

Innovation in the
Multi-Screen World



Professional Services





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The performance and reliability of your media or broadcast operation is crucial to your reputation and your commercial success.

At Snell we are dedicated to ensuring you consistently get the very best from our technology – and your budget.

With our integrated set of professional services, we provide understanding, expertise and timely support throughout the lifecycle of your high-performance Snell system.

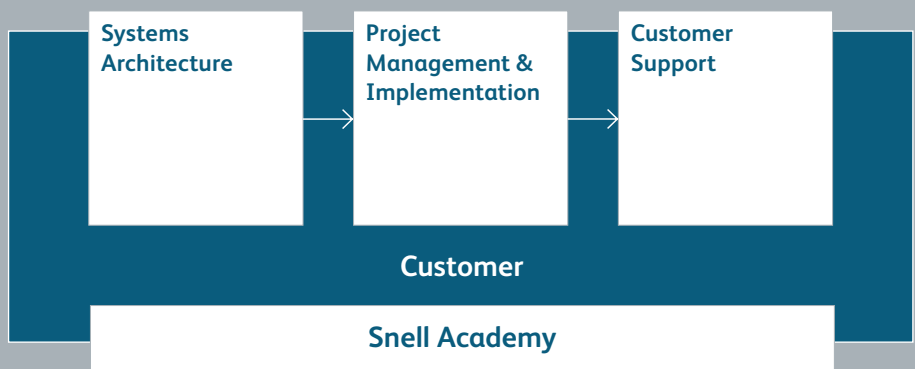
Whether you are in start-up phase, migrating from a legacy system, expanding, updating or streamlining your operation, Snell – ISO9001-accredited and a leader in media and broadcast technology for more than 30 years – has the products and the people to inspire your immediate confidence and to reward your day-to-day trust.



Professional Services Overview

Expertise and support throughout the lifecycle of your media or broadcast system.

From planning a systems architecture that precisely meets your operational and commercial needs, through skilled project management, implementation and personalized training for your staff, to responsive and conscientious customer support, Snell Professional Services puts best practice coherently and efficiently into action.





With our integrated set of professional services, we provide understanding, expertise and timely support throughout the lifecycle of your high-performance Snell system.

Systems Architecture

Snell's system architects combine their industry knowledge with deep technical skills to interpret and fulfill your requirements. Committed to best practice, they ensure they are acutely aware of your imperatives and your expectation of a quantifiable return on investment. Our architects engage closely with your team and, as needed, with complementary suppliers, as they define and specify the integration of Snell's technology into your current or future operation.

Project Management and Implementation

As they build and install your system, Snell's specialist project managers and engineers adhere to a tried and tested methodology: a detailed statement of work covering specification, schedule and budget, which takes the project from initial configuration of hardware and software to on-site deployment and a phased handover to your key technical and operational people.

Snell Academy

Covering workflow, working practices, roles and specific technical and creative skills, the Snell Academy provides personalized training for new and existing clients active in content acquisition, production, management and transmission. Through methods ranging from video modules and webinars to intensive courses in Snell's own training suites or your facilities, the Academy transfers vital and valuable knowledge to your technical, operational and non-technical staff.

Customer Support

Our policy is to provide on-going customer support that is geared to supporting you in pursuing your service goals of reliability and quality. Whether faced with a routine enquiry or an emergency, our support professionals around the globe react rapidly, responsibly and constructively, ensuring you benefit from prompt and relevant expertise – by phone, by email, via remote log-in over the internet, or in person. All our products are backed by various levels of support packages including 24/7, proving once again that you can rely on Snell for the knowledge and reassurance you deserve.



Systems Architecture

Making your objectives their priority, Snell's system architects combine their industry knowledge with deep technical skills to interpret and fulfill your requirements.

Skilled in interpreting the needs of even the most exacting clients, Snell's system architects will design and plan a system to fully meet operational imperatives and service commitments.

As a broadcast or media organization in a competitive, fast-moving environment, you succeed through consistent high performance, speed and efficiency in rolling out new services and platforms, and your ability to get the best out of your budgets – even when they are tight.

Both technical expertise and commercial discipline are of the essence as Snell's system architects plan and specify an integrated solution that precisely meets your needs. Building on one or more of Snell's products, they will work closely and coherently with your in-house team, complementary suppliers, and Snell's own sales team to produce proposals and designs for workflow and systems. Throughout the process, they will provide informed, realistic advice, never forgetting that your expenditure should represent a sound investment.

When the time comes for building the system, Snell's architects will ensure a smooth and comprehensive handover to our implementation team.

Systems architecture highlights include:

- Requirements capture
- System design consultancy
- Change management planning
- System architecting
- Technical demonstrations



Both technical expertise and commercial discipline are the essence as Snell's system architects plan and specify an integrated solution that precisely meets your needs.

Requirements capture

To plan and specify an integrated solution that precisely meets your needs, Snell's system architects document your fundamental requirements in a thorough, structured fashion before moving on to discussions and workshops with project stakeholders. After consolidating, analyzing and refining all the information gathered, they will make clear, insightful recommendations on the architecture of the system as a whole.

System design consultancy

As our systems architects capture and analyze your requirements, they review workflow and processes in detail. Before designing and specifying the system in full, they will highlight opportunities for achieving maximum efficiency and optimum performance.

Change management planning

As you introduce a new broadcast system or update and upgrade components, you can rely on Snell's know-how in managing change, gained over years of specifying, building and upgrading systems for our clients. By considering your organization's structure and workings in the implementation plan, our systems architects reduce potential short-term disruption and maximize the long-term benefits of your new equipment.

System architecting

Architecting draws together all of the elements that will shape your system: captured requirements, system inputs and outputs, workflow, system availability, legacy infrastructure, change management, future expansion and, of course, your budget. Drawing on this information, and exercising all their skill and judgement, our systems architects then produce your system design. Accompanying it is a specification pack to ensure smooth implementation to an agreed plan.

Technical demonstrations

At any time during the design process, Snell's systems architects will be pleased to stage a technical demonstration of key elements of the proposed system, providing a practical foretaste of your new or upgraded broadcast system.



Project Management & Implementation

In building or upgrading your media or broadcast system, Snell's project implementation team marries a wealth of industry-leading experience with a professional commitment to deliver your project efficiently and on schedule.

Snell's specialist project managers and engineers adhere to a tried and tested methodology using a detailed statement of work (SOW). Covering all key objectives for specification, schedule, risk and budget, the SOW takes the project from initial configuration of hardware and software to on-site deployment and a phased handover to your team.

In our statement of work we undertake to ensure that:

- We deliver our services in a professional manner with due care and diligence.
- Our clients can rely on ready access to Snell's expertise for timely and successful project delivery.
- All stakeholders agree to deliver on clearly defined commitments, thus enabling the client to sign off project plans with confidence.
- Open communication and a collaborative approach is maintained throughout.

Snell offers the following range of project implementation services:

- Project management
- Pre-shipment configuration
- Commissioning
- Remote configuration
- Hands-on training
- System acceptance
- System documentation
- Confidence engineering

Project Management					
Customer Project					
Pre-shipment Configuration	Commissioning	Remote Configuration Assistance	Hands-on Training	System Acceptance	Confidence Engineering



At all times you have the assurance that we will follow best practice, consistently protecting your system's stability and integrity.

Project management

Snell's highly trained project managers take responsibility for the end-to-end delivery of media and broadcast systems incorporating Snell technology. These could range from smaller projects where you simply need additional resources through to large and highly complex systems.

Pre-shipment configuration

Prior to shipping equipment to the client, our project implementation team will install all Snell software and configure PC servers in accordance with the agreed specifications for your environment and network. This favors efficient system integration once the equipment is on-site and avoids delays when end-to-end testing.

Commissioning

Commissioning focuses on system specific configuration, integration and testing as our engineers bring your system into full service.

Subsequently, through regular assessment of your environment, including risk management procedures and the provision of responsive, responsible support – we will help ensure the consistent, cost-effective performance of your media or broadcast system.

Remote configuration

Authorized Snell engineers can log-in remotely to your system to carry out basic configuration and effect minor changes promptly, at a time convenient to you – with no site-visit costs. At all times you have the assurance that we will follow best practice, consistently protecting your system's stability and integrity.

Hands-on training

Once commissioning is complete, it is standard practice for Snell engineers to provide informal, but authoritative handover training to key technical and operational staff, covering system capabilities, configuration, operation and maintenance.

System acceptance

Snell's acceptance service ensures that the system meets all of your technical and operational expectations. At an agreed project milestone, once commissioning is complete, our project implementation team will take you through a comprehensive system acceptance process, this will confirm that the system is ready for everyday use by your trained personnel.

System documentation

As the project nears completion, Snell's project implementation team will provide you with full documentation of the system's final functional specifications and all the necessary schematics for the connectivity of your Snell products and interconnected third party devices. Where appropriate, a set of software and hardware handbooks will also be supplied.

Confidence engineering

Our products are designed to be intuitive to operate, but, during the adoption phase for your new equipment, your team could still benefit from the on-site presence of Snell specialists. They can be at hand to share knowledge and accustom your team to handling everyday situations with unfamiliar technology. Overall, we will make every effort to ensure a smooth transition.



Snell Academy

With its personalized training, Snell Academy plays an essential role in ensuring that you get the very best from your Snell media and broadcast technology.

Ease of operation is central to our design principles, but – as transformative technology – our products can modify your workflows and demand new skills as they streamline your working practices. By providing training that is tailored precisely to your needs and objectives, Snell Academy plays a vital role in drawing peak performance from your staff and from your broadcast system.

Snell Academy trains technical, creative and managerial staff with responsibility for content acquisition, production and transmission. Covering workflow, best practice, roles and on-the-job skills, the training formats respond to individual needs and preferences, ranging from video modules and webinars to intensive courses – on-site or in Snell's own training suites.

Our approach

In offering a range of complementary training options, Snell Academy makes best use of your staff's time and your training budgets. In addition to traditional instructor-led courses – often essential for complex products and technologies – we offer the flexibility of interactive remote learning with the use of webinars.

Tailored to your needs

Each Snell Academy training initiative, defined according to the specific needs of the individual and the client company, sets a clear path and explicit learning objectives. All of our courses, whether delivered face to face or remotely, are flexible in content and duration; they provide the right training in the right time-frame, respecting your business requirements, implementation milestones and staff schedules.

Measurable

Quality and consistency are at the heart of Snell's ethos, as is a commitment to producing results, so we evaluate the impact of the Academy's training on a regular basis – not just immediately after the course. During the confidence engineering phase, we assess the application of knowledge where it matters – in the workplace, providing guidance and top-up training as needed.

Snell Academy courses cover our entire product range

Details of our formal training courses can be found in the dedicated documentation on www.snellgroup.com.

Staff benefiting from Snell Academy courses are typically:

- Operators
- Super-users
- Installation, configuration and development engineers
- Service and maintenance engineers

By providing training that is tailored precisely to your needs and objectives, Snell Academy plays a vital role in drawing peak performance from your staff and your Snell systems.



Snell Academy trainers are media and broadcast specialists with extensive practical experience in the industry.

Snell Academy training objectives are to:

- Enhance job expertise and industry knowledge
- Boost morale and stimulate thinking
- Support operations and engineering functions
- Empower staff and foster loyalty
- Encourage innovation and creativity
- Make your business more attractive to high-calibre employees
- Drive revenue and growth through stronger performance

Facilities and Resources

Our trainers

Snell Academy's trainers are broadcast specialists with extensive practical experience of the industry. Their expertise in Snell's product range is matched by their dedication to best practice and their ability to engage with their clients.

“ The trainer was excellent. He is a subject expert in his field, conveyed everything clearly and concisely, and had a great rapport with the delegates.”

Your place or ours?

Our trainers can visit your site, or you can send your staff to one of Snell Academy's training centers, which, with their fully equipped training suites, offer your staff the ideal environment for hands-on learning.

Class sizes are kept small to give each client ample time with the trainer and plenty of opportunity for practical exercises.

Assessment, accreditation and certification

As a further endorsement of our training, we can provide formal assessment and certification to confirm that your staff have achieved the required levels of knowledge and expertise. We will be pleased to configure our programs to complement your internal training schemes.

Contact Snell Academy

If you'd like to learn more about Snell Academy's services, please visit www.snellgroup.com.

We will be delighted to discuss your requirements and to tailor a training program that matches the needs of your staff and the ambitions of your company.



Customer Support

Media and broadcast businesses incur constant, sometimes urgent challenges. Snell's products and people are ready to help you meet those challenges – 24 hours a day, 365 days a year.

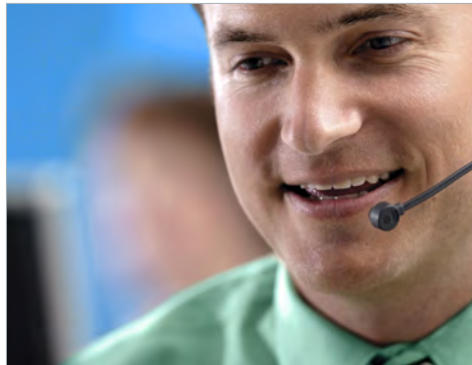
Our policy is to provide world-class customer support, helping our clients to continually meet their service goals of reliability and quality. Reliability is built into Snell's products, but in the event of a problem, our team of professionals around the globe will respond rapidly and responsibly.

Whether faced with a routine enquiry or an emergency, we make it our duty to provide prompt, relevant expertise – by phone or email, via remote log-in or in person. With service that runs to 24/7 customer support, we provide further assurance that you will get the best out of your Snell technology.

Snell's clients can count on:

- **Product information and training**
With every new Snell product, our comprehensive handover includes information on your installation, user configuration and operation, and instructions on troubleshooting possible snags – our priority is safeguarding your uptime. Through the lifecycle of the product, we will update you on the latest innovations and share our industry-leading knowledge with your staff, whether in the day-to-day course of our work or through training sessions.
- **Direct access to technical experts – even 24/7**
If, at any time, you have questions about implementing or operating your Snell technology, you can turn to our support team for expertise in identifying, analyzing and overcoming issues.
- **Efficient management of enquiries**
Each customer enquiry is immediately logged on Snell's global case management system and assigned to an accredited engineer. Following clearly defined escalation procedures, he or she will provide immediate assistance, while also facilitating rapid access, as necessary, to specialist resources. Cases are not closed until you, the customer, confirm that a satisfactory resolution has been achieved, for instance through configuration changes or equipment exchange/repair.

Our support services are supplied through your local Snell office or Snell business partner. Highly trained engineers are on hand to provide prompt, skilled and friendly assistance – over the phone or email, via remote internet log-in to your system, or, if required, in person.



Our policy is to provide world-class customer support, helping our clients to continually meet their service goals of reliability and quality.

▪ **Comprehensive warranties and extended care packages**

Every newly purchased Snell product is covered by a comprehensive 12 month hardware warranty, which includes free factory repairs and a hot swap service, while the software warranty runs for 90 days. If your warranty has lapsed, we will recommend an extended service package providing flexible, cost-effective support to match your requirements - even 24x7.

▪ **Spares kits**

A range of Snell spares kits is available to keep on-site for diagnosis and repair of your system, while our hot swap service (available with Silver and Platinum Care extended service packages) guarantees next-business-day despatch of other replacement parts.

▪ **Clearly defined levels of service**

We never forget that our customers have operational and commercial objectives to meet, so each support contract details key deliverables with a focus on our team's availability and performance. We monitor our service and review it regularly with our clients to ensure that we are fulfilling their expectations and their needs.

Snell Care extended service packages Safeguard your uptime and increase your productivity and ROI

Snell Care extended service packages upgrade and extend the standard warranties (90 days for software, 12 months for hardware). The pricing of each package reflects the level of service cover it affords; when choosing a package – on buying the equipment or on expiration of your warranty – you should consider the implications of possible equipment downtime and the advantages of 24/7 cover.

Silver, Gold and Platinum service packages provide support 24 hours a day, 365 days a year, while Standard and Bronze services operate during normal office hours, Monday to Friday, excluding public holidays.

Features of Snell's extended service packages

Support advice service

Service is supplied by a dedicated team of support professionals, based at Snell's regional offices or at our local business partner's location. They offer prompt, expert help on the telephone, email, over the internet and, if requested, on-site.

Snell's clear, efficient processes for service enquiries and case management ensure rapid diagnosis and resolution of problems, with well-defined escalation procedures guaranteeing you timely access to expert engineers. You will receive regular, clearly structured updates on your case, including mitigation plans to aid you in managing your situation. The case will only be closed when you have confirmed that you are satisfied with the resolution achieved.

Snell Care extended service packages:

	Hardware Product			Software Product	Enterprise
	Standard Care	Bronze Care	Silver Care	Gold Care	Platinum Care
Support advice service	Local contact	Local contact	24x7	24x7	24x7
Fault repair	Chargeable	✓	✓	✓	✓
Hot swap service			✓		✓
Annual health check				✓	✓
Remote diagnosis				✓	✓
Software/firmware maintenance	Alerts	✓	✓	✓	✓

Customer Support

Snell’s clear, efficient processes for service enquiries and case management ensure rapid diagnosis and resolution of any problems.

▪ **Fault repair**

If, once a problem has been analyzed, it becomes clear that there is a need for a repair, a replacement part or a software modification, a unique reference number will enable you to track progress on your case.

▪ **Hot swap service**

A full supply of Snell product components is maintained by your Snell regional office or local business partner. If you need a replacement part for your equipment, the hot swap service ensures next-business-day despatch.

▪ **Annual health check**

The annual health check is carried out remotely. When making an assessment of your system’s well-being, an authorized Snell engineer will either i) request system log files from you, or ii) log into your system at an agreed time. If any anomalies are identified, we will discuss them with you before taking remedial action.

▪ **Remote diagnosis and system upgrades**

By authorizing Snell engineers to log-in remotely to your system, thus enabling them to analyze your data and perform checks, you will make best use of our expertise – without the costs of a site visit. System upgrades and configuration changes can also be implemented via remote log-in.

At all times you have the assurance that we will follow best practice, keeping careful track of developments and consistently protecting and maintaining the integrity of your system.

▪ **Software maintenance**

Applying our tried and tested release practices, which are ISO9001 TickIT-accredited, we constantly check our software for bugs or faults to ensure that all released software is of the highest quality: honesty and transparency are essential to our relationship with our clients. In addition, Snell’s Bronze, Silver, Gold and Platinum packages offer comprehensive support for releases of new and enhanced software for your system. If you opt for an extended service package, we will work with you to devise a customized upgrade plan to minimize potential downtime or other disruptions: at all times, our support services keep your business priorities in mind.

Innovation in the Multi-Screen World

Company policy is one of continuous product improvement. Specifications are therefore provisional and subject to change without notice.