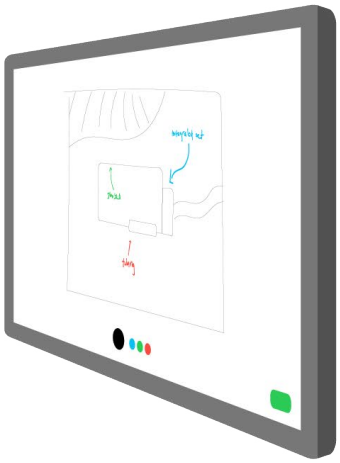
OBLONG MEZZANINE

CCW Ordering Guide v1.4 June 25, 2019



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Overview

The way people work today is changing. Today's workers have access to more information than ever and rely on that data to make faster, better decisions. The challenge is that today's workforce is also more distributed than ever and sharing data with virtual teammates is difficult, slowing and complicating the decision process.

Oblong's Mezzanine software enables Cisco video conferencing users to share multiple live streams of content ("Multi-Share") in any Cisco video meeting, effectively increasing users sharing capability 10x over what they can do in a standard video conference.

Mezzanine adds 4-key capabilities to any Cisco video meeting:

- **Multi-share Content Sharing and Comparing:** share, compare, overview and decision making on complex topics.
- **Flexible and Optimized Utilization of Display Real-Estate:** scale, move and overlap multiple content sources, while keeping Cisco video at the forefront of any meeting.
- **Multi-screen cast sharing:** wireless and wired sharing of content from multiple users and devices, all at the same time.
- **Content Persistence:** any new content that is created in a meeting can be automatically saved in a Webex Teams space.

For more information please visit www.oblong.com/cisco.

Product Availability

Mezzanine can be ordered from the standard Cisco Ordering Tools: www.cisco.com/go/ordering. To request help with ordering, please contact Cisco Customer Service at www.cisco.com/go/customerservice or Oblong at sales@oblong.com.

Software License Details

Mezzanine is sold as a perpetual software license with an annual maintenance contract.

Warranty Coverage and Technical Support Options

All Mezzanine software requires an annual maintenance contract that entitles the customer to software upgrades and support. In addition to the maintenance contract, Oblong provides a limited warranty on the software. Warranty information can be found here: www.oblong.com/cisco/eula .

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Oblong provides enterprise-class support to partners and customers through its local offices through the United States, United Kingdom and Europe. Oblong's partners provide 1st-tier support and many provide managed services around Cisco Webex Room devices and Mezzanine. All customers have access to technical documentation, while customers who purchase Mezzanine have access to additional resources via our support portal, email and phone.

Support Resources:

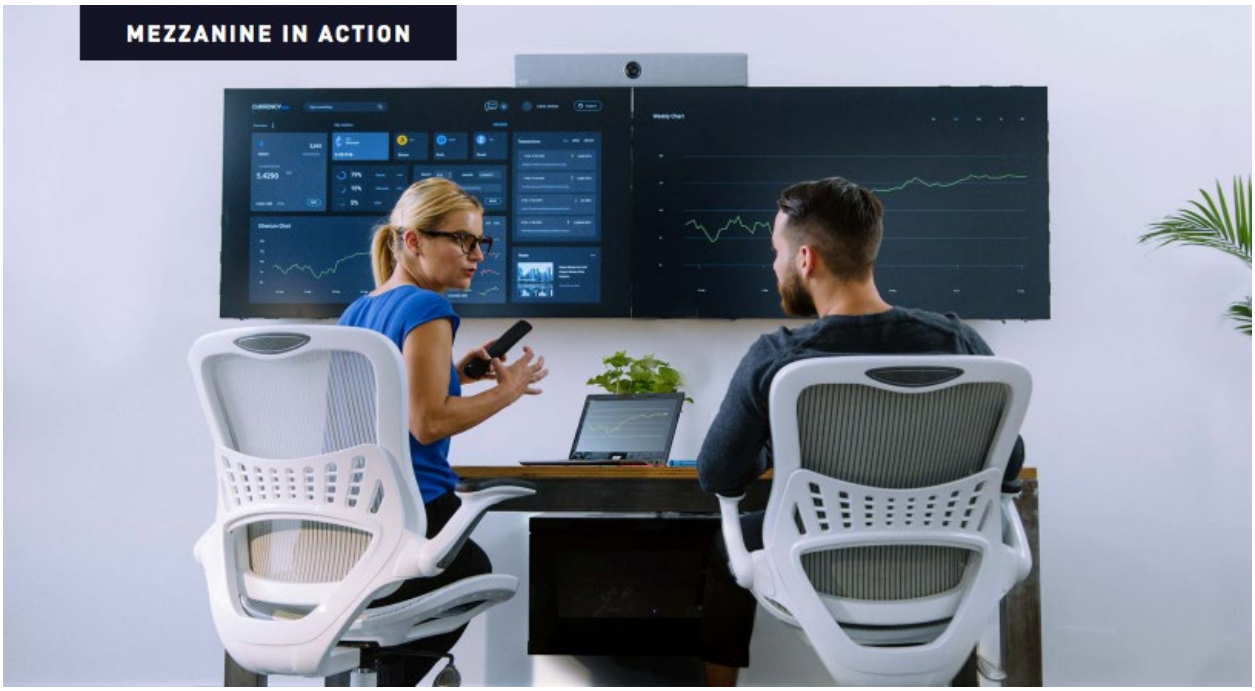
- Global email alias: ciscosp@oblong.com
- 24x7 Support Portal: support.oblong.com Open tickets, track status of tickets, gain access to technical documentation and get phone support from Oblong personnel.

Mezzanine Deployment Types

Mezzanine can be deployed to support virtually any room, even video walls. Below are the 3 most common room configurations customers deploy.

2-Screen + Webex Room Device + Mezzanine

Mezzanine can be deployed broadly by attaching it to the most common video conferencing room configuration, the 2-screen room. This deployment is ideally paired with a Webex Room Kit or Room Kit Plus.



For more on deployment types see www.oblong.com/mezzanine/series

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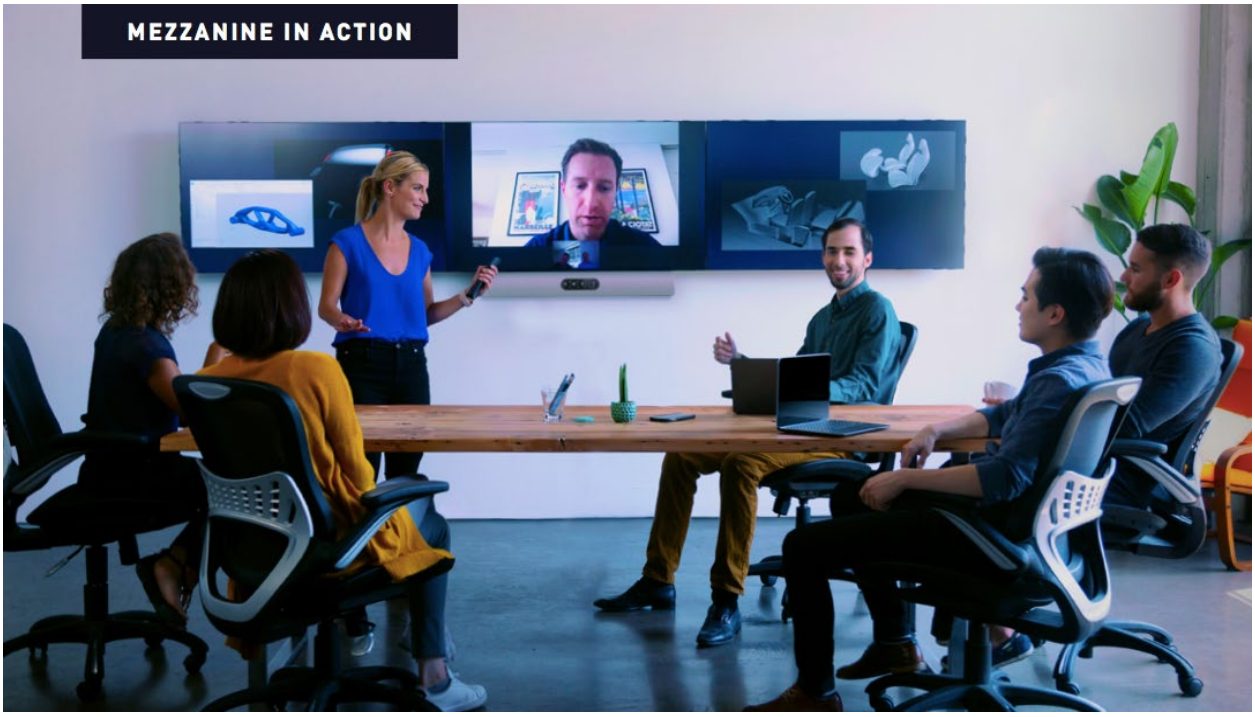
3-Screens + Webex Room Device + Mezzanine

For larger spaces or to enhance legacy immersive telepresence deployments, Mezzanine can be paired with a Room Kit Plus with 3-screens.



For more on deployment types see www.oblong.com/mezzanine/series

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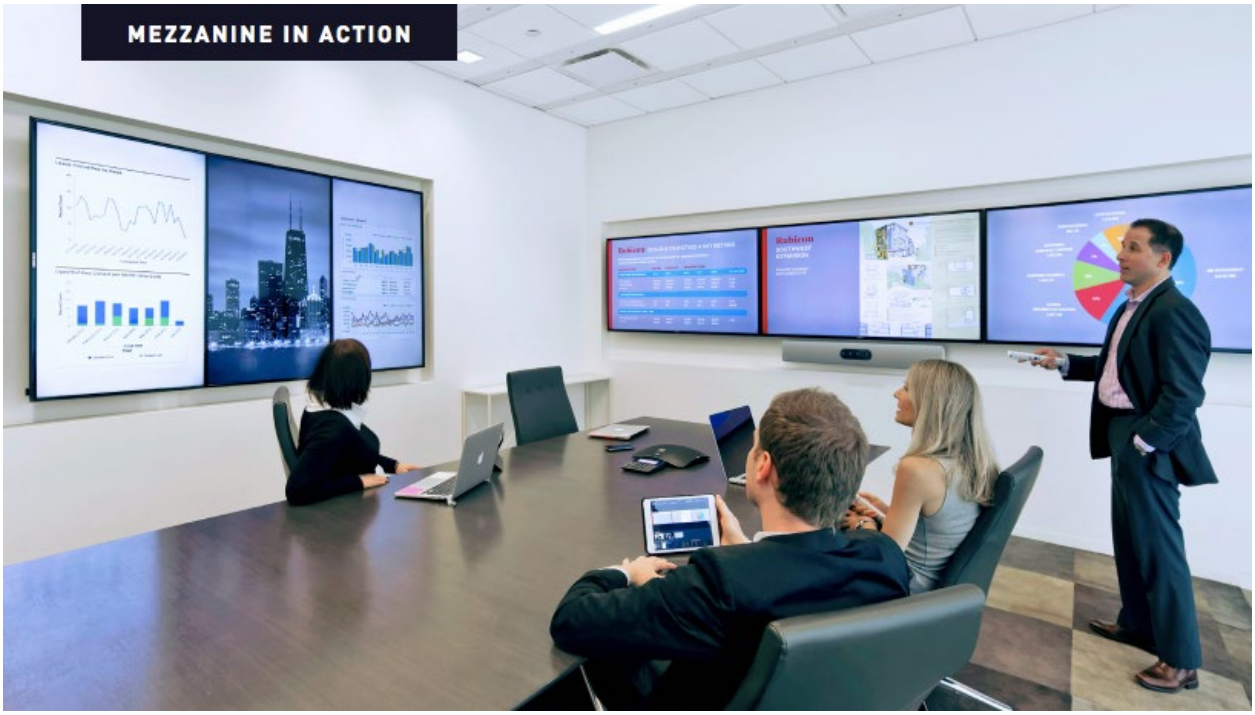
6-Screens + Webex Room Device + Mezzanine

For war rooms and executive board rooms, customers will often deploy Mezzanine in a multi-screen, multi-surface configuration. This deployment is ideally paired with a Room Kit Pro.



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Ordering Information

CCW Ordering Steps

Steps to be added in v2 of this document.

Ordering Rules

There are a few rules to keep in mind when ordering through CCW:

- An annual maintenance contract is required for each Mezzanine software license.
- Mezzanine software requires Mezzanine hardware and hardware support to be purchased from an authorized Oblong partner or distributor.
    - Mezzanine 200, 300 and 600 HW includes dedicated appliance(s) and gestural tracking system required for the software.
    - Contact Oblong at salesops@oblong.com for ordering information.
- Installation services are required to be purchased from an authorized Oblong partner.
    - Contact Oblong at salesops@oblong.com for ordering information.

Oblong Mezzanine SKUs

SKU	Description	MSRP
SP-OBL	Top-level ATO	$0.00
	Oblong Mezzanine "Multi-Share" Software	
SP-OBL-MZ200	Oblong Mezzanine 200 Multi-share software license for a 2-screen collaboration room.	$30,000
SP-OBL-MZ300	Oblong Mezzanine 300 Multi-share software license for a 3-screen collaboration room.	$57,500
SP-OBL-MZ600	Oblong Mezzanine 600 Multi-share software license for a 6-screen collaboration room.	$89,000

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	Oblong Support	
SP-OBL-MZ200-SUP1Y	1 yr support and software upgrades for Mezzanine 200 S/W	$6,000
SP-OBL-MZ200-SUP3Y	3 yr support and software upgrades for Mezzanine 200 S/W	$16,200
SP-OBL-MZ200-SUP5Y	5 yr support and software upgrades for Mezzanine 200 S/W	$24,000
SP-OBL-MZ300-SUP1Y	1 yr support and software upgrades for Mezzanine 300 S/W	$11,500
SP-OBL-MZ300-SUP3Y	3 yr support and software upgrades for Mezzanine 300 S/W	$31,050
SP-OBL-MZ300-SUP5Y	5 yr support and software upgrades for Mezzanine 300 S/W	$46,000
SP-OBL-MZ600-SUP1Y	1 yr support and software upgrades for Mezzanine 600 S/W	$17,800
SP-OBL-MZ600-SUP3Y	3 yr support and software upgrades for Mezzanine 600 S/W	$48,060
SP-OBL-MZ600-SUP5Y	5 yr support and software upgrades for Mezzanine 600 S/W	$71,200

Order Process

Once Mezzanine "multi-share" software order is submitted in CCW the following processes take place.

Step	Action	Owner
1	Order gets booked in CCW.	Customer/Partner
2	Email is sent to Cisco Oblong team and to Oblong with order details (deployment type, quantity, term) for provisioning.	System
3	Oblong confirms and fulfills order.	Oblong
4.	Cisco sends Right-to-Use (RTU) document to customer confirming order and Oblong contact information for software deployment.	Cisco
5.	Oblong contacts customer/partner to assist with deployment.	Oblong

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Non-Standard Discount Process

All SolutionsPlus products are discount restricted. The standard SolutionsPlus discount is 20%. However, Mezzanines are eligible for up to a 50% discount with a business justification. There is an approval process in place for Cisco AMs/PSSs. Please contact your AM/PSS for further information.

About Credit Memos

All SolutionsPlus products are discount restricted, and NOT eligible for additional discounts (only through the Non-Standard Discount Process outlined above), including applying Credit Memo's.

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Software Order Examples

Customer deploys executive board room at HQ and 20 additional spaces at regional sales offices.

- SP-OBL-MZ600 (Oblong Mezzanine 600 Multi-share software license for a 6-screen collaboration room) QTY 1
    - SP-OBL-MZ600-SUP3Y (3 yr support and software upgrades for Mezzanine 600 S/W) QTY 1
- SP-OBL-MZ200 (Oblong Mezzanine 200 Multi-share software license for a 2-screen collaboration room) QTY 20
    - SP-OBL-MZ200-SUP3Y (3 yr support and software upgrades for Mezzanine 200 S/W) QTY 20

Customer deploys enhanced immersive telepresence rooms across 10 global hub offices.

- SP-OBL-MZ300 (Oblong Mezzanine 300 Multi-share software license for a 3-screen collaboration room) QTY 10
    - SP-OBL-MZ300-SUP1Y (1 yr support and software upgrades for Mezzanine 300 S/W) QTY 10

Customer deploys "Multi-share" across entire 225-room Cisco video conferencing estate and adds next generation immersive telepresence rooms at 25 key offices.

- SP-OBL-MZ200 (Oblong Mezzanine 200 Multi-share software license for a 2-screen collaboration room) QTY 200
    - SP-OBL-MZ200-SUP3Y (3 yr support and software upgrades for Mezzanine 200 S/W) QTY 200
- SP-OBL-MZ300 (Oblong Mezzanine 300 Multi-share software license for a 3-screen collaboration room) QTY 25
    - SP-OBL-MZ300-SUP1Y (1 yr support and software upgrades for Mezzanine 300 S/W) QTY 25

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About Oblong

Founded in 2006, Oblong provides content-centric collaboration experiences with its flagship software platform, Mezzanine. Mezzanine enables users to share multiple streams of live content, from any device, simultaneously in a virtual or local only meeting. Oblong's team is comprised of expert sales, support and engineering team members spread across the globe. We serve hundreds of customers across all verticals including: automotive, finance, healthcare, engineering and construction, consumer products, fashion, pharma/life sciences, manufacturing, oil and gas, hi-tech, media, professional services, higher-education and public sector.

For more information about Oblong please visit www.oblong.com.

Customer Needs

The following scenarios will help you to work with customers and identify opportunities well suited for Mezzanine:

- Improving Team Productivity
- Data-Driven Decision-Making
- Multi-Site Collaboration
- Immersive Customer Engagement

Improving Team Productivity

Why is this important to your customers?
Team productivity is about more than meeting efficiency, it's about employee engagement and empowering teams to solve problems with speed and confidence to outpace the competition.

Why is Mezzanine the right solution?

- Multi-stream collaboration encourages active participation and accelerates a team's ability to process information.
- Simultaneous content sharing means sharing can support the conversation and not interrupt it.
- Concurrent interaction enables new, parallel workflows, to increase team performance.

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Data-Driven Decision-Making

Why is this important to your customers?
From Moneyball to Wall Street, marketing analytics to IoT, data is driving digital business forward. Unfortunately, this deluge of data has outstripped our ability to make sense of it. We need collaboration tools that help teams visualize and navigate the abundance of data now available.

Why is Mezzanine the right solution?

- See content side-by-side to compare and cross-reference multiple datasets simultaneously.
- Bring in up to 10 live video sources into a meeting so real-time data and applications are accessible instead of presenting with static slides.
- Comfortably view, manipulate, and capture data visualizations, live applications, and dashboards across multiple screens so everyone gets the big picture.

Multi-Site Collaboration

Why is this important to your customers?
Today's workforce is distributed across different geographies and different locations within the same campus. More and more employees are working from home or out of the office for days at a time. These distributed teams need to perform as well as they would if they were face-to-face.

Why is Mezzanine the right solution?

- Different locations and remote workers all share the same visual workspace. Everything shared and seen in one location is in-sync with other locations so everyone gets on the same page and performs like they're all in the same room.
- Teams can connect quickly and easily with Cisco Webex and Webex Teams.
- Remote workers have an equal seat at the table as in-room participants. They can share, manipulate, and capture content to control the experience and steer the conversation when situations demand.

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Immersive Customer Engagement

Why is this important to your customers?
Whether it's a briefing room, a pitch room, or a general meeting space hosting visitors, you want to make a statement and enable deeper levels of engagement than just plugging in and presenting slides.

Why is Mezzanine the right solution?

- Nothing delivers a wow factor like placing content anywhere in a room, from anywhere in a room, with the power of gestures. It's *Minority Report* for meeting rooms.
- When you combine multiple inputs with multiple screens, you have new ways to explore and present content.
- Tell your story by seamlessly integrating graphics and connected devices, not just slides.

Mezzanine Integrations with Cisco

Mezzanine + Cisco video solutions place content at the forefront of your meetings. Cisco video is a great tool to connect teams, and Mezzanine connects teams to all of their "work." Mezzanine enables multiple, concurrent pieces of content to be shared, manipulated, created, and captured across distance. When best-in-class communication and collaboration tools bring teams together, they come to conclusions and decisions more quickly, with more confidence.

There are three primary integrations between Mezzanine and Cisco Meeting solutions including Webex Devices, Webex Boards, and Webex Teams.

- **Webex Devices:** Cisco SX, MX, and Webex Room Series are all supported. API integration automates standard call functions including dialing, answering, and content sharing so teams can easily connect and get to work.
- **Webex Boards:** Webex Boards can be used as a Mezzanine display to expand the visual workspace and to enable real-time annotation of Mezzanine content.
- **Webex Teams:** Connect your physical and digital workspaces by sharing content between Mezzanine enabled Webex rooms and your Webex Teams Space.

For more information please visit www.oblong.com/cisco.

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Oblong Sales Offices

Global Headquarters

Los Angeles
Global Headquarters
923 E Third Street
Suite 107
Los Angeles, CA 90013

US Regional Offices

Atlanta
1180 West Peachtree Street NW
Suite 1940
Atlanta, GA 30309

Houston
2 Riverway
Suite 730
Houston, TX 77056

Washington DC
2325 Dulles Corner Blvd
Suite 430
Herndon, VA 20171

Boston
285 Summer Street
Suite LL
Boston, MA 02210

Los Altos
240 Third Street
Suite 110
Los Altos, CA 94022

New York
363 7th Avenue
6th Floor
New York, NY 10001

UK & European Offices

London
1st Floor
131 Shoreditch High Street
London, E1 6JE
UK

Barcelona
Carrer Del Pi, 3
Principal Interior
08002 Barcelona
Spain

Munich
Lyonel-Feininger-Str. 28
80807 Munich
Germany

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For More Information

For additional information about ordering Oblong Mezzanine through CCW please contact Stephen Vobbe at svobbe@oblong.com or please see www.oblong.com/cisco for more information.

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