cisco TelePresence can meet the need, including one-button-push calling and multisite, multipoint, near-person-to-person collaboration.

CTS-500
Cisco TelePresence is getting personal! The new Cisco TelePresence System 500 endpoint enables individuals to join TelePresence calls with equal stature—appearing life-size on other endpoints, such as the CTS 3200, CTS 3000, and CTS 1000.

Called “Personal TelePresence,” this new category of TelePresence is designed to meet the needs of office workers in terms of price, space and ergonomics, yet preserve all the great qualities of TelePresence in a larger meeting—life size, ultra HD resolutions, spatial audio. The announcement of the CTS 500 expands the market for Cisco TelePresence.

The CTS 500 endpoint has a sophisticated design that offers a smaller form factor and streamlined footprint to fit easily into private offices. The elegant design comprises an integrated 37-inch display, camera, microphone, speakers, and lighting, suitable for private offices and permits users to sit at a comfortable, conversational distance.

The CTS 500 delivers the same superior video and audio quality as the rest of the Cisco TelePresence portfolio: 1080p video, wide-band audio, one-button-to-push call initiation, multipoint capabilities, scheduling through existing groupware applications, ad-hoc calling support, and interoperability with traditional, standards-based videoconferencing systems. The CTS 500 is priced competitively compared with enterprise-class high-definition videoconferencing systems that deliver a lesser experience for customers.

Features and Benefits

- Integrated design is available in three configurations—free-standing pedestal, wall mount, or table top.
- Optimized for one or two users to project at full TelePresence audio and video quality to any endpoint in a Cisco TelePresence meeting. CTS 500 users appear as if connecting from a CTS 1000.
- Data and graphics content sharing is supported both through an external monitor or presentation-in-picture (PIP) format in space-constrained offices.
- Can be used as a secondary PC monitor or to show video for digital signage when not on a TelePresence call.
- User is guided to sit in optimal camera location by noting discreet positioning lights along bezel.
- Requires little or no room remediation or construction cost to speed and scale deployments for customers.

Cisco TelePresence System 1000

The Cisco TelePresence System 1000 is ideal for small-group or one-on-one meetings around the virtual table. Two Cisco TelePresence System 1000 systems in a single meeting create a virtual table for up to four participants. A multipoint meeting can handle up to 72 participants.

The Cisco TelePresence System 1000 is suitable for uses such as direct customer engagements, small presentations, regular one-on-one meetings with remote employees or partners, supply chain dealings, press briefings, operational or engineering reviews, or negotiations and interviews.

Benefits

- A single 65-inch, 1080p high-definition plasma screen supports full, life-size images for two meeting participants.
- The Cisco TelePresence System 1000 is designed to be flush-mounted on a wall space in smaller areas such as executive offices, bank branches, and doctor’s offices; anywhere a one-on-one conversation is desired.
- The system supports life-size images with ultra high-definition video and spatial audio.
- The system integrates cameras, a lighting array, microphones, and speakers, all tuned to optimize the experience.
- The life-size images and remarkable video clarity of the Cisco TelePresence System 1000 allow you to see every expression, while the CD-quality audio allows you to hear every word.
- Integrated, optimized environmental features make it easy to schedule and launch calls.
- Integration with the highly available Cisco network offers reliability, quality of service (QoS), and security.

Cisco TelePresence System 3000

The Cisco TelePresence System 3000 is an ideal endpoint for large group meetings, creating an environment for six people to sit around the “virtual table” in a single location. Two Cisco TelePresence System 3000 systems in a meeting create a virtual table for 12 participants. A multipoint meeting can handle up to 48 participants.

The Cisco TelePresence System 3000 is suitable for uses such as customer engagements, presentations to small or large groups, supply chain dealings, press briefings, operational or engineering reviews, negotiations, or regular team meetings.

Benefits

- The Cisco TelePresence System 3000 integrates three 65-inch plasma screens and a specially designed table that seats six participants on one side of the virtual table.
The system supports life-size images with ultra-high-definition video and spatial audio.

The system integrates cameras, a lighting array, microphones, and speakers, all tuned to optimize the experience.

The life-size images and video clarity of the Cisco TelePresence System 3000 allow you to see every expression, while the CD-quality audio allows you to hear every word.

The ease of use and integrated, optimized environmental features make it easy to schedule and launch calls.

Integration with the highly available Cisco network offers reliability, quality of service (QoS), and security.

Cisco TelePresence System 3200
The Cisco TelePresence 3200 is ideal for large group meetings with many participants in a single location, connecting to other satellite groups in remote locations. It provides an equal seat at the table for participants for applications such as operations reviews, status update meetings, quarterly meetings with clients or partners, executive presentations, or meetings requiring staff to be present.

- **Large teams.** The seating capacity for up to 18 participants in a Cisco TelePresence 3200 room allows the local team to meet in one physical room and use Cisco TelePresence technology to interact virtually with remote members of the team.

- **Cross-functional groups.** The extra seating capacity of a Cisco TelePresence 3200 allows key stakeholders from many organizations to participate in the Cisco TelePresence session. The attendance at many cross-functional meetings may vary widely, with many participants needed for critical decision points in a project. The extra capacity of a Cisco TelePresence 3200 provides the flexibility needed for these events.

**Training.** For corporate training and distance learning, the Cisco TelePresence 3200 allows you to virtually bring in subject matter experts or guest lecturers from one or more remote locations. For such applications, the large room capacity of the Cisco TelePresence 3200 along with the proven video and audio technology of Cisco TelePresence brings the immersive, virtual meeting experience to larger venues and larger audiences.

**Features and Benefits**
The Cisco TelePresence 3200 integrates seamlessly with the rest of the TelePresence portfolio to offer the same high-quality experience, including:

- Three 65-inch high-definition plasma displays for life-size images at 720p and 1080p resolutions.
- Specially designed, high-definition cameras provide high-quality, high-definition images, with superior eye contact and no user operation required.
- Full-duplex, CD-quality audio facilitates a full, natural conversation with no perceivable latency. The microphone electronics have been carefully designed to eliminate interference from mobile devices and cell phones.
- The specially designed, optimized environment offers high-quality lighting and sound treatment.
- Simplicity in scheduling and call launch through integration with enterprise groupware and Cisco Unified Communications makes scheduling Cisco TelePresence meetings as easy as sending a calendar invitation. Launching calls is as easy as the touch of a button. Point-to-point and point-to-multipoint meetings are equally easy to schedule and launch.
- Integration with the network helps ensure reliability with high availability, security, and quality of service (QoS) for an optimal experience with every call. Highly secure communications are enabled through encryption of both video and call signaling.
Cisco TelePresence Manager

Simplify Meeting Scheduling and Management
The Cisco TelePresence Meeting Solution combines audio, video, and interactive elements to create the feeling of being in person with participants in remote locations. It is simple to set up, use, and launch calls. Cisco TelePresence Manager provides event management, help desk, and consolidated device status reporting capabilities.

In addition, Cisco TelePresence Manager:

- Interfaces with enterprise groupware to enable scheduling directly from your calendar
- Integrates with Cisco Unified CallManager 5.1 to simplify call launch and enable control directly from a Cisco Unified IP Phone
- Sends call information to the phone display, enabling you to launch calls, both point-to-point and multipoint, with the push of a single button

Cisco TelePresence Multipoint Switch
The Cisco TelePresence Multipoint Switch allows collaboration among multiple locations and creates the feeling of being face-to-face with participants in remote locations. The Cisco TelePresence solution combines life-size, ultra high-definition video images with spatial audio, a specially designed environment, and interactive elements to enable meetings with people across town or across time zones, just as if you were all in the same room.

The Cisco TelePresence Multipoint Switch extends the Cisco TelePresence experience by enabling you to include three or more locations in a single meeting. The solution delivers an exceptional TelePresence experience by enabling all participants to be seen in life-size, high-definition (1080p) images and heard in CD-quality, spatial audio with near-zero latency.

The Cisco TelePresence Multipoint Switch is an affordable, purpose-built appliance that is easy to install and offers superior scalability with up to 36 locations in a single meeting. Both point-to-point and multipoint meetings are easily set up directly from a user’s groupware calendar (such as Microsoft Outlook), and meetings are initiated with the push of a button.

This playbook is privileged and confidential; it is a sensitive document and should not be distributed outside of Cisco or Cisco partners without permission from Cisco.
Frequently Asked Questions

Product Plans
[Product 1] Does Cisco Unified Video Conferencing integrate with Cisco TelePresence?
[Product 2] Who are the Cisco TelePresence competitors?
[Product 3] What is the deal value of a typical Cisco TelePresence opportunity?
[Product 4] Will Cisco TelePresence work over a satellite link?
[Product 5] What are the Cisco TelePresence products?

Marketing
[Marketing 1] What is our branding plan?
[Marketing 2] Where can I go for collateral, messaging, and customer presentations?
[Marketing 3] What go-to market programs will there be?
[Marketing 4] Whom do I contact for executive or customer briefing capabilities?
[Marketing 5] Are any trade shows planned?

Sales
[Sales 1] What is the Cisco TelePresence coverage model in the U.S. theater?

Engagement
[Eng 1] I am a Cisco AM. What is the sales process? What is my role?
[Eng 2] I am a Cisco AM. When should I engage a partner? What is the partner role?
[Eng 3] I am a Cisco AM. What other resources are available to me?
[Eng 4] I am a Cisco AM. How should I approach account planning?
[Eng 5] I am a Cisco AM. How do I contact Cisco TelePresence sales resources?
[Eng 6] I am a Cisco AM. Can the Customer Advocacy field team sell Cisco TelePresence advanced services?
[Eng 7] How are account leads determined?
What is the role of the Cisco Unified Communications PSS and SE in driving engagement and deals?

Are there any specifics regarding the ordering of a Cisco TelePresence system that a partner or Cisco account team should know about?

How does Cisco train customers on TelePresence?

How should account managers address questions that they do not have answers to?

How does Cisco TelePresence enhance a larger opportunity?

What is the typical turnaround from order booking to service provisioning (i.e., the service[s] the customer purchased to go live)?

Are any special bundle promotions available for end customers?

How should I engage the TSBU regarding a Cisco TelePresence opportunity?

What is Cisco’s current channel strategy?

How should I engage the channel if I have an opportunity?

If an AM has a TelePresence deal and the partner on the deal is not a Cisco TelePresence ATP Partner, what is the course of action?

How many people support Cisco TelePresence in the channel and what are their roles (channel account manager, channel SE, inside sales, etc.)?

What role does a partner fulfill (distribution/integration, support, training, etc.)?

Where do I find more information regarding Cisco TelePresence programs for the channel?

What are the possibilities of having all Specialized Cisco Unified Communications Partners sell TelePresence?

Is a complete list of current Cisco TelePresence ATP Partners available? Where can I locate a Cisco TelePresence Partner to book a deal?

I am a Cisco TelePresence ATP Partner. Can I order TelePresence demo equipment?

I am a CAM and I have a Specialized Cisco Unified Communications Partner that I think would be a good Cisco TelePresence ATP Partner. What are the requirements for my partner to become a Cisco TelePresence ATP Partner?

What technical and/or professional services are offered for Cisco TelePresence?

How are Cisco TelePresence support calls handled?
Product Plans

[Product 1] Does Cisco Unified Video Conferencing integrate with Cisco TelePresence?

To provide a transition strategy during Cisco TelePresence deployments, Cisco is making it possible to bring existing standards-based video conferencing sessions into a Cisco TelePresence meeting by integrating the Cisco TelePresence Multipoint Switch with Cisco Unified Videoconferencing Systems. This will provide interoperability with virtually all standards-based video conferencing systems installed today.


[Product 2] Who are the Cisco TelePresence competitors?

HP Halo (Cisco Internal Access Only): HP Halo Competitive Comparison Guide
Polycom RPX (Cisco Internal Access Only): Polycom RPX Competitive Comparison Guide
Tandberg Experia (Cisco Internal Access Only): Tandberg Experia Competitive Comparison Guide
Teliris VirtualLive (Cisco Internal Access Only): Teliris VirtualLive Competitive Comparison Guide

An internal-only Intercompany TelePresence Competitive Positioning presentation can be found on the TSBU Website.

[Product 3] What is the deal value of a typical Cisco TelePresence opportunity?

To provide an average deal value is difficult to accomplish, understanding that every deal is different. Each deal will vary in cost due to the number and type of endpoints, if multipoint will be configured, the number and type of licenses required, the services that partners will deliver, and any associated room readiness costs. This is why it is important to have a Cisco TelePresence ATP Partner engaged early in the sales process to help establish and set the customers expectations accordingly.

[Product 4] Will Cisco TelePresence work over a satellite link?

The current product is engineered to a set of tight specifications regarding latency, jitter, and packet loss. The round-trip transmissions times of satellite communications do not meet the rigid engineering specifications regarding latency, jitter, and packet loss. If you have a large TelePresence opportunity regarding the usage of satellite communications, please reach out to a theater TSBU BDM.

[Product 5] What are the Cisco TelePresence products?

The current set of Cisco TelePresence products can be found at www.cisco.com/go/telepresence. You can contact your Cisco PSS or a Cisco TelePresence ATP Partner for additional product information.
Marketing

[Marketing 1] What is our branding plan?

Cisco TelePresence Experience Certification
The Cisco TelePresence Experience Certification is designed to validate the end-user experience and is provided after all PD, RRA, NRA, and install activities have been completed. Please contact your Cisco TelePresence ATP Partner regarding the Cisco TelePresence Experience certification process. The Cisco TelePresence ATP Partner can help schedule a CTX audit with the TSBU by sending a request to the appropriate TSBU mailer.

[Marketing 2] Where can I go for collateral, messaging, and customer presentations?

External collateral
Partners and customers can go to www.cisco.com/go/telepresence.

Internal collateral
Cisco employees can visit the TSBU Website to find current product, sales, and messaging collateral.

Partners should contact their Cisco CAM for access to additional collateral.
Cisco account teams can contact their Unified Communications PSS regarding sales and marketing collateral.

[Marketing 3] What go-to market programs will there be?

The Cisco TelePresence Systems Business Unit and Cisco Customer Advocacy have announced an incredible promotional pricing program for TelePresence endpoints and services through July 26, 2008. This promotion is offered through the Cisco Competitive Trade-In Program.

The promotion is a bundle offering for 5+ and 10+ unit orders of our Cisco TelePresence 1000 and 3000 endpoints with combined services packs for Essential Operate Services or full “One Button to Service” that includes CROS and real-time help desk support.

Additional information on the TelePresence FY08 Bundle Promotion Internal Field and Partner FAQ can be found on the internal TSBU Website.

The Competitive Trade-in Program is designed to help customers migrate from existing low-utilization video conferencing equipment to Cisco TelePresence. The program is designed to eliminate selling obstacles and give customers a way to recoup equipment investment. Read the presentation for a quick overview of the program and how to use. Offer expires July 31, 2008. Competitive Exchange Program for Cisco TelePresence can be found on the internal TSBU Website.

The Cisco Capital TelePresence Payment Program allows customers to get TelePresence systems without a large cash outlay. Encourage your customers to visit www.cisco.com/go/ciscocapital for more information. Feel free to share this document with customers. The Cisco Capital TelePresence Payment Program can be found on the internal TSBU Website.

[Marketing 4] Whom do I contact for executive or customer briefing capabilities?

Partners and customers can contact their local Cisco account teams, including their AM and PSS.

Executive Briefing Center/Customer Briefing Center
Cisco TelePresence Briefing Center Partner Process from ATP Portal
**Billing process**
- The partner needs to contact the Cisco account team for a customer briefing at one of nine locations.
- Account team must be engaged with the partner in all steps of the process.
- Partner contacts customer and offers a few available date options, with the understanding that the date could be filled in the Executive Briefing Management System (EBMS).
- Partner engages account manager (AM) to submit a briefing request using the optional dates from the customer.
- AM must submit formal request through EBMS at least three weeks prior to the event.

**Customer background information**
- Provide company URL.
- Partner to send AM final attendees list two days prior to briefing with the following information: first name, last name, title, e-mail address, company, impact on decision.
- Create a detailed agenda in consultation with AM.
- Partner to send background information on customer to include competitor, Cisco customer, etc.

**Day of the briefing**
- Account manager responsibilities:
  - Host the briefing.
  - Advise program manager of any scheduled presenter changes/room issues.
  - Return customer and account team evaluations to briefing program manager.
- Partner responsibility:
  - Work with Cisco AM for all briefing needs.

**Briefing center program manager responsibilities**
- Build agenda with AM.
- Recruit presenters with AM.
- Welcome customers at start of briefing.
- Provide briefing folders that include hardcopies of agenda and customer evaluation forms.
- Provide gifts for customers.
- Provide catering arrangements.

*Note: Partner event process varies from briefing process.*

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**Marketing 5** Are any trade shows planned?

One of the more popular trade shows is TelePresence World. The TelePresence World web site should contain event date information. 
http://www.telepresenceworld.net/

**Sales**

**[Sales 1]** What is the Cisco TelePresence coverage model in the U.S. theater?

Coverage starts with a Cisco account team that consists of the Cisco direct sales AM/SE and their associated Unified Communications PSS and/or a Unified Communications Specialized Cisco TelePresence ATP Partner. It is the Cisco account team and the Cisco TelePresence ATP Partner that own the opportunity. The Cisco TelePresence ATP Partner engages the Cisco channel CAM and SE regarding Cisco TelePresence training and deal logistics. The Cisco direct sales account team and channel CAM can work with business development managers from within the TSBU and other field subject matter experts when required.

**Engagement**

**[Eng 1]** I am a Cisco AM. What is the sales process? What is my role?

The Cisco TelePresence sales cycle should start at the CXO level. The Cisco direct sales team along with a Cisco TelePresence ATP Partner need to understand the CXO care-abouts and how to effectively message what the Cisco TelePresence enablers are at the CXO level. The presentation located on the TSBU portal labeled How to Sell Cisco TelePresence is a great starting point and reference.
The Cisco account team's role is to work with the appropriate Cisco TelePresence ATP Partner and to understand the Prequalification Questionnaire, Order Assurance Process, Room Readiness Assessment, Network Path Assessment, Advanced Services engagement, and the New Product Hold processes. These are covered in the "QuickStart Training for TelePresence Overview" located on the Partner Education Center Cisco TelePresence ATP Portal.

[Eng 2] I am a Cisco AM. When should I engage a partner? What is the partner role?
A Cisco TelePresence ATP Partner needs to be engaged early on in the sales process. The Cisco TelePresence ATP is trained and understands the complex processes of a Cisco TelePresence sales cycle. The partner’s role is to assist with the Prequalification Questionnaire, Order Assurance Process, Room Readiness Assessment, Network Path Assessment, Advanced Services engagement, and New Product Hold processes.

A list of Global TelePresence ATP Partners by Theater can be found on the internal TSBU Website.

[Eng 3] I am a Cisco AM. What other resources are available to me?
Cisco account teams should work with their local PSS and the CAM that is associated with the Cisco TelePresence ATP Partner. Cisco account teams should also work with the business development managers within the TSBU. The Cisco TelePresence ATP Portal on the PEC and the TSBU Websites contain valuable information.

[Eng 4] I am a Cisco AM. How should I approach account planning?
If a Cisco account team has an opportunity for TelePresence in one of their accounts, they should contact a Cisco TelePresence ATP Partner and conduct the initial Prequalification Questionnaire to fully qualify the deal.

[Eng 5] I am a Cisco AM. How do I contact Cisco TelePresence sales resources?
The Cisco account team should contact their Unified Communications PSS and have established a strong working relationship with several of the Cisco TelePresence ATP Partners in their theater.

The Cisco account team should reference the internal-only mail aliases located at http://wwwin.cisco.com/etg/tsbu/contacts/ on the TSBU Website.

[Eng 6] I am a Cisco AM. Can the Customer Advocacy field team sell Cisco TelePresence advanced services?
Cisco TelePresence ATP Partners are required to sell Customer Advocacy PDI Advanced Services on their first Cisco TelePresence installation. This is to allow the Cisco TelePresence ATP Partner to build a solid set of best practices and methodologies for future Cisco TelePresence implementations. Partners can also work with Customer Advocacy and resell Advanced Services if they so desire.

[Eng 7] How are account leads determined and handled?
The direct sales Cisco account team has full responsibility for the coordination and engagement of Cisco TelePresence ATP Partners, Customer Advocacy Advanced Services, PSSs, TSBU BDMs, and the responsible Cisco TelePresence ATP channel account manager.
What is the role of the Cisco Unified Communications PSS and SE in driving engagement and deals?

The Unified Communications PSS and SE will assist the Cisco direct sales account team in understanding the complex steps and processes associated with a Cisco TelePresence opportunity. The Cisco account teams should meet with their associated PSS and SE on each Cisco TelePresence opportunity and strategize on the set of actions required to make a Cisco TelePresence sales cycle successful.

Are there any specifics regarding the ordering of a Cisco TelePresence system that a partner or Cisco account team should know about?

The Cisco TelePresence ATP Partner has been trained on the order assurance and multitheater processes. The Cisco account team should be familiar with the Ordering Q&A, TelePresence Order Assurance, and the Cisco TelePresence Solutions Ordering Guide located on the Cisco internal TSBU Website.

How does Cisco train customers on TelePresence?

There is no formal training from Cisco that is specific to Cisco TelePresence end users. Cisco TelePresence ATP Partners sell services to Cisco TelePresence customers, including training on usage of the Cisco TelePresence product.

How should account managers address questions that they do not have answers to?

The Cisco account team should contact their Unified Communications PSS and have established a strong working relationship with several of the Cisco TelePresence ATP Partners in their theater.

How does Cisco TelePresence enhance a larger opportunity?

The Network Path Assessment (NPA) may require that the customer upgrade equipment in their network to meet the tight packet loss, QoS, latency, and jitter specifications.

What is the typical turnaround from order booking to service provisioning (i.e., the service[s] the customer purchased to go live)?

An average turnaround time is difficult to calculate, because every deal is different. Each deal will vary in time due to the number and type of endpoints, if multipoint will be configured, if this is a multitheater engagement, the services that partners or Customer Advocacy will deliver, and any associated room readiness and network path assessment mitigation times. This is why it is important to have a Cisco TelePresence ATP Partner engaged early in the sales process to help establish and set the customers “go live” expectations accordingly.
[Cust 5] Are any special bundle promotions available for end customers?

The Cisco TelePresence Systems Business Unit and Cisco Customer Advocacy have announced an incredible promotional pricing program for Cisco TelePresence endpoints and services through July 26, 2008.

The promotion is a bundle offering for 5+ and 10+ unit orders of our Cisco TelePresence 1000 and 3000 endpoints with combined services packs for Essential Operate Services or full “One Button to Service” that includes CROS and real-time help desk support.

Additional information on the TelePresence FY08 Bundle Promotion Internal Field and Partner FAQ can be found on the internal TSBU Website.

[Train 2] I am a responsible Cisco TelePresence ATP channel CAM and/or channel SE at Cisco. Will I be trained to sell and support TelePresence?

The Cisco CAM and channel SE role is to work with the appropriate Cisco TelePresence ATP Partner and to understand the Prequalification Questionnaire, Order Assurance Process, Room Readiness Assessment, Network Path Assessment, Advanced Services engagement, and New Product Hold processes. These are covered in the QuickStart Training for TelePresence Overview located on the Partner Education Center Cisco TelePresence ATP Portal. The Cisco CAM and channel SEs that directly support a Cisco TelePresence ATP partner are required to complete the set of training modules listed in Appendix C. Additional recommended training for a TelePresence ATP responsible CAM and Channel SE can be found in Appendix C.

[Cust 6] How should I engage the TSBU regarding a Cisco TelePresence opportunity?

The Cisco account team should be familiar with the resources and information located on the internal TSBU Website at http://wwwin.cisco.com/etg/tsbu/contacts/.

Training

[Train 1] I am an AM at Cisco. Will I be trained to sell TelePresence?

The Cisco account team’s role is to work with the appropriate Cisco TelePresence ATP Partner and to understand the Prequalification Questionnaire, Order Assurance Process, Room Readiness Assessment, Network Path Assessment, Advanced Services engagement, and New Product Hold processes. These are covered in the QuickStart Training for TelePresence Overview located on the Partner Education Center Cisco TelePresence ATP Portal. Cisco account teams are highly encouraged to complete the QuickStart Training for TelePresence Overview prior to any Cisco TelePresence engagement.

[Train 3] I am an AM for a Cisco TelePresence ATP Partner. Will I be trained to sell TelePresence?

The Cisco TelePresence Program Requirements Document (PRD) specifies that each Cisco TelePresence ATP Partner have a person fulfill the AM role. There needs to be only one AM role fulfilled by the Cisco TelePresence ATP Partner. The required Cisco TelePresence ATP AM training modules can be located in Appendix C. If the Cisco TelePresence ATP Partner is interested in additional training additional AMs to sell Cisco TelePresence, recommended training can be found in Appendix C.
[Train 4] I am a SE at Cisco. Will I be trained to sell/support TelePresence?

Only a Cisco Channel SE that has responsibility for a Cisco TelePresence ATP Partner is required to complete a set of Cisco TelePresence training modules. If you are a direct sales SE involved in any Cisco TelePresence opportunities, it is highly recommended that you complete the same track that the Channel SE is required to take.

[Train 5] I am a SE for a Cisco TelePresence ATP Partner. Will I be trained to sell/support TelePresence?

The Cisco TelePresence Program Requirements Document (PRD) specifies that each Cisco TelePresence ATP Partner have a person fulfill the SE role. There needs to be only one SE role fulfilled by the Cisco TelePresence ATP Partner. The list of required training for the Cisco TelePresence ATP SE role can be found in Appendix C. If the Cisco TelePresence ATP Partner is interested in additional people supporting Cisco TelePresence, the SE training listed in Appendix C is recommended.

[Train 6] Is there an instructor-led Cisco TelePresence technical training class that I can attend?

Currently there is only one instructor-led course offered and it is only for partners that are being invited into the Cisco TelePresence ATP Program. It is not open for any external company or non-Cisco TelePresence ATP Partners.

[Train 7] Is there any online Cisco TelePresence training that I can take?

There is a Cisco TelePresence ATP portal that can be accessed through the Partner Education Connection. If you navigate to www.cisco.com/go/pec you will be prompted to log in with your valid Cisco.com user credentials. When you click on the Specialization ICON graphic and scroll down to the bottom of the list, you will see the TelePresence link in the ATP Section. Access to this area is only allowed for internal Cisco employees and valid Cisco TelePresence ATP Partners. You can reference Appendix D for access to this portal.

[Train 8] Does the Cisco TelePresence TSBU offer any training?

The TSBU Website is loaded with many valuable training videos and presentations. Please reference this site on a frequent basis while looking for Cisco TelePresence information.

Channels

[Chann 1] What is Cisco’s current channel strategy?

The current channel strategy for Cisco TelePresence is through the channel Authorized Technology Provider (ATP) Program. There are theater leads from around the world that have responsibility for their respective theaters. There are Cisco channel account managers and channel SEs that are assigned to and have responsibility for specific Cisco TelePresence ATP Partners.

Please reference Appendix A and B for additional information.
[Chann 2] How should I engage the channel if I have an opportunity?
You should start to build a relationship with several Cisco TelePresence ATP Partners that are closest to your local Cisco office. You can reference Appendix B and engage the appropriate CAM and Cisco TelePresence ATP Partner early on in the sales cycle.

[Chann 3] If an AM has a TelePresence deal and the partner on the deal is not a Cisco TelePresence ATP Partner, what is the course of action?
Only Cisco TelePresence ATP Partners have been trained to sell and support the Cisco TelePresence product set. The AM should engage a responsible Cisco TelePresence ATP CAM so that the non-ATP Partner and the Cisco TelePresence ATP Partners can establish a relationship regarding the opportunity.

[Chann 4] How many people support TelePresence in the channel and what are their roles (channel account manager, channel SE, inside sales, etc.)?
There is one theater lead per theater. There are approximately 20 assigned channel CAMs and SEs to approved Cisco TelePresence ATP Partners. Please reference Appendix A and B for additional information.

[Chann 5] What role does a partner fulfill (distribution/integration, support, training, etc.)?
A partner must be invited into the Cisco TelePresence ATP Program. Once invited in, they have 180 days to complete the Cisco TelePresence ATP Program requirements. Once they are officially a Cisco TelePresence ATP Partner, they work in concert with the Cisco account teams to deliver all aspects of the TelePresence PPDIOO cycle.

[Chann 6] Where do I find more information regarding Cisco TelePresence programs for the channel?
Contact one of the theater leads, a responsible channels Cisco TelePresence ATP CAM, or a channels SE. Please reference Appendix A and B for additional information.

[Chann 7] What are the possibilities of having all Specialized Cisco Unified Communications Partners sell TelePresence?
This has been discussed as a possibility. There is no short-term road map for Specialized Cisco Unified Communications Partners selling TelePresence at this time.

[Chann 8] Is a complete list of current Cisco TelePresence ATP Partners available? Where can I locate a Cisco TelePresence Partner to book a deal?
Cisco TelePresence ATP Partners can be found by searching the Partner Locator on www.cisco.com.
Please reference Appendix A and B for additional information.

[Chann 9] I am a Cisco TelePresence ATP Partner. Can I order TelePresence demo equipment?

There is a special ATP Demo Equipment Program for Cisco TelePresence ATP Partners. There is a VOD on the PEC ATP portal called TelePresence ATP Demo Equipment Program that explained the program in detail. You can also contact the responsible theater lead or Cisco TelePresence ATP channel CAM or channel SE for additional information.

[Chann 10] I am a CAM and I have a Specialized Cisco Unified Communications Partner that I think would be a good Cisco TelePresence ATP Partner. What are the requirements for my partner to become a Cisco TelePresence ATP Partner?

The Cisco TelePresence ATP Program is an invitation-only program. Partners are invited based on criteria set forth by the theater leads. Contact the appropriate theater lead for additional information.

Please reference Appendix A and B for additional information.

Services

[Serv 1] What technical and/or professional services are offered for Cisco TelePresence?

Cisco TelePresence ATP Partners can deliver their own set of services. Understanding the services that all Cisco TelePresence ATP Partners offer is outside the scope of this document. If you have a Cisco TelePresence opportunity, understanding the services that the Cisco TelePresence ATP Partner can offer the end customer is important and will ensure a smooth implementation.

In the event that a Cisco TelePresence ATP Partner cannot deliver on a complete services portfolio, augmented service offerings from Cisco should be considered.

Cisco Services for TelePresence are:

- Cisco TelePresence Planning, Design, and Implementation Service
- Cisco TelePresence Essential Operate Service
- Cisco TelePresence Select Operate Service
- Cisco TelePresence Remote Assistance Service

Additional information regarding Cisco TelePresence services from Cisco can be found on the Cisco internal Website at http://www.cisco.com/CustAdv/services/advtech/telepresence/.

[Serv 2] How are Cisco TelePresence support calls handled?

How support calls for Cisco TelePresence are handled will depend on what services are sold to the end customer. They may be all Cisco services. They may be all Cisco TelePresence ATP Partner services. They may be a blended offering consisting of both Cisco and Cisco TelePresence ATP Partner services.
## Appendix A: Cisco World Wide Channels Theater Leads

<table>
<thead>
<tr>
<th>Name</th>
<th>Region</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robin Sharp</td>
<td>Europe</td>
<td><a href="mailto:robshar@cisco.com">robshar@cisco.com</a></td>
</tr>
<tr>
<td>Stuart Wallis</td>
<td>Europe</td>
<td><a href="mailto:stwallis@cisco.com">stwallis@cisco.com</a></td>
</tr>
<tr>
<td>Rebecca Leach</td>
<td>Canada</td>
<td><a href="mailto:releach@cisco.com">releach@cisco.com</a></td>
</tr>
<tr>
<td>Ted Demeris</td>
<td>United States</td>
<td><a href="mailto:tdemeris@cisco.com">tdemeris@cisco.com</a></td>
</tr>
<tr>
<td>Rui Teixeira</td>
<td>Emerging</td>
<td><a href="mailto:rteixeir@cisco.com">rteixeir@cisco.com</a></td>
</tr>
<tr>
<td>Ujjal Bajaj</td>
<td>Asia Pacific</td>
<td><a href="mailto:ubajaj@cisco.com">ubajaj@cisco.com</a></td>
</tr>
<tr>
<td>Yoko Tsunekawa Hashizume</td>
<td>Japan</td>
<td><a href="mailto:ytsuneka@cisco.com">ytsuneka@cisco.com</a></td>
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</table>
## Appendix B: US Theater CAM Table

<table>
<thead>
<tr>
<th>Cisco TelePresence ATP Name</th>
<th>Cisco CAM</th>
<th>Cisco CAM Email</th>
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<tbody>
<tr>
<td>AT&amp;T SERVICES, INC</td>
<td>Kathryn McCreary</td>
<td><a href="mailto:kamccrea@cisco.com">kamccrea@cisco.com</a></td>
</tr>
<tr>
<td>BT AMERICAS</td>
<td>Alicia Wagner Katz</td>
<td><a href="mailto:akatz@cisco.com">akatz@cisco.com</a></td>
</tr>
<tr>
<td>CALENGE LLC</td>
<td>Jim Grennan</td>
<td><a href="mailto:jgrennan@cisco.com">jgrennan@cisco.com</a></td>
</tr>
<tr>
<td>CDW</td>
<td>Tom Myers</td>
<td><a href="mailto:tomyers@cisco.com">tomyers@cisco.com</a></td>
</tr>
<tr>
<td>CINCINNATI BELL TECHNOLOGIES SERVICES</td>
<td>Steve Bell</td>
<td><a href="mailto:stebell@cisco.com">stebell@cisco.com</a></td>
</tr>
<tr>
<td>COLEMAN TECHNOLOGIES INC</td>
<td>Dave Lockhart</td>
<td><a href="mailto:dalockha@cisco.com">dalockha@cisco.com</a></td>
</tr>
<tr>
<td>DIMENSION DATA INC</td>
<td>Joe Keller</td>
<td><a href="mailto:jokeller@cisco.com">jokeller@cisco.com</a></td>
</tr>
<tr>
<td>GENERAL DYNAMICS</td>
<td>May Banks</td>
<td><a href="mailto:maybanks@cisco.com">maybanks@cisco.com</a></td>
</tr>
<tr>
<td>IBM</td>
<td>Chris Woodward</td>
<td><a href="mailto:chwoodar@cisco.com">chwoodar@cisco.com</a></td>
</tr>
<tr>
<td>IBM GLOBAL SERVICES</td>
<td>Darlene Shannon</td>
<td><a href="mailto:darlenees@cisco.com">darlenees@cisco.com</a></td>
</tr>
<tr>
<td>INSIGHT</td>
<td>Glen Fiance</td>
<td><a href="mailto:gfiance@cisco.com">gfiance@cisco.com</a></td>
</tr>
<tr>
<td>INX</td>
<td>Patrick Ross</td>
<td><a href="mailto:patross@cisco.com">patross@cisco.com</a></td>
</tr>
<tr>
<td>NEXUS IS, INC.</td>
<td>Barbara Rosenberg</td>
<td><a href="mailto:brosenbe@cisco.com">brosenbe@cisco.com</a></td>
</tr>
<tr>
<td>ORANGE</td>
<td>Darren Ramsden</td>
<td><a href="mailto:dramsden@cisco.com">dramsden@cisco.com</a></td>
</tr>
<tr>
<td>PRESIDIO CORPORATION, THE</td>
<td>Dave Lockhardt</td>
<td><a href="mailto:dalockha@cisco.com">dalockha@cisco.com</a></td>
</tr>
<tr>
<td>SENTINEL TECHNOLOGIES, INC.</td>
<td>Ed Quagliata</td>
<td><a href="mailto:equagli@cisco.com">equagli@cisco.com</a></td>
</tr>
<tr>
<td>QWEST</td>
<td>Jeff Farrell</td>
<td><a href="mailto:jefarrel@cisco.com">jefarrel@cisco.com</a></td>
</tr>
<tr>
<td>FORCE THREE</td>
<td>Marcus Edwards</td>
<td><a href="mailto:maedward@cisco.com">maedward@cisco.com</a></td>
</tr>
<tr>
<td>VERIZON SERVICES CORP.</td>
<td>Ashley Tarver</td>
<td><a href="mailto:atarver@cisco.com">atarver@cisco.com</a></td>
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<tr>
<td>WIRE ONE COMMUNICATIONS INC</td>
<td>Karla Griffith</td>
<td><a href="mailto:kargriff@cisco.com">kargriff@cisco.com</a></td>
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<tr>
<td>WORLD WIDE TECHNOLOGY, INC</td>
<td>Matt Cook</td>
<td><a href="mailto:matthcoo@cisco.com">matthcoo@cisco.com</a></td>
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</table>
Appendix C: Training

There is a Cisco TelePresence ATP portal that can be accessed through the Partner Education Connection. If you navigate to [www.cisco.com/go/pec](http://www.cisco.com/go/pec) you will be prompted to log in with valid Cisco.com user credentials. When you click on the Specialization ICON graphic and scroll down to the bottom of the list, you will see the TelePresence link in the ATP Section. Access to this area is only allowed for internal Cisco employees and valid Cisco TelePresence ATP Partners. You can reference Appendix D for access to this portal.

**Required Cisco CAM and Channel SE Training**
- QuickStart for Cisco TelePresence Overview
- Cisco TelePresence Multitheater Ordering Practices
- Cisco TelePresence Order Assurance

**Recommended Cisco CAM Training**
- Cisco TelePresence Solution Ordering Guide
- Cisco TelePresence Presales Course Module 8: Solution Technical Overview
- Cisco TelePresence External Q&A
- Cisco TelePresence Account Manager Training Overview
- TelePresence ATP Demo Equipment Program
- TelePresence Bundle Promotion Q&A
- TelePresence End User Bundles

**Recommended Cisco Channel SE Training**
- TelePresence ATP Demo Equipment Program
- TelePresence Bundle Promotion Q&A
- TelePresence End User Bundles
- TelePresence Camera Tuning Training 9/2007 (Downloadable)
- Cisco TelePresence External Q&A
Cisco TelePresence Implementation and Configuration Training (TPICT)
Cisco TelePresence Manager
Cisco TelePresence Project Management
Cisco TelePresence Solution Ordering Guide
Cisco TelePresence System Release 1.1
Cisco TelePresence System Prequalification Questionnaire Version 4.1
Cisco TelePresence Technical Overview Presentation
Cisco Unified Conferencing for TelePresence Release 1.1
Room Readiness Assessment (RRA) Cisco TelePresence 3000 Procedure
Cisco TelePresence Deployment Guide
Cisco TelePresence Presales Course Module 8: Solution Technical Overview
Cisco TelePresence Room Specifications White Paper
TelePresence RRA Module 1—Room Readiness Assessment Process (10 mins)
TelePresence RRA Module 2—Acoustic and Lighting Basics (10 mins)
TelePresence RRA Module 3—Tools Usage (25 mins)
TelePresence RRA Module 4—Environment, Power, and HVAC (30 mins)
TelePresence RRA Module 5—Acoustics (20 mins)
TelePresence RRA Module 6—Lighting (15 mins)
TelePresence RRA Module 7—Environmental Continuity (10 mins)
TelePresence RRA Module 8—Site Survey (5 mins)

**Required Cisco TelePresence ATP AM Role Training**
Cisco TelePresence Account Manager Training Overview
QuickStart for Cisco TelePresence Overview
Cisco TelePresence Multitheater Ordering Practices
Cisco TelePresence Order Assurance

*The below modules are also recommended for other AMs within the Cisco TelePresence ATP Partner program.*
Cisco TelePresence Account Manager Training Overview
QuickStart for Cisco TelePresence Overview
Cisco TelePresence Multitheater Ordering Practices
Cisco TelePresence Order Assurance
Cisco TelePresence Solution Ordering Guide
Cisco TelePresence Presales Course Module 8: Solution Technical Overview
Cisco TelePresence External Q&A
Cisco TelePresence Account Manager Training Overview
TelePresence ATP Demo Equipment Program
TelePresence Bundle Promotion Q&A
TelePresence End User Bundles
**Required Cisco TelePresence ATP SE Role Training**

- QuickStart for Cisco TelePresence
- Cisco TelePresence Implementation and Configuration Training (TPICT) ILT
- Cisco TelePresence Multitheater Ordering Practices
- Cisco TelePresence Order Assurance
- TelePresence RRA Module 1—Room Readiness Assessment Process (10 mins)
- TelePresence RRA Module 2—Acoustic and Lighting Basics (10 mins)
- TelePresence RRA Module 3—Tools Usage (25 mins)
- TelePresence RRA Module 4—Environment, Power, and HVAC (30 mins)
- TelePresence RRA Module 5—Acoustics (20 mins)
- TelePresence RRA Module 6—Lighting (15 mins)
- TelePresence RRA Module 7—Environmental Continuity (10 mins)
- TelePresence RRA Module 8—Site Survey (5 mins)

The below modules are also recommended for other SEs within the Cisco TelePresence ATP Partner program.

- QuickStart for Cisco TelePresence
- Acoustic and Lighting Basics
- Cisco TelePresence External Q&A
- Cisco TelePresence Implementation and Configuration Training (TPICT) ILT
- Cisco TelePresence Manager
- Cisco TelePresence Multitheater Ordering Practices
- Cisco TelePresence Order Assurance
- Cisco TelePresence Project Management

- Cisco TelePresence Solution Ordering Guide
- Cisco TelePresence System Release 1.1
- Cisco TelePresence System Prequalification Questionnaire Version 4.1
- Cisco TelePresence Technical Overview Presentation
- Cisco Unified Conferencing for TelePresence Release 1.1
- Room Readiness Assessment (RRA) Cisco TelePresence 3000 Procedure
- TelePresence RRA Module 1—Room Readiness Assessment Process (10 mins)
- TelePresence RRA Module 2—Acoustic and Lighting Basics (10 mins)
- TelePresence RRA Module 3—Tools Usage (25 mins)
- TelePresence RRA Module 4—Environment, Power, and HVAC (30 mins)
- TelePresence RRA Module 5—Acoustics (20 mins)
- TelePresence RRA Module 6—Lighting (15 mins)
- TelePresence RRA Module 7—Environmental Continuity (10 mins)
- TelePresence RRA Module 8—Site Survey (5 mins)
- Access instructions to access the above training can be found in Appendix D
Appendix D: Access to the PEC TelePresence ATP Portal


First select the Specialization link.

![Partner Education Connection](image_url)

<table>
<thead>
<tr>
<th>Course Offerings</th>
<th>Learning Maps</th>
<th>My PEC</th>
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<td><strong>My Current Learning</strong></td>
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- Certification
- Labs
- Sales
- Partner Tools
- Technologies
- My Part of the World
- Support
- Webinars
- Other Resources
- Contact Cisco
- Submit Feedback
- View My Progress
- Manage Course Preferences
- Learning Lab
- Use Our Tools
- Join the Community
- FAQs
- More Help

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**Specialization**
Training and Requirements for Cisco Specializations and ATPs
Next, scroll down to the TelePresence area and select the link.

**Authorized Technology Provider (ATP) Program**

ATP training helps define the necessary knowledge and skills to bring emerging technologies to market and also provides a program that supports the experience required for a particular technology. As a particular technology progresses along the adoption curve and becomes more standardized, it can evolve into a Specialization. Learn More.

<table>
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<td>KIS AN Routing Platforms</td>
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<tr>
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<tr>
<td>MDS Fabric Switching</td>
<td>Account Manager, Systems Engineer</td>
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<tr>
<td>Network Hosted Storage Applications</td>
<td>Account Manager, Field Engineer, Integrated System Design Engineer, Systems Engineer</td>
</tr>
<tr>
<td>Outdoor Wireless Mod</td>
<td>Field Engineer, Business Engineer</td>
</tr>
<tr>
<td>Video Surveillance</td>
<td>Account Manager, Field Engineer, Project Manager, Systems Engineer</td>
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<td>Remote Media Communications</td>
<td>Account Manager, Field Engineer, Support Technician, Systems Engineer</td>
</tr>
<tr>
<td>Remote Media Communications - Satellite</td>
<td>Account Manager, Systems Engineer</td>
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<td>TelePresence</td>
<td><strong>ATP Cisco TelePresence or ATP Cisco TelePresence Satellite Only</strong></td>
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