



Personalized Communication
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Overview:

QWASI provides a flexible customer/employee communication platform that federates data across multiple touch points to facilitate real time localization and personalized communication. QWASI consolidates all IOT and communication data that has been traditionally siloed, providing a 360 degree view into a person's interactions with the organization, whether it is a customer or employee. QWASI's platform is delivered as a cloud-based SaaS solution and provides comprehensive support for Cisco and other non-Cisco OEM vendors. QWASI's AIM platform intelligently pulls data from a variety of authenticated endpoints (hardware and software), parses escalated information from Cisco collaboration environments and other Cisco products. The platform also provides real time communication and insights to Employees and Customers alike.

The guide provides ordering and licensing information for QWASI Technology.

Product Availability

QWASI can be ordered from the standard Cisco Ordering Tools:

www.cisco.com/go/ordering. To request help with ordering, please contact Cisco Customer Service or QWASI Sales at info@qwasi.com

Warranty Coverage and Technical Service Options

QWASI includes standard software support services for the duration of any subscription. For more information about about QWASI's software license use and restrictions, limited warranty, and indemnification provisions, please review QWASI's End User License Agreement (EULA) terms at www.qwasi.com/eula

Platform Support Definitions:

QWASI is a single platform that includes real time monitoring, customer/employee mobile communication, and historical reports and analytics. Pricing is based on Hardware Endpoints, Individual Platform Licenses, and Messaging, described further below:

- **Hardware Endpoints:** Any hardware that connects to QWASI for the purpose of data monitoring for communication and analysis. This can include acquisition points like CMX, Meraki, Cisco Vision, Tropo, and IOT touchpoints like NFC, RFID, and Beacons. And/or any 3rd party vendors like POS (point of sale systems), CRM (salesforce/oracle), (eComm), CMS (Wordpress, Adobe), Aggregators (CLX, Twilio), and more.

- Individual Platform Licenses (IPL): XXXXXXXX
- Messaging Volume: Messaging is purchased as bundles for SMS, Push, Email, Chat and Voice.

Required Ordering Information Process

1. Determine the number of Individual Platform Licenses (IPLs), and number of messages to be supported by the QWASI platform.
2. Select the desired subscription duration for a QWASI Starter Pack – one or three years
3. If required, select additional a la carte subscriptions for plugins which need to be added over and beyond the messaging included in the QWASI Starter Pack

Ordering Examples:

Example 1: Customer communication portal

A customer needs 12 months access to the platform and anticipates sending 100,000 SMS messages a month.

Part Number	Product Name	Term	Quantity
QWASI-SPK	SolutionsPlus: QWASI Top Level SKU	12 Months	1
QWSI-SPK-Plat	QWASI Engagement Platform	12 Months	1
QWSI-SPK-Msg-t2	QWASI Messaging Tier 2	12 Months	1

Example 2: Loyalty Management for Customers

A customer needs 36 months access to the platform and anticipates sending 120,000 SMS messages a month.

Part Number	Product Name	Term	Quantity
QWASI-SPK	SolutionsPlus: QWASI Top Level SKU	36 Months	1
QWSI-SPK-Plat	QWASI Engagement Platform	36 Months	1
QWSI-SPK-Msg-t1	QWASI Messaging Tier 1	36 Months	2
QWSI-SPK-Msg-t2	QWASI Messaging Tier 2	36 Months	1

Example 3: Customer Mobile Chat with WebEx Teams Plugin

A customer needs 12 months access to the platform with the Meraki plugin. The customer will be activating 10 site locations and anticipates sending 90,000 SMS messages a month.

Part Number	Product Name	Term	Quantity
QWASI-SPK	SolutionsPlus: QWASI Top Level SKU	12 Months	1
QWSI-SPK-Plat	QWASI Engagement Platform	12 Months	1
QWSI-SPK-Msg-t1	QWASI Messaging Tier 1	12 Months	9
QWSI-SPK-Plug-mer	QWASI Meraki Plugin	12 Months	10

Example 4: Product Activation for NFC/RFID Management

A customer needs 36 months access to the platform with both the Meraki plugin and the NFC plugin. The customer will be activating 10 site locations and anticipates sending 150,000 SMS messages a month with 20,000 NFC scans.

Part Number	Product Name	Term	Quantity
QWASI-SPK	SolutionsPlus: QWASI Top Level SKU	36 Months	1
QWSI-SPK-Plat	QWASI Engagement Platform	36 Months	1
QWSI-SPK-Msg-t1	QWASI Messaging Tier 1	36 Months	5
QWSI-SPK-Msg-t2	QWASI Messaging Tier 2	36 Months	1
QWSI-SPK-Plug-mer	QWASI Meraki Plugin	36 Months	10
QWSI-SPK-Plug-nfc	QWASI NFC Plugin	36 Months	2

Example 5: Digital Display Activation for Event Communication

A customer needs 12 months access to the platform with the Webex Mobile Messaging plugin. The customer will be activating 3 Webex Teams Mobile SMS Messaging chat queues and anticipates sending 240,000 SMS messages a month.

Part Number	Product Name	Term	Quantity
QWASI-SPK	SolutionsPlus: QWASI Top Level SKU	12 Months	1
QWSI-SPK-Plat	QWASI Engagement Platform	12 Months	1
QWSI-SPK-Msg-t1	QWASI Messaging Tier 1	12 Months	4
QWSI-SPK-Msg-t2	QWASI Messaging Tier 2	12 Months	2
QWSI-SPK-Plug-wmm	QWASI Webex Mobile Messaging Plugin	12 Months	3

For More Information:

For More Information about QWASI visit www.qwasi.com/cisco or send an email to info@qwasi.com