Video Conferencing as a Service (VCaaS)
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1 Introduction to VCaaS

Although recent years have seen significant developments in video conferencing and visual communications technology, the benefits of their use have been known for some time. The ways the technology has improved means that these benefits are even more achievable now than ever, while the way video has moved beyond the meeting room means provides even greater possibilities.

SCC’s VCaaS is a platform designed to deliver a fully featured video conferencing network infrastructure on a flexible basis, without the need for significant up-front investment. SCC has invested in building a complete carrier class multi-tenant infrastructure that brings the benefits of a high quality video conferencing service to any organisation.

The SCC VCaaS service portfolio has been created with the end user experience at the centre. User experience is the key to user adoption and as such is the key to the business realising its objectives from video conferencing investment. To ensure this is achieved, SCC have a duty to consult our customers on the key areas that are the foundation of the video conferencing experience:

- Network – This underpins the application delivery of video and ensures it is delivered securely
- Interoperability – Ensuring that different manufacturer end-points and end-point types can connect (SD rooms, HD rooms, desktop/mobile)
- Service Wrap – The most suitable processes, usage model, training model and support model to enable ease of use and adoption for the end users
- Equipment – Does the right type of hardware exist to meet the functional requirements of the solution that is being deployed?

The SCC Video Network Operations Centre (VNOC) underpins the SCC VCaaS Video Managed. The VNOC team are dedicated support desk personnel, whose function is to proactively manage our Managed Service customer video conferencing estates. The VNOC also provide reactive management across video and audio visual environments, software updates and user support for end user issues. As part of the function the team are video enabled to provide face to face video response if possible.

Benefits of Video Conferencing

- Reduce travel
- Increase efficiency
- Be greener
- Bring teams together
- Communicate and collaborate more effectively
- Be more flexible
2 Service Definition

2.1 VCaaS for Hardware Endpoints

VCaaS for Hardware Endpoints is the service designed to support traditional video conferencing systems in meeting rooms or executive desktops. These systems typically include a camera, codec, and microphone as well as some sort of display equipment. These are dedicated hardware systems built specifically and only for video conferencing.

SCC’s VCaaS includes multisite bridging, virtual meeting rooms, IP and ISDN gateway services, call recording and streaming. The service is supported via a dedicated Video Network Operations Centre (VNOC) hosted in a secure data centre. The service is built upon standards-based technology and supports video conferencing hardware from multiple vendors, maximising any investment you have already made in the technology; there is no requirement to purchase new hardware.

The service includes as standard:

- An always-on, unlimited use service with no per minute charges
- Multisite bridging through the use of your own dedicated Virtual Meeting Room, allowing you to
- External connectivity via IP and ISDN, meaning you can communicate securely with video conferencing systems outside your network
- Operator assistance from a dedicated team, supporting your users
- Device, Address book and configuration management to ensure a consistent and reliable service

The price for the standard service is based on a one-off fee to register the endpoint to the VCaaS service and a monthly fee for each video system.

<table>
<thead>
<tr>
<th>VCaaS for Hardware Endpoints</th>
<th>Price per Endpoint</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-off Set-up fee</td>
<td>£ 128.00</td>
</tr>
<tr>
<td>Monthly Service Charge</td>
<td>£ 285.00</td>
</tr>
</tbody>
</table>

There is a range of additional services available; these serve as enhancements to the standard service and include:

- Concierge services for automated call-launching, meet & greet, and fully managed calls
- Call recording
- Hardware supply, installation and integration
- Hardware maintenance services
- Dedicated network connectivity
- Consultancy
- Training and Technology Adoption services
<table>
<thead>
<tr>
<th>Service Option</th>
<th>per Call</th>
<th>10 Call bundle</th>
<th>50 Call bundle</th>
<th>100 Call bundle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated Call Launch</td>
<td>£ 48.00</td>
<td>£ 408.00</td>
<td>£ 1,800.00</td>
<td>£ 2,880.00</td>
</tr>
<tr>
<td>Meet &amp; Greet Call Launch</td>
<td>£ 68.00</td>
<td>£ 578.00</td>
<td>£ 2,550.00</td>
<td>£ 4,080.00</td>
</tr>
<tr>
<td>Concierge Managed Call (per hour)</td>
<td>£ 88.00</td>
<td>£ 748.00</td>
<td>£ 3,300.00</td>
<td>£ 5,280.00</td>
</tr>
</tbody>
</table>

At the commencement of a new Video Conferencing Service, we will work with you to determine how best to meet your specific requirements. The initiation of the service will include additional service and architecture design and project management. Additional connectivity may also be required. Costs for these services are provided on a case by case basis.
2.2 VCaaS for Mobile and Desktop

VCaaS for Mobile and Desktop is the video conferencing service that supports video conferencing from a software client running on a PC, laptop, tablet or phone. A free application is available to run on Windows, Mac OSX, Apple iOS for iPads and iPhones, and Android for tablets and phones. When registered to the VCaaS infrastructure, your desktop or mobile device becomes your video conferencing system, meaning you have the ultimate in communications flexibility.

The RealPresence application we use is based on the same standards as dedicated video conferencing hardware and is supported by the same infrastructure so that you can achieve the same High Definition video and audio and connectivity services.

To participate in multipoint calls or calls to room systems on the SCC video network, RealPresence mobile clients will be required to register to the SCC VCaaS infrastructure. This will provide:

- Address book management in line with room systems
- Point-to-point calling between RealPresence Mobile/Desktop and room systems
- Access to multipoint calling via your Virtual Meeting Rooms, which can include other mobile and desktop users, hardware room systems, or a mixture of both
- Connectivity to external IP or ISDN video conferencing systems, using the same secure Virtual Meeting Rooms

PCs and mobile devices running the RealPresence apps require an internet connection in order to access the VCaaS infrastructure. This means that mobile users will be able to participate in video conferences wherever they have an internet connection, be they in the office, at partner sites, at home, in a public Wi-Fi hot-spot or anywhere with a stable enough 4G/3G connection.

Support for RealPresence Desktop and Mobile clients can be extended to specific named users. Each user will have their own dedicated account, registering them on the VCaaS platform. There is a one-off fee for this account creation and also provides users with a welcome pack including log-on details, user guides and so on. Following that, there is a simple monthly fee for each user, giving them unlimited access to the VCaaS services. An individual user may have software and apps installed on multiple devices (e.g. and iPad and a PC) but only one account and monthly charge will be applied. Price breaks exist as the number of named users increase.

<table>
<thead>
<tr>
<th>VCaaS for Desktop/Mobile</th>
<th>per User (0-10 Users)</th>
<th>per User (11-50 Users)</th>
<th>per User (51-100 Users)</th>
<th>per User (101-200 Users)</th>
<th>per User (201+ Users)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-off Set-up fee</td>
<td>£ 29.81</td>
<td>£ 27.94</td>
<td>£ 26.30</td>
<td>£ 24.84</td>
<td>£ 23.53</td>
</tr>
<tr>
<td>Monthly Service Charge</td>
<td>£ 17.71</td>
<td>£ 16.34</td>
<td>£ 15.18</td>
<td>£ 14.17</td>
<td>£ 13.28</td>
</tr>
</tbody>
</table>
2.3 Virtual Meeting Rooms

SCC’s Virtual Meeting Room (VMR) service is part of the Video Conferencing as a Service (VCaaS) portfolio. The VMR service provides a hosted bridging service for video conferencing systems. The service is compatible with standards-based video conferencing systems including hardware codecs as well as soft clients running on PC desktop, laptop or mobile devices.

Meeting participants can be a mixture of IP and ISDN video, and audio-only, providing flexibility in the way you host meetings. For security, the VMR will be PIN-protected.

This easy to use service allows you to connect your video conferencing systems with any other IP or ISDN-based video conferencing systems via the internet. The service is supported via a dedicated Video Network Operations Centre (VNOC) hosted in a secure data centre.

The VMR is provided on an ad-hoc, reservationless model, allowing it to be used whenever required without the need to book or schedule meetings. Assistance, where required, will be provided by SCC’s VNOC operators. Should you require a call scheduling or auto-launch facility, this can be provided at additional cost.

The price for the Virtual Meeting Room service is based upon a standard service which includes:

- Support for H.323 (IP) video conferencing
- Support for H.323 (ISDN) video conferencing
- Support for audio-only participants
- Always-on, unlimited use service
- Multisite bridging
- External connectivity via IP and ISDN
- Operator Assistance

<table>
<thead>
<tr>
<th>Service Component</th>
<th>Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Meeting Room Service for Video Conferencing</td>
<td>£ 75.00</td>
</tr>
</tbody>
</table>
2.4 Why use a Managed Service?

Traditional video conferencing sometimes suffers from people’s perceptions when they’ve had bad experiences in the past. It may be seen as poor quality, unreliable, expensive, difficult to use, or only for large corporations. As a matter of fact, many of these views may be entirely justified.

However, it doesn’t have to be that way. There have been many advances in video technology which have made it much better quality, more reliable, and easier to use. Other technologies have had an impact on the way video communications are viewed as well. Skype and FaceTime are common tools for everyday users, meaning that video calling is no longer seen as an executive toy or something for large corporations. On the contrary, users are beginning to expect to be able to communicate over video in the workplace just as they can at home.

In order to ensure that video communication lives up to its promise, it’s important to use tools and services that offer the reliability and quality needed for business communications.

A full video communications network requires a stable architecture that allows any device to speak with any other over any network; it requires systems to manage devices and calling plans; it should provide seamless communication with external organisations while remaining secure; above all it should provide a good user experience.

This infrastructure should be provided within a strong services framework that supports the business and your users. A managed service based on a hosted infrastructure provides all of this and places at its heart an expertise that can only be provided by specialists.

These are all reasons why many different types of public and private sector organisations are taking advantage of the significant investment made by SCC in our Video Conferencing as a Service. VCaaS includes access to a full video network infrastructure hosted in our secure data centre. It also includes the specialist skills and knowledge of the staff in our Video Network Operations Centre (VNOC). These staff are there to support you and your users to help you maximise the use of video conferencing and to maximise the return on your investment.

These are the many reasons to choose Video Conferencing as a Service:

2.4.1 Minimise capital expenditure

Video conferencing network infrastructure can be expensive to buy, install and support. However, SCC has already made this investment so you don’t have to. VCaaS gives you access to a full hosted infrastructure including multisite bridging, ISDN gateways, secure IP calling, call management, address book management, call recording and streaming. All of this is provided as fixed cost per month.

2.4.2 Minimise impact on IT and facilities resources

With the infrastructure hosted in our secure data centre, there is no need for your IT staff to manage additional devices and services. Because we can remotely manage your video endpoints as well, there is less pressure on your facilities team to support more room systems.
2.4.3 Keep technology up to date

If you were to invest in video infrastructure yourself, at some point you would be in the position where you’d need to upgrade or face technology obsolescence. As a service provider it is essential for us to keep our systems up to date and compatible with the latest developments in video communications. We have committed to making this investment and have a roadmap for continuous improvements and enhancements.

2.4.4 Ease of use

Ease of use and reliability are the key to successful technology adoption. This is why they’re at the heart of our service ethos. We aim to always provide a consistent, reliable and intuitive user experience that means you can focus on the content of your meeting, not how you’re going to get there.

This can go as far as never having to even touch a remote control. With our concierge services, calls can be scheduled to launch automatically. All you have to do is to walk into the room and start talking, just as you would in a face to face meeting.

2.4.5 Access to specialist knowledge

It’s not uncommon for the management of video conferencing systems to be given to IT or network teams, who very often aren’t video experts and may struggle to find the time to support the systems properly. On the other hand, our VNOC staffs do nothing but look after video systems, so they know them inside out. That puts us in first place when it comes to supporting you and your users.

2.4.6 Maximise user adoption

A reliable and well-supported video conferencing service has been shown to increase the number of video calls made. This translates directly into increased savings and greater business efficiency – exactly why you’ve invested in video in the first place.

2.4.7 Stay secure

SCC’s video networks recommend end-to-end QoS ability across fully meshed MPLS networks. While it’s not essential, a dedicated video network can keep video traffic separate from your main IT network, helping to keep you secure and to avoid the impact of video on your other business critical data. It also means that video has no other traffic to contend with, helping to ensure the best possible video quality and user experience.

2.4.8 Integrate

Because SCC is a not only a leading video conferencing services provider but also a leading integrator of audio-visual systems, we are well positioned to work with you on this project. We have designed, supplied and installed complex audio visual systems for major public and private sector organisations across the UK. We will bring the benefit of this experience and expertise to the delivery of your project.
3 Differentiators

Our view is that user experience is the most important consideration in providing a successful Video Conferencing service. The service needs to be reliable and provide a consistent experience. Only if this can be achieved will the service be adopted and will you achieve the maximum return on investment.

The service should be as simple to use as possible and remove as many barriers to adoption as possible. This is the central tenet on which our service is build and applies not only to the technology but also the service wrap supporting it.

Unlike many other video conferencing services, SCC’s solution is designed to support both hardware and software endpoints natively, with neither added as a mere afterthought. This means that the steps required to make or join a video meeting are the same regardless of the type of endpoint used – this is the consistency of experience that users require.

The network should not be ignored, as it is the medium over which all video traffic is carried. As a specialist IT Integrator, we have a deep understanding of the network – skills that may be lacking in specialist ‘boutique’ AV and video conferencing companies. We understand how these technologies impact each other. We will work with you to determine the most appropriate means of carrying video across your network and to the SCC data centre where the VCaaS platform is hosted. This is an essential part of the initial design and consultancy process.

The focus on user experience is also why we have a dedicated Video Network Operations Centre (VNOC) staffed by specialists who understand the technology, have excellent service desk skills, and are focused only on supporting our video conferencing customers. Access to this highly skilled team is a core part of the VCaaS solution – this is not just access to a web portal where users are left to their own devices.

A different service desk methodology applies to video conferencing than to other IT services. Users find a problem with the system when they want to use it, and that means they’re trying to hold a meeting. There is a ‘golden’ 15 minutes during which the issue should be resolved or a workaround found, allowing users to continue with their meeting. This is why we provide first line access to the specialist VNOC team. We also use tools to pro-actively monitor the video network so that issues and faults can be identified and fixed before users even notice them.
4 Information Assurance

The service has been implemented with the following security features:

- SCC also holds ISO9000, ISO14001, ISO20000 and ISO27001 certifications which underpin our business operations and Cloud Platform
- All datacentres are highly resilient Tier3+, and UK based
- SCC is a registered sponsor with the Defence Business Services National Security Vetting (DBS NSV) which enables us to sponsor and administer the applications of Security Check (SC) and also Developed Vetting (DV) with the appropriate sponsorship from a customer
- As a minimum, all staff are cleared to Baseline Personnel Security Standard (BPSS)
- In excess of 800 staff are Security Cleared and based in the UK
5 Service Levels

The hosted video conference service is available 24/7

The video conference helpdesk is available within UK core hours, from 8:00am to 5:30PM Mon-Fri excluding public holidays.

The Concierge service is available within UK core hours, from 8.00am to 5.30pm Mon-Fri excluding public holidays. All requirements for Concierge services outside of these hours require advance notice of no less than 7 calendar days.

Incidents and Requests will be categorised, with responses and updates delivered in accordance to the Service Levels: Incident Response table. Priorities have been assigned against each Incident type as defined below:

<table>
<thead>
<tr>
<th>Severity</th>
<th>Incident Type</th>
<th>Description</th>
<th>Response</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>High</td>
<td>means the Video Conferencing Service is completely unavailable or there is a critical impact to End User’s business operation which requires both End User and SCC to commit full-time resources to resolve the situation.</td>
<td>30 minutes</td>
<td>4 Hours</td>
</tr>
<tr>
<td>P2</td>
<td>Medium</td>
<td>means operation of the Video Conferencing Service is severely degraded or significant aspects of End Users business operation are negatively impacted by unacceptable network or environmental performance which requires both End User and SCC to commit full-time resources during Working Hours to resolve the situation</td>
<td>30 minutes</td>
<td>8 Hours</td>
</tr>
<tr>
<td>P3</td>
<td>Low</td>
<td>means operational performance of the Video Conferencing Service is impaired, although most business operations remain functional, requiring both End User and SCC to commit resources during Working Hours to restore Service to satisfactory levels</td>
<td>1 Hour</td>
<td>24 Hours</td>
</tr>
<tr>
<td>P4</td>
<td>Service Request</td>
<td>means information is required on Product capabilities, installation or configuration and there is little or no impact to End Users business operation.</td>
<td>1 Hour</td>
<td>40 Hours</td>
</tr>
</tbody>
</table>
6 Additional Information

6.1 Backup/restore and Disaster Recovery

The SCC VCaaS is a resilient hardware based subscriber solution with in-build redundancy which is automated in the event of a failure.

The hardware elements of the solution use in-built SQL database replication between the clusters. This means the databases are replicated constantly to ensure the clusters can both provide the required performance without any manual intervention.

6.2 On-boarding and Off-boarding processes/scope.

All end-points that subscribe to the SCC VCaaS platform are required to follow the SCC on-boarding process. This process is to ensure the end-points configuration standards, passwords and naming conventions adhere to the SCC best practice approach. Additionally, the on-boarding process ensures that the end-point performance levels are as expected and that these levels are baselined for future incident management and resolution.

The key steps of this process are:

- SCC VNOC gaining remote access to the end-point
- SCC VNOC amending the administration password to SCC standards
- SCC VNOC applying the relevant configuration profile as per SCC standards
- SCC VNOC completing remote certification testing while being assisted with on-site resource from SCC or from the customer
- SCC VNOC application of the address book and testing
- Customer handover

6.3 Service management details

Should the Customer need to report a fault, SCC shall provide a telephone and video support capability.

The VCaaS platform is a highly resilient, scalable and flexible solution, which will provide service on a 24hr, 365 days per year basis.

Maintenance, upgrades or updates will be pre-arranged with customers and due to the resilient nature of the solution will typically not impact normal running. The solution will be completely managed by SCC, utilising their 2nd and 3rd line Network Operations Centre (NOC) resources.

6.4 Service constraints

Maintenance, upgrades or updates will be pre-arranged with customers and due to the resilient nature of the solution will typically not impact normal running. The solution will be completely managed by SCC, utilising their 2nd and 3rd line Network Operations Centre (NOC) resources.

6.5 Financial recompense model

A model for service credits may be defined on a customer by customer basis.
6.6 Training

SCC recognises the potential scope of the inherent change associated with a Cloud Video Conferencing Service migration:

- Cloud Video Conferencing service provision may be new to the customer
- The methods for making, booking, or scheduling video conferences may have changed
- New hardware or software systems may have been installed
- The customer may also have changed service desk as part of the migration

Where customers purchase training, our video services transition team shall work with the customer to identify the potential impact of migration to SCC’s Cloud Video Conferencing Service and advise the customer accordingly of those areas that may need addressing. In addition the Transition Team can work with the customer to provide appropriate services to address those areas including:

- Model Office/Proof of Concept/End User Training Lab
- Stakeholder (end user) Management
- Administration Management Training
- Functionality Training

All training plans shall be designed in conjunction with the customer to enable the right level of training to be delivered in line with customer requirements recognizing existing user capabilities. All training will be priced on a case by case basis specifically for each customer.

6.7 Ordering and invoicing process

The process for a customer to subscribe to the Cloud Video Conferencing service is by executing an Order Form. The Order Form defines the specific online service to be provided e.g. the number of video endpoints, service levels, minimum subscription period, payment schedule, and other parameters specific to the actual service to be provided.

6.8 Termination terms

By consumers (i.e. consumption)

A G-Cloud service shall commence on the Effective Date and shall, unless specified otherwise in the Order Form, continue for the Initial Term and shall remain in force thereafter unless and until terminated by either Party giving to the other not less than 30 days written notice, but shall be subject to earlier termination as referenced within the Termination/Consequence of Termination section of the standard SCC G-Cloud terms and conditions.

By the Supplier (removal of the G-Cloud Service)

A G-Cloud service shall commence on the Effective Date and shall, unless specified otherwise in the Order Form, continue for the Initial Term and shall remain in force thereafter unless and until terminated by either Party giving to the other not less than 30 days written notice, but shall be subject to earlier termination as referenced within the Termination/Consequence of Termination section of the standard SCC G-Cloud terms and conditions.
6.9 Data restoration / service migration

The SCC VCaaS is a resilient hardware based subscriber solution with in-build redundancy which is automated in the event of a failure.

The hardware elements of the solution use in-built SQL database replication between the clusters. This means the databases are replicated constantly to ensure the clusters can both provide the required performance without any manual intervention.

As part of the off-boarding process SCC can supply the data contained within the databases including asset register, IP addresses, aliases and configuration profiles.

Should a customer wish to migrate from the service the off-boarding process shall be used in order to migrate data from this service to another, the cost of migration shall vary depending upon the migration strategy required by the customer. Should a customer require assistance with the end to end process the services we offer for Lot 4 include migration service which can be into our service or away from it.

6.10 Consumer responsibilities

SCC shall expect the VCaaS solution to be used by our customers in a responsible and ethical fashion. The solution does not monitor for abusive, sexist and racist behaviour and it is the responsibility of the client to ensure that their personnel use the service in a method compliant with their own usage policy.

The customer will allow SCC to complete all administration activities on the end-points registering to the SCC VCaaS platform.

SCC shall expect a named contact at each location for contact in the event of an incident to be able to assist with initial troubleshooting.

Although this is a shared infrastructure with separation for individual customers and a fully managed service, each customer will be expected to:

- Own and manage their activities required to support our deliverables
- Configure their environment to connect appropriately to the VCaaS platform
- Notify SCC of any change in their security policy that could impact the service
- Own and manage their activities required to support our deliverables and those of their 3rd Party Suppliers
- Configure their environment appropriately to connect to the service
- Adhere to the spirit of the contract

6.11 Technical requirements

This service shall deliver a video conferencing managed service for each subscribed endpoint device. In order to access the service, each endpoint device must meet minimum technical requirements and conform to industry standard protocols including:

- H.323, H.264, H.239, G.722, and other common videoconferencing standards
- Sufficient network connectivity and bandwidth suitable for video conferencing
6.12 Details of any trial service available

A trial service may be arranged on request – specific details to be determined on a case by case basis.
For more information contact

Kelvin Ayre

gcloud@scc.com

0121 766 7000