

Best Practice Guide: Selecting a Public Cisco TelePresence Provider

Introduction

Public Cisco TelePresence® opportunities offer customers innovative options to meet face-to-face through high-definition video and high-quality audio without an initial investment. Public Cisco TelePresence collaboration helps you extend the reach of enterprises and enables you to connect with partners, customers, and remote employees across the world with the touch of a button. This guide answers the important questions customers should consider when selecting a public telepresence service for their business needs.

What Types of Applications and Meetings Are You Trying to Accomplish?

Public Cisco TelePresence collaboration is a highly interactive form of collaboration between meeting participants. Following are some examples of the many business applications for public telepresence:

- Interviewing and recruiting
- Executive education and distance learning
- Market research and focus groups
- Executive roundtables and advisory board meetings
- High-profile events such as marketing launches, entertainment industry events, and seminars
- General business meetings with remote locations, partners, and customers

Which Locations Are You Planning to Connect for Your Meeting?

Prior to the meeting, research the public locations available from the provider. You should ask your public telepresence provider what locations are available.

Are There Any Connectivity or Accessibility Concerns?

Convenient connectivity and accessibility is an important consideration when selecting a public telepresence provider. Often you want to meet with enterprise customers who have their own carriers. Cisco TelePresence Exchange System (Exchange System) service facilitates meetings between public, private, and enterprise rooms. When rooms are hosted on different carriers, the interconnect capability allows meetings to be scheduled successfully. The Exchange System and the interconnect capability determine the reach of public telepresence customers. Following are few important questions to consider when selecting a public telepresence service provider:

- Which public locations do they support? Do they provide interconnect capabilities, and with which carriers?
- How accessible are public rooms in these locations?
- What private locations can the customer connect with?
- If the required rooms are hosted on different exchanges, is interconnect capability provided?
- Does the provider offer a test call prior to the meeting to verify if connectivity exists?

What Meeting Services and Support Are Available?

- **Scheduling:** To conduct a successful telepresence meeting, it is important to determine your scheduling requirements. If you desire a high-touch service, or if you need assistance when scheduling your meeting, ask if the service provider offers a white-glove service. If your scheduling needs are simple, an online scheduling service may be best suited for your needs. Inquire about any assistance available to help you schedule your meeting successfully.

Ensure that after the meeting is successfully scheduled, meeting notifications with details about how to join the meeting are sent to the scheduler and other meeting participants. Also inquire about the availability of a 24-hour scheduling desk to help you troubleshoot and schedule meetings.

- **Onsite concierge:** The onsite concierge is a high-touch service that providers might offer to help with accessing meeting rooms, greeting participants, starting the meeting, and assisting with any special requests. If this level of support is critical to the success of your meeting, ensure that an onsite concierge service is available at your desired locations. Also ensure that you will have access to technical support to troubleshoot any problems that might arise during the meeting.

What Amenities Are Available?

Most public telepresence locations provide amenities to ensure a high-quality meeting experience. If you are running an event or running an important meeting such as negotiations, etc., you can make special requests of your venue provider. When selecting a public telepresence service, inquire about the following amenities to make sure they meet your needs:

- Concierge support
- Business center (print, copy, and fax)
- Ancillary meeting rooms
- Internet access
- Catering
- Operating hours
- Onsite parking

Sometimes these amenities are free, and at other times they are charged services. Inquire about the costs associated with such services prior to scheduling your meeting.

How Can You Ensure a Great Meeting Experience?

Attention to many details is required to craft a successful public telepresence meeting experience. To ensure the best possible experience for you and your team, confirm the following items prior to your meeting:

- **Seating and number of display screens:**
 - **Seating:** Make sure the room can accommodate the required number of people for the meeting.
 - **Display:** If you are meeting with larger groups, ensure that the room is equipped with the required number of screens to see the entire group at once.
- **Document camera:** The document camera allows participants to share documents and other visual aids (physical objects, product prototypes, etc.) during the meeting. If sharing such images is critical to your meeting, check with the provider to ensure that the room is equipped with a document camera.

- Onsite contact or event manager: Inquire about the availability of an onsite contact; the onsite contact helps with escorting the customer to the meeting room, troubleshooting any problems, and assisting in other ways to ensure the best possible meeting experience.
- Special requests: Inform your service provider of any special requests that you might have such as catering, hotel rooms, and other meeting services.
- Facilities: Inquire about the type of facility available; large business-class hotels versus smaller retail environments will vary in the amenities and atmosphere they provide.
- Audio-only participants: If you would like to add audio-only participants, inquire about the possibility and ask if the provider has any security concerns, toll restrictions, or associated fees.
- Video participants: If you would like to add participants using third-party video systems, please contact your provider to verify if this option is available and how it can be set up.
- Recording: If recording your meeting is important, ask if the option is available.

What Options Are Available for Billing and Payments?

Different providers might offer different billing and payment options. Sometimes meetings are held across various countries and you might need a provider that handles multiple currencies. Following are a few questions to consider regarding billing and payment for your meeting:

- Will the provider send you a consolidated bill for all locations, or will you get a separate bill for each one?
- What payment options does the provider offer? These options may include:
 - Online payment: Credit or debit card
 - Wire transfer: From a designated corporate account
 - Check: Mail a check to the specified address
- Does the provider handle multiple currencies?
- Do these options work for you and your team?



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