



**CINOS**

| Service Definition

Service Title

## **Cinos Cloud Video Conferencing**

## Service Description

The Cinos Cloud Video Conferencing service is a scalable collaboration and video conferencing platform, with the simple aim of delivering industry leading Video Conferencing service to UK Commercial, Enterprise and Public Sector customers. Leveraging Infrastructure as a Service (IaaS) platform on which to base our services, our solution delivers secure, highly scalable, highly available, feature rich Cisco collaboration services, providing a rich user experience regardless of the user device of choice or location.

## Service Highlights

- A highly scalable, enterprise grade collaboration service built upon our highly available, highly secure Infrastructure as a Service (IaaS) platform.
- A fully managed, always-on video service
- Profiles available for all workspaces, from the browser to the boardroom
- Leverages the industry-leading Cisco portfolio for best of breed open-standards collaboration.
- Fully interoperable with third party services such as Microsoft Teams, Zoom, and Google Meetings
- A tried and tested approach which drives adoption of video technology through analytics, ongoing training, and continual service improvement.
- UK sovereign — a cloud platform delivered from two secure UK data centres by a UK based company with UK government security cleared staff.
- Disaster tolerant — two Tier 3 UK data centres connected by high-bandwidth, low-latency dedicated connectivity enabling synchronous replication.
- Flexible connectivity options — connect via the Internet, Health, and Social Care Network (HSCN) or dedicated Ethernet & MPLS connectivity.

## Service Features

Packages range from video calling to hosted video conferencing with unrivalled interoperability with video conferencing vendors, MS Teams, and the ability to join from a standard web browser.

Our range of bolt-on services include virtual meeting rooms, Cisco Webex Teams, and Cisco WebEx with Collaboration Meeting Rooms.

A wide range of soft clients (compatible with smartphone, tablet, desktop, and laptop devices) and video devices are supported by the service.

As organisations rely more heavily on critical business applications and services, the need for an always-available collaboration service becomes crucial. Our services have been designed with a number of availability targets and SLA options to suit your business.

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Our services enable organisations to extend collaboration outside of their network boundary. Facilitating inter-person and inter-organisation collaboration is crucial for organisations to stay relevant. Users expect immediate access to these tools from a wide variety of portable and mobile devices, with many of these same tools extended to customers and partners, helping strengthen these relationships.

Organisations recognise the added value that video conferencing brings through increased employee productivity and enhanced customer relationships. Users have adopted a wide variety of smart phones, social media, and video collaboration applications in their personal lives and have begun to expect the same ease of use in their working lives.

| Feature                                    | Benefit                                                                                                                                           |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Highly available, resilient infrastructure | Always on access to collaboration services<br>99.999% availability SLA with Cloud HA or Hybrid Cloud deployments                                  |
| Investment Protection                      | Business retain rights to license rather than seat rental.<br>Existing Cisco licensing may be used with our service                               |
| Pre-packaged user models                   | Ease of procurement based on user role                                                                                                            |
| Device and location independence           | Seamless access regardless of user device or location                                                                                             |
| Standards-based                            | Standards-based external video calling, plus the ability to interoperate with other vendors                                                       |
| High quality user experience               | Improved user satisfaction and productivity, promoting adoption and utilisation                                                                   |
| Fully Managed Service                      | 24x7 service monitoring and support from Cinos                                                                                                    |
| Choice                                     | Configure the solution that is right for you and your application with a range of service levels and packages                                     |
| Geographic diversity                       | The platform spans two UK data centres separated by over two hundred miles.                                                                       |
| Connectivity                               | You decide how you connect to the service, simply via the public Internet, or via a private network connection such as HSCN or dedicated Ethernet |

Our service options allow you to choose from one of our three cloud service options:

- ‘Public Cloud’ Internet-based Collaboration utilising the Cisco Webex Cloud. This can deliver Teams, Calling, Meetings and Contact Centre from a single subscription service (or any combination of them).
- ‘Private Cloud’ Collaboration utilising Cisco infrastructure hosted in Cinos UK Data Centres. This delivers Teams, Calling, Meetings, and Contact Centre from a single subscription or upfront CapEx purchase. This can be integrated with customer premise equipment for a ‘Hybrid Cloud’ architecture.
- Premise Collaboration utilising Cisco infrastructure hosted in customer or third-party data centres. This delivers Teams, Calling, Meetings and Contact Centre from a single subscription or upfront CapEx purchase.

All three options are highly secure, always-on, fully managed services. The differentiator for our Private Cloud, Hybrid Cloud and Premise solutions is that these ensure that the service is private to your organisation; you do not share any data or services with other entities. Furthermore, these options provide the guarantee of UK data sovereignty, thanks to our resilient UK data centres (London and Manchester). Owing to the private cluster approach, we are able to tailor the environment to your exact requirements, including serving high numbers of users resiliently in a Hybrid Cloud deployment as an example, where your core locations are able to host service catering for tens of thousands of users in the event of disconnection from our cloud.

## Service Components

### Brownfield – Bring Your Own Hardware and Licensing

Customers that have already invested in Cisco or standards-based Unified Communications equipment can still consume services from the Cinos Cloud platform without having to refresh hardware. The platform supports the common protocol registrations which allows most voice and video hardware from the likes of Cisco, Polycom, and Lifesize to register to the service. Our service profiles align just as well to your existing users and workspaces as they do to any new kit provided.

### Greenfield – Standard New Deployment

We have many years of experience deploying unified communications to customers across the country. Using our knowledge and understanding of these, we have produced a number of “cookie cutter” profile types which are designed to enable users quickly and easily from basic voice only, to full Unified Communications knowledge workers. We can work with your team to help align the profiles to your users and from there the best endpoint to help them do their job.

### Video Conferencing and Virtual Meeting Rooms

Users may be provided with a Cisco Webex account. This account provides a dedicated virtual meeting and collaboration space which is accessible from the web-browser in a familiar WebEx style

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interface, smartphone, or tablet device (iOS, Android, and Windows), telephone (both voice and video enabled) and video conference endpoint.

Collaboration enabled meetings within a user's account may be ad-hoc (instantly called from a device) or scheduled. For ad-hoc meetings, the user has the capability to set their preference on enabling contacts to immediately join a meeting (enter the room) or be held until the room owner joins the session. The room may also be 'locked' by the room owner for privacy once a meeting has begun. For scheduled meetings, the user may schedule easily via a web interface with email invites detailing all connectivity methods automatically sent to all participants. Furthermore, a custom, integrated solution is possible to be developed utilising the Webex for Developers framework.

Each Cisco Webex account may host up to two hundred participants within a single meeting as well as recording, mark-up tools, and whiteboard functionality, all features available within a WebEx environment, with the added benefit of ubiquitous connectivity from browser, mobile client (any platform), video conference endpoints, and MS Teams.

### Video Calling

Adding video calling to your package allows you to make and receive video calls with standard-based Internet video endpoints, such as calling into a multiparty meeting hosted by an external business partner. If you need to host a multiparty meeting with two or more participants, please see our Webex service.

### Integration

Because our bespoke services are tailored to your exact business needs and consumed only by your organisation, we are able to integrate with existing internal systems and business processes.

The Cisco video solution Can integrate with MS Teams, by either utilising CVI or a Cloud interop service.

### A Simple Video Experience

Built on industry-leading technology, our video conferencing service is designed with the user in mind.

From endpoints automatically waking up when someone walks in the room, to the consistent interface across all devices, all of the complexity and pain so often associated with video conferencing has been removed so that wherever you are and whatever device you're using you know how to get started and run your meeting.

**Simple to Join:** Whatever your location and device, the whole experience of starting your call is enabled by auto-connect. After scheduling a meeting, the Cinos Cloud video service will automatically dial and connect each endpoint at the allotted meeting time.

What is more, remote users joining their meeting with the Cisco Meetings App get access to all their meeting services. External participant joins that same meeting from the web client, quickly and easily without downloading an app, and gets the same robust Cisco meeting experience.

One experience, across all devices, it is as easy as that.

**Simple to Pair:** The simplified joining process is a gateway to changing user video behaviour. Let us say that same user starts the meeting on the video device but wants to share content from their laptop. Cisco Proximity provides the user with an option to share wirelessly from their device with one simple click.

**Simple to Share Content:** Sharing content, which is quickly becoming the most important part of any video collaboration session, becomes second nature. Once the device is wirelessly paired with the endpoint you can simply push your content into the video meeting. You can also bring in third party sources, such as microscopes and external PCs; devices which cannot wirelessly pair via HDMI cabled connection. Your endpoint will display the content in the way you want it to be displayed. If you have two screens, you can show content on one and the video feed on the other, all of which is managed from the Touch 10 interface.

**Intelligent Conferencing:** The intelligent framing capability of Cinos Cloud meeting room endpoints delivers both same room and next gen experience for the very clearest communication.

'Best Overview' identifies where people are sitting in a room and frames them. So, if only a few people are sitting in a large room, the camera will zoom right to them and cut out the empty seats:



Intelligent 'Speaker Tracking' adds to this by framing the active speaker in a call so in a crowded meeting room you can easily and clearly see who it is in the room that is talking.



**Simple to Get Help:** When users have issues at the start of a meeting, it can impact production, cause meetings to overrun or be cancelled as well as creating a bad user perception of the system. With the Cinos Cloud MDT service, help is only a call away for your end users. An end user can place a simple call to the Cinos Cloud MDT service desk which will invoke the Network Operations

Team to remotely access the video conferencing equipment, perform remote diagnostics, and help the user initiate the meeting. This not only takes the strain of first line away from your in-house IT support team, but also ensures that the fault is handled by one of our skilled consultants to ensure resolution of the issue as quickly as possible.

## Professional Services and Training

The Professional Services required for the installation of this solution will be dependent on the Buyer's specific site requirements and existing infrastructure.

Professional Service & Training pricing is provided in the Price Document and required Professional Services to be confirmed at Call Off or during the contract by variation.

## Support Options

Buyers are able to scale up and down the support of this solution, through the purchase of Cinos Support Tokens. This allows Buyers to enable an existing support provider to support the solution or have Cinos fully support the solution or something in-between or enhance regular incident support with event support.

Support tokens allow flexibility so that the Buyer can procure the appropriate volume of support for their specific needs. Required quantity of Support Tokens to be confirmed at Call Off or during the contract by variation. Support requirements to be discussed on enquiry about this service.

## Security

The Cinos Cloud, together with all solutions delivered within the Cinos portfolio (including approved third-party products), is designed and operated in alignment with the UK National Cyber Security Centre (NCSC) Cloud Security Principles.

### Data Security

- Data in transit is protected using TLS v1.2 encryption or higher. Perimeter firewall devices are deployed at all network edge connections to inspect traffic and automatically block any connections that do not meet the required encryption standards.
- Data at rest is encrypted using AES-256, ensuring strong protection of stored customer information across all hosted services.

### Network Segmentation and Access Control

- Management access to customer environments is provided through a dedicated Virtual Routing and Forwarding (VRF) instance and a secured bastion host, which has no direct internet access.
- Each customer environment within the Cinos Cloud is provisioned with dedicated firewall instances within Cinos data centres. This ensures strict segregation between customers, preventing any possibility of cross-customer traffic leakage.

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- These firewalls may also be configured to restrict administrative access to approved source networks only, providing additional protection for management interfaces.

## Security Testing and Assurance

- Cinos conducts regular penetration testing across its platforms and services.
- In addition, an annual independent IT Health Check is performed by an accredited third-party security auditor to validate the ongoing effectiveness of our security controls.

## Certifications and Compliance

Cinos and its approved third-party service providers maintain the following certifications and compliance standards:

- ISO 27001:2022 – Information Security Management
- ISO 9001:2015 – Quality Management
- ISO 14001:2015 – Environmental Management
- PCI-DSS Level 1 Service Provider
- Cyber Essentials Plus
- SOC 2 Type I

## Why Cinos?

Cinos is an industry-leading, agile, and innovative systems integrator. Our mission is to deliver integrated technology solutions to a global marketplace, driving digital transformation for organisations of all sizes.

Our expertise lies in providing comprehensive technology solutions that cover Collaboration, Connectivity, Networks, Security, Infrastructure, and Audio Visual. This unique combination enables us to offer true end-to-end solutions, setting us apart from other providers and giving our customers the confidence that their entire technology estate can work together seamlessly, managed by one trusted partner.

Whether that is an SME traversing the world of cloud communications for the first time or facilitating real-time collaborative decision making in highly complex command and control environments, Cinos is recognised as the go to partner for the delivery of seamless and reliable technology solutions.

We pride ourselves on the art of simplification, removing the burden of managing multiple technologies so our customers can focus on their strategic objectives. By employing a cross-architecture approach to technology integration, we empower organisations to embrace digital transformation, thereby streamlining efficiencies, fostering innovation, and enhancing their competitive edge.

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We work with the leading manufacturers and technology providers to ensure the correct solution is identified, delivered, and maintained; enabling you and your customer base to work in a collaborative and more effective manner. Furthermore, our leading aftercare and managed services allow you to gain optimal performance and longevity from your technology investments.

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