

Enterprise Digital Signage
Service Level Agreement (SLA)
By
Information Technologies (UNM IT)
For
UNM Departments

Effective Date:	
Document Owner:	Tim Johnson

Version	Date	Author	Revision Notes
1.0	11/4/14	Tim Johnson	
2.0	1/20/15	Tim Johnson	Committee edits
3.0	1/31/15	Tim Johnson	
4.0	2/5/15	Tim Johnson	Committee edits
Final	2/25/15	Tim Johnson	

Related/Referenced Documents:

Table of Contents

1	General Overview	3
2	Service Description	3
2.1	Service Scope	3
2.1.1	End-User Requirements to Use the Service.....	4
2.1.2	Boundaries of Service Features and Functions.....	4
2.2	Service Level Performance.....	4
2.2.1	General Service Levels	4
2.2.2	Specific Service Levels.....	4
3	Roles and Responsibilities	4
3.1	Parties	4
3.2	UNM IT Responsibilities in Support of the Service.....	5
3.3	Customer Responsibilities in Support of the Service	5
4	Hours of Coverage and Escalation	6
4.1	Hours of Coverage.....	6
4.2	Service Exceptions to Coverage	6
4.3	Escalation	6
5	Service Requests	6
5.1	Service Request Submission.....	6
5.2	Service Request Response.....	6
6	Incidents	6
6.1	Incident Report	6
6.2	Incident Response.....	7
6.3	Prioritization.....	7
7	Maintenance and Service Changes	7
8	Pricing and Billing	7
9	Reviewing and Reporting	7
9.1	System Performance and Availability Reporting	7
9.2	SLA Reviews	8
10	Approvals	8

1 General Overview

This is an SLA between the Customer and UNM IT to document the provision of:

- The Enterprise Digital Signage software package;
- The general levels of response, availability, and maintenance associated with these services;
- The responsibilities of UNM IT as a provider of these services;
- The responsibilities of the content creators of these services;
- The responsibilities of the clients receiving these service;
- The financial arrangements associated with the service.

This SLA covers the period from service launch, April 1, 2015 and is valid for five years from launch. UNM IT and [Department] are agreeing to a minimum three year agreement in order to ensure the financial sustainability of the service.

2 Service Description

UNM IT documents services and associated fees in the UNM IT service catalog, <http://it.unm.edu/servicecatalog>. UNM IT will purchase the enterprise digital signage software package, develop signage hardware standards; including displays and players. UNM IT will assist departments in the acquisition of digital signage and will coordinate the installation of digital signs. Departments are responsible for the hardware costs and the annual player recurring costs.

2.1 Service Scope

Digital signage consists of the display of different digital media such as cable/satellite feeds, webpages, images, live streams, DVD material, or PowerPoint slides. The enterprise digital signage system will tie into UNM's emergency notification system, Lobo Alerts. Divisions and departments will be required to purchase approved digital displays that can be integrated into the campus enterprise digital signage system. Installation will be managed by UNM IT; and can include other UNM departments or approved integrators. The service will comply with the Digital Signage Standard (<http://cio.unm.edu/standards/index.html>).

Enterprise Digital Signage features include:

- Emergency (LoboAlerts) notifications;
- Wayfinding and directory information;
- Marketing of University/Departmental/College events;
- Connect to UNM data sources to provide content (e.g. EMS);
- Connect to Comcast, DirectTV or IPTV feeds;
- Connect to Social Media sources for content (e.g. Twitter, FaceBook, Flickr);
- Provide UCAM approved templates for departmental use.

In addition, UNM IT provides infrastructure, staff, and processes including:

- Friendly, courteous and efficient service;
- Support services via UNM IT Service Desk;
- Prompt referral of any inquiries/complaints to the appropriate responsible team;
- System operations, administration and network connections;
- Web access to include service catalog, billing portal, self-service portal;
- System level backup processes and disaster recovery;
- Basic up/down system monitoring;
- Continuous effort to develop and improve services for all service users.

2.1.1 End-User (Content Creator) Requirements to Use the Service

- Describe the type of media to be displayed (cable TV, internet streams, DVDs, informational slides, etc.);
- Attend training for content creation before receiving access to the system;
- Utilize the UNM approved templates;
- Update the content to ensure timely messages to the UNM Community;
- Comply with all relevant UNM Policies and Procedures identified in the Digital Signage standard.

2.1.2 Boundaries of Service Features and Functions

- Funding for upgrades will be negotiated on a service-by-service basis;
- Customer will only use infrastructure and equipment that complies with the Digital Signage standard;
- Use approved hardware and audio visual integrators;
- Ensure departmental approval processes in place for content review;
- Customer will make a reasonable effort to determine where the problem lies, prior to contacting UNM IT.

2.2 Service Level Performance

2.2.1 General Service Levels

- Access to the signage content creation tool will be available 24/7, except during announced service maintenance;
- The Media Bridge will be available for content caching 24/7, except during announced service maintenance.

2.2.2 Specific Service Levels

- Emergency notifications will be posted within 5 minutes of Lobo Alerts notices;
- Approved and scheduled new content should be visible on targets displays within 60 minutes;
- After hardware installation and network activation, and content creator has completed training, signs will be operable within 1 day of completed installation.

3 Roles and Responsibilities

3.1 Parties

The following Service Owner(s) will represent the primary stakeholders associated with this SLA:

UNM IT Contact		Customer Contact	
Service Owner	Moir Gerety, Acting Director, IT Classroom Technologies 277-0752, mcgerety@unm.edu	Primary Contact	
Service Manager	Tammy Jo Martinez, Director, IT Customer Service 277-0960 tjm@unm.edu	Payment Inquiries	

3.2 UNM IT Responsibilities in Support of the Service

UNM IT responsibilities and/or requirements in support of this SLA include:

- Purchase, install, configure and maintain the digital signage media bridge;
- Identify and approve displays for purchase that can be integrated with the campus infrastructure;
- Respond to initial requests for information about purchasing within 10 business days;
- Provide cost estimate;
- Establish installation timeline and provide it to the department/division;
- Responsible for arrangement of installation of digital signage components, including network and electrical;
- Identify staff training needs and arranging for training delivery;
- Cover the first year costs of the enterprise digital signage software licensing and configuration of access to the cloud service; Document services provided in UNM IT service catalog;
- Meet response times associated with the priority assigned to incidents and Service Requests;
- Generate reports on service level performance;
- Adhere to established Maintenance windows;
- UNM IT will bring to the Customer's attention any situation in which extra time is being required of UNM IT staff to support services due to lack of Customer staff knowledge, planning or poor implementation practices. In these situations, UNM IT reserves the right to bill, at our standard hourly rate or expedited service rate, for additional time spent in support of services being delivered to the Customer;
- Publish all scheduled maintenance via:
 - IT Alerts at <http://it.unm.edu>;
 - SYSINFO-L listserv email.

3.3 Customer Responsibilities in Support of the Service

Customer (Departmental and Content Creator) responsibilities and/or requirements in support of this SLA include:

- Assign a Digital Signage administrator;
- Utilize UNM IT Service Desk for incidents;
- Contact UNM IT Service Manager for additions or changes in established service levels;
- Ensure staff is familiar with the provisions of this SLA;
- Fund the departmental hardware costs of the screen and digital media player;
- Fund the electrical and networking drops needed for signage;
- Provide a Banner Index for billing;
- Develop departmental content for display;
- Ensure that departmental signs can receive and prioritize Lobo Alerts;
- Use established enterprise data sources, where available;
- Publish the media in accordance with University Official Policy in addition to copyright restrictions on posted content (see the UNM Digital Signage Standard);
- Fund the recurring digital signage software licensing costs for each remaining year of the contract;
- Responsible for the costs of repair, maintenance, and replacement for field hardware (player and display);
- Initial requests for acquisition of digital signage shall be made to:
 - UNM main and branch campuses: UNM IT (277-5757)
 - HSC Campus: HSLIC (272-1694)
- Submit a request approved by the department/division chair/manager;

- Describe the need for and usage of the digital signage and how it will support the department/division's instructional or service mission;
- Identify proposed locations for signage;
- Fund the hardware costs (display, player) and the associated installation costs (installation, electrical, network drop);
- Notify UNM IT, via help.unm.edu, with any modifications to the number of player licenses for subsequent years by Jan 31st of each year. This will allow UNM IT to have an accurate count of licenses and leverage cost savings and volume discounts to be passed on to the customers.
- Develop departmental content approval process and identify content creators. Maintain appropriate staff expertise in the maintenance and support of any Customer supported equipment and/or applications;
- Subscribe to SYSINFO-L@unm.edu;
- Comply with UNM Business Policies [2500](http://policy.unm.edu/university-policies/2000/2500.html) and [2520](http://policy.unm.edu/university-policies/2000/2520.html).
<http://policy.unm.edu/university-policies/2000/2500.html>
<http://policy.unm.edu/university-policies/2000/2520.html>

4 Hours of Coverage and Escalation

4.1 Hours of Coverage

Support for the enterprise digital signage software package is provided from 8:00 am to 5:00 pm Monday through Friday except for periods of planned maintenance. Support for content creation is available from the vendor 24/7 by calling 1-877-344-8450, option 4.

4.2 Service Exceptions to Coverage

This section intentionally left blank.

4.3 Escalation

If you are not satisfied with the level of service on a request, please contact the Service Owner and if necessary, the UNM IT Service Manager identified in Section 3.1.

5 Service Requests

A Service Request is defined as a request for information, or advice, or for a standard change or for access to a service.

5.1 Service Request Submission

Service Requests can be submitted by calling 505.277.5757. Current hours of operation are listed on the Customer Support Services website, <http://it.unm.edu/support>.

Online Service Requests can be submitted at the following URL: <https://help.unm.edu>.

5.2 Service Request Response

For all requests, UNM IT's objective is to acknowledge and assign requests within twelve (12) business hours of receipt. Requests will be fulfilled within seven (7) days.

Campus priorities may require exceptions during certain times of the Academic year.

6 Incidents

An incident is defined as any interruption in the normal functioning of a service or system.

6.1 Incident Report

Incidents can be reported using Help.UNM at <https://help.unm.edu> or by calling the UNM IT Service Desk

during business hours at 505.277.5757.

For service outages after hours, call 505.277.5757 and select Option #3 to leave a message for the Manager on Duty (MOD). The MOD will contact the appropriate service technician to help resolve the service outage.

Time spent on resolving Incidents that are customer caused will be billed at current hourly rate, including travel time. Material will be billed along with any associated expenses incurred to remedy the Incident.

6.2 Incident Response

Response time objectives for incidents reported to UNM IT are as follows:

Priority 1 (P1) is acknowledged, accepted and assessed within four (4) clock hours.

Priority 2 (P2) is acknowledged, accepted and assessed within nineteen (19) clock hours.

Priority 3 (P3) is acknowledged, accepted and assessed within three (3) business days.

6.3 Prioritization

All reported incidents receive a priority number based on the impact and urgency of the service interruption.

Impact is determined based on the number of people/departments/buildings that are affected by the interruption or outage. Life-Safety issues are taken into consideration for assessing and assigning priorities.

Urgency is based on the acceptable delay to restore the service. Urgency can be critical or high and is determined based on the nature of the service outage.

UNM IT may prioritize incoming incident requests as P1 or P2 priority if it meets one or more of the following criteria:

- Significant number of people affected;
- The level to which work is impaired for individuals;
- Academic and Administrative Calendar deadlines;
- Significant impact on the delivery of instruction;
- Significant risk to safety, law, rule, or policy compliance.

7 Maintenance and Service Changes

The Maintenance Window for Digital Signage can be found on the UNM IT website, <http://it.unm.edu/availability>.

UNM IT reserves the right to modify the maintenance window.

8 Pricing and Billing

Charges for UNM IT services are billed annually and post automatically to UNM departmental indices no later than February each calendar year. Bill detail for UNM IT charges can be accessed using the UNM IT Billing Portal at <http://it.unm.edu>.

The following index will be used for billing purposes unless UNM IT is notified by the Customer via a request through Help.UNM to change the billing index information.

9 Reviewing and Reporting

9.1 System Performance and Availability Reporting

Service performance and availability reports will be provided for review on a semester schedule.

- Support response time will be tracked and reported separately;
- The number of P1, P2 incidents over the time period.
 - Mean time to resolve incidents
- The number of Service Requests by the customer over the time period.
 - Mean time to fulfill requests
- Mean time between failures for the provided service.
- Reporting from the vendor portal will be provided on determined schedule.

9.2 SLA Reviews

UNM IT is responsible for facilitating reviews of this document. Contents of this document may be amended as required, provided mutual agreement is obtained from the primary stakeholders and communicated to all affected parties.

This SLA contains the complete agreement between the parties and shall not be changed, amended or altered except in writing and signed by each party.

10 Approvals

UNM IT: University of New Mexico CIO

CUSTOMER:_____

By: Gilbert Gonzales

By: _____

Title: Chief Information Officer

Title: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Minimum number of player licenses: _____

Billing Index: _____

Technical Contact

(Name/e-mail) _____

Billing Contact

(Name/e-mail) _____
