

Managed Meeting Rooms Service Description

Cisco RoomOS meeting rooms, monitored 24x7 and managed by Red River

Document	Managed Meeting Rooms Service Description
Version	2.0
Date	October 2026
Owner	Red River Collaboration Practice
Classification	Customer facing

Red River

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1. Overview

Red River Managed Meeting Rooms gives customers one accountable partner to operate their Cisco meeting rooms, keeping every room monitored, current, and ready to join without added effort from customer IT.

Cisco collaboration devices (Room Bar, Room Kit, Board Pro, Desk Series, and peripherals) complemented with Red River's managed services give customers peace of mind for their meeting room experience, from small huddle spaces to large executive boardrooms. Powered by Cisco RoomOS and managed centrally through Cisco Control Hub, the service delivers high-quality audio, cinematic camera framing, reliable room booking, and seamless interoperability across Webex, Microsoft Teams, Zoom, and Google Meet.

The service is delivered exclusively on Cisco collaboration hardware. Standardizing on a single, Cisco-only portfolio allows Red River to provide a consistent, fully supported experience across every room tier, with common configuration baselines, firmware management, and monitoring through Control Hub.

What customers can expect

- A consistent join experience in every room, on every platform their people use.
- Faults found and worked by Red River before users report them, with hardware replacement coordinated end to end.
- A device estate that stays current, secure, and on supported RoomOS releases without customer IT effort.
- Quarterly utilization and meeting quality data that supports real estate, refresh, and hybrid work decisions.
- One accountable partner for design, deployment, and operations.

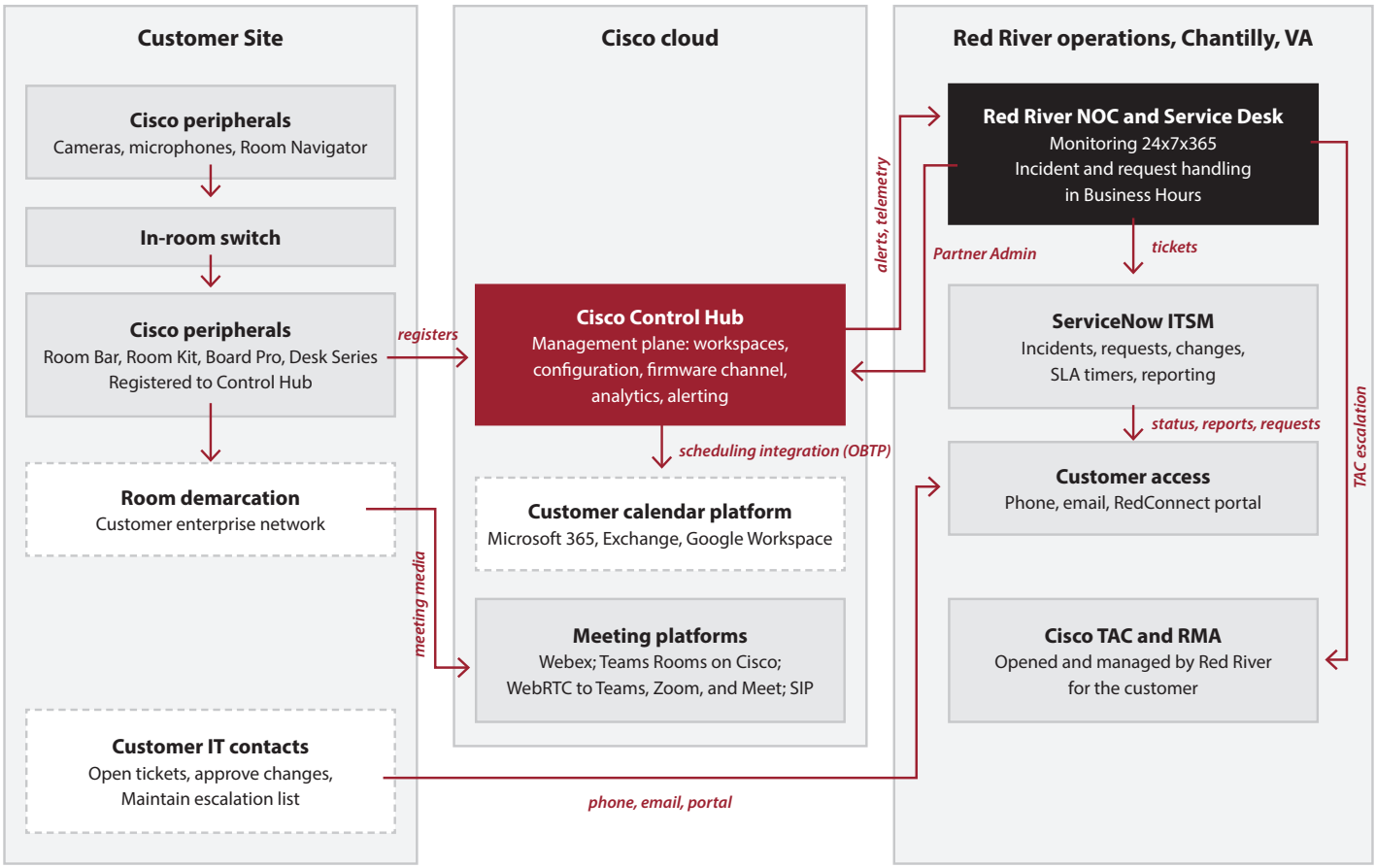
2. Target Customer Segments

SLED
Municipalities, K-12 and higher education, utilities, and public sector environments. A standardized RoomOS deployment with Control Hub provides common configuration baselines, security policies, and firmware compliance across distributed locations, with centralized visibility for lean IT teams.

Mid-Range Enterprise
A consistent experience across huddle rooms, conference rooms, and boardrooms. Certified interoperability modes, including Microsoft Teams Rooms on Cisco devices, let organizations standardize on Cisco hardware regardless of meeting platform strategy. Control Hub analytics inform real estate and hybrid work decisions.

Federal Civilian
The same standardized experience across headquarters, regional, and field office spaces. All services for federal civilian customers are performed exclusively by U.S. Citizens, from the NOC and Service Desk through on-site field resources, at an additional fee scoped per engagement.

3. Service Architecture



Dependencies

Cisco cloud services	Customer calendar platform	Customer enterprise network	Customer Cisco hardware support (Smart Net)

Service architecture: devices, management plane, and Red River operations

- **In the room:** Cisco peripherals and Room Navigator panels connect to the Cisco RoomOS endpoint through an in-room switch. The endpoint uplinks to the customer network at the room demarcation point and registers to Control Hub.
- **Management plane:** Control Hub holds each room's workspace, configuration, firmware channel, scheduling integration, and analytics. The customer owns the Control Hub organization; Red River operates it as Cisco Partner Administrator.
- **Red River operations:** Control Hub alerts and telemetry flow to the Red River NOC, where policies and automation open tickets in ServiceNow for engineer action. Customers reach Red River by phone, email, or the RedConnect portal.
- **Dependencies:** Cisco cloud services, the customer's calendar platform, the customer's enterprise network, and the customer's Cisco hardware support coverage.

4. Service Scope

Included	Not included
Cisco RoomOS endpoints and Cisco peripherals registered to Control Hub	Customer enterprise network (LAN, WLAN, WAN, firewall, internet, QoS) beyond the room demarcation, unless covered by a separate Red River service
Room AV connectivity from the codec to its peripherals and to the room demarcation	Administration of calendar, identity, and meeting platform tenants (M365, Google Workspace, Teams, Zoom)
Control Hub workspace configuration, baselines, and firmware channel	Hardware procurement and Webex or Teams Rooms licensing
Certified interoperability: Webex, Teams Rooms on Cisco, WebRTC (Teams, Zoom, Meet), SIP	Cisco hardware support contracts (Smart Net Total Care or equivalent)
Room scheduling integration with Exchange, M365, or Google Workspace	Non-Cisco hardware, displays, furniture, acoustics, power, and cable pathways
24x7 monitoring, business-hours incident management, lifecycle and firmware management, reporting	Custom integrations and third-party control systems

5. Service Packaging

The Red River Managed Meeting Rooms solution includes:

- **Workspace design:** business objectives per space, room layout, acoustics, camera coverage, and hardware selection using Cisco Workspace Designer.
- **Implementation:** installation, Collaboration Control Hub registration, RoomOS baseline, scheduling integration with OBTP and Room Navigator, 3rd-party platform registration, end-to-end testing, and Day 1 on-site support, delivered by Red River Professional Services.
- **Managed operations:** 24x7 monitoring, business-hours incident management, lifecycle and firmware management, and utilization and meeting quality reporting.
- **[Add-on] On-site field services** for break/fix and hardware replacement.

Red River Managed Services provides the as-built templates, Professional Services completes them during deployment, and the completed as-built is delivered to Managed Services at service transition, so the NOC has accurate records for every room from day one.

5.1 Room Tiers

Key feature	Huddle / Small (2-5)	Medium (6-10)	Large / Boardroom (11+)
Workspace design and implementation	X	X	X
Proactive monitoring and management	X	X	X
Multi-platform interoperability	X	X	X
Room scheduling integration	X	X	X
Lifecycle and firmware management	X	X	X
On-site field services	Add-on	Add-on	Add-on

5.2 Recurring Management Activities

Red River performs the following management activities on a recurring basis for every managed room. Customer responsibilities are defined under Roles and Responsibilities.

Provider activity	Frequency
Monitoring of managed devices and scheduling integrations	Continuous, 24x7x365
Incident management and remote remediation	As events occur, during business hours
RoomOS firmware updates and scheduled maintenance	Agreed maintenance windows, with advance customer notice
Service report (tickets by priority, target attainment, firmware compliance)	Monthly
Quarterly performance review, room utilization analysis, and hardware refresh planning	Quarterly

5.3 Monitoring

Red River monitors every managed device 24x7 through Control Hub. Alerts flow through Red River policies, automation, and SOPs before generating a ticket in ServiceNow for engineer review. Standard monitors:

- Device availability (online and offline status)
- Peripheral connectivity (cameras, microphones, Room Navigator panels)
- RoomOS firmware compliance
- Meeting join success and call quality indicators
- Room utilization and occupancy analytics

5.4 Incident and Fault Management

The NOC works all incidents raised by Event Management or by the customer. For a device fault, Red River receives the Control Hub alert, performs remote troubleshooting (reboot, configuration push, peripheral reset), and coordinates room downtime with customer leads. Hardware faults are replaced through the customer's Cisco Smart Net agreement, with Red River managing the RMA. Customers with the On-Site Field Services add-on may request technician dispatch. The customer may request root cause analysis, and Red River may propose a change to resolve the underlying problem.

Priority	Description	Impact example
Sev1: Critical	Complete failure of an executive boardroom, large meeting space, or critical incident response center	Executive unable to join a critical all-hands call
Sev2: High	Core functionality failure in a standard meeting room	Camera or microphone failure; room cannot join meetings
Sev3: Medium	Non-critical peripheral failure or degraded experience	Scheduling panel offline, room usable manually
Sev4: Service Request	Service request or minor change (install, move, add, change)	Rename a workspace, add an approved contact, adjust a Room Navigator setting

5.5 Lifecycle and Firmware Management

- RoomOS updates pushed during agreed maintenance windows, after validation in the Red River lab and a pilot room
- Compatibility validation across the customer's meeting platforms and calendar integration
- Scheduled and ad hoc maintenance by room, site, or collection, with advance customer notice
- Firmware version tracking and compliance across the estate
- Hardware refresh planning aligned to Cisco end-of-life timelines

5.6 Scheduling and Integration Management

Red River monitors and maintains calendar and scheduling integrations between Control Hub and Microsoft Exchange, Microsoft 365, or Google Workspace, keeps Room Navigator panels accurate, and preserves the OBTP join experience across Webex, Teams, Zoom, and Meet. Where in scope, Red River supports API integration between Control Hub and the customer's ServiceNow for automated ticketing.

5.7 Reporting and Quarterly Reviews

Report	Cadence	Audience	Source
Monitoring dashboard and alert log	Continuous	Authorized customer users	Monitoring portal
Ticket status and history	Continuous	Authorized customer users	RedConnect portal
Service report: tickets by priority, target attainment, firmware compliance	Monthly	Service owner, approved contacts	ServiceNow, Control Hub
Quarterly performance review	Quarterly	Service owner, IT and facilities leadership	Control Hub, ServiceNow, survey
Customer satisfaction survey	Quarterly	Ticket requesters, service owner	Red River survey
On-site field services	Add-on	Add-on	Add-on

Each quarterly performance review covers customer satisfaction, ticket metrics and service level performance, workspace utilization and occupancy, meeting quality, hardware refresh planning, and roadmap.

6. Support Model

Red River is the customer's single support interface for managed rooms. Red River engages Cisco and other parties on the customer's behalf and owns each incident until resolved. The Service Desk and NOC operate from Chantilly, VA. Monitoring runs 24x7x365; the Service Desk handles incidents and service requests during Business Hours as defined under Service Levels.

Channel	Use
Dedicated Phone Number	Required for Sev1 and Sev2; available for all severities
Dedicated Email	Sev3 incidents and Sev4 service requests
Web portal (RedConnect)	All priorities, ticket status, reports, service requests
Automated	Incidents detected by Control Hub and the monitoring platform are opened by the NOC without customer action
Customer satisfaction survey	Quarterly
On-site field services	Add-on

Escalation and notification

Red River owns all escalations. Technical escalation follows Red River's tiered support model: Tier 1 (Service Desk), Tier 2 (NOC engineer), Tier 3 (senior NOC engineer), and Subject Matter Expert (collaboration architect), with Cisco TAC engaged by Red River at any tier. Management escalation runs from the Service Desk to the Service Operations Manager and Managed Services leadership. For Sev1 incidents, a NOC engineer calls the customer's escalation contacts in order until someone is reached and emails the defined group.

Priority	Phone	Email	Ticket update
Sev1: Critical	Yes	Yes	Yes
Sev2: High		Yes	Yes
Sev3: Medium			Yes
Sev4: Service Request			Yes

7. Service Levels

Priority	Remote response	On-site dispatch*
Sev1: Critical	Up to 1 hour	Up to 4 hours
Sev2: High	Up to 4 hours	Up to 24 hours
Sev3: Medium	Up to 24 hours	Up to 24 hours
Sev4: Service Request	Up to 2 business days	Scheduled

*On-site dispatch applies only when the On-Site Field Services add-on is contracted, upon the customer's explicit request, at additional cost.

Monitoring commitment	Target
Monitoring coverage of managed devices and integrations	24x7x365
Managed devices on the approved RoomOS release	Maintained on the approved RoomOS release per the firmware lifecycle policy; compliance reported monthly

Measurement

- Response is measured in ServiceNow from ticket open (customer or automated) to engineer engagement and customer notification.
- Service levels apply to remote response and, where contracted, on-site dispatch. Resolution time for incidents that require hardware replacement depends on the Cisco Smart Net Total Care (or equivalent) coverage level the customer holds for that hardware.
- Business Hours are Monday through Friday, 7:00 a.m. to 8:00 p.m. Eastern Time, excluding Red River holidays. Remote response targets are measured within Business Hours; incidents detected or reported outside Business Hours are worked from the start of the next business day. Monitoring continues 24x7x365.
- Attainment is reported monthly and reviewed quarterly. Incidents caused by customer network, power, or facility faults, unapproved changes, devices without active Cisco support, Cisco cloud outages, or force majeure are worked but excluded from attainment.

8. Roles & Responsibilities

Activity	Red River	Customer
Room design and BOM	Responsible	Supports
Hardware procurement and licensing	Supports	Responsible
Installation to room	Responsible	Site readiness
Network readiness (VLAN, PoE, firewall, bandwidth)	Requirements, validation	Responsible
Control Hub organization ownership	Partner Admin	Responsible
Device registration, configuration baseline	Responsible	Approves
Calendar resource mailboxes	Requirements, validation	Responsible
Scheduling integration health	Responsible	Supports
Monitoring, incident remediation, TAC and RMA	Responsible	Approved contacts, room access
Cisco hardware support coverage	Supports	Responsible
Firmware updates and maintenance	Responsible	Approves windows
Refresh planning	Recommends	Funds and approves
Escalation contact list	Supports	Responsible
Displays, furniture, power, room environment	Informed	Responsible

The customer retains ownership of its Control Hub organization and data. Red River operates as Partner Administrator and does not restrict customer administrator access.

9. On-Site Field Services (add-on)

Element	Description
Coverage	On-site diagnosis, replacement of Cisco endpoints and peripherals under approved RMA, re-cabling to the room demarcation, re-registration, and validation against the as-built
Request	Customer's approved contact, on an open ticket, after remote diagnosis confirms on-site work is required
Dispatch	NOC confirms the request, issues the work order, confirms site access and part status, schedules with the site contact, and tracks to closure in the originating ticket
Response targets	Sev1 up to 4 hours; Sev2 and Sev3 up to 24 hours; Sev4 scheduled.
Spare parts	Not applicable. Parts are replaced under Smart Net in the event of an RMA
Delivery	Red River field technicians. Red River issues the on-site commitment and remains the customer's only point of contact.
Federal civilian	Performed exclusively by U.S. Citizens, additional fee scoped per engagement

10. Commerical Model & Term

Red River manages the Meeting Rooms solution on a per-room, per-month basis by tier, including 24x7x365 monitoring and business hours remote support of meeting room devices and scheduling integrations from the Chantilly, VA NOC.

- Delivered under a Red River Managed Services Agreement with a room inventory schedule. Initial term of 36 months; renewal terms of 12 months.
- Billing starts at service transition, when Managed Services accepts the as-built and confirms the room is monitored. Rooms are added, re-tiered, or removed by change order.
- On-site field services are priced separately based on site locations and dispatch requirements.
- Hardware support (Cisco Smart Net Total Care or equivalent) is the customer’s responsibility.
- Federal civilian delivery carries an additional fee scoped per engagement.
- At term end, Red River removes Partner Administrator access and delivers a final configuration export and as-built set.

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