

# Premium Support: the difference maker



## Client Service Needs

- Maximize Resiliency
  - Reduce Operational Costs
  - Simplify Support Experience
- ## Solution
- Add Premium Support to transform base support into a complete support solution that is consistent at the overall IT environment level
  - Problem prevention as well as enhanced managed problem resolution to increase resiliency
  - Fast access to IBM product support experts who can supplement your in-house staff and help you control support costs
  - Same support enhancement across multiple products simplifies the support experience

## Managed Support

- Named Technical Solutions Manager (TSM) who is a product support specialists who acts as an extension of your in-house team within IBM and who will help you avoid IT issues as well as resolve them.
- Monthly Service Activity Reports + Tips, techniques, insights
- Quarterly Status Calls to discuss service activity and potential environment changes

## Proactive Problem Avoidance

- Regular detail & advice on the latest product maintenance
- Access to the Proactive analytical Tool Suite (TSA, ProWeb)
- Emergency notification of issues/fixes that apply to your environment

## Enhanced Problem Resolution

- Dedicated team of primarily US based product support specialists that already know you and your environment – increased efficiency
- Unique direct access code bypasses normal case reporting and goes directly to the dedicated Proactive team
- Potential for live call or max 30 min response 24x7, 365 for all severity reported issues vs. 2 hour call back from Base support
- Single point of entry for any SW or HW IBM supported product issue associated with a covered server or IBM Storage device
- Direct resolution by dedicated team whenever possible
- Assistance with coordination/management of additional support experts for OS or Storage problems that cannot be resolved directly
- Routing or escalation of reported issues not handled directly by the Proactive team (IBM Middleware, HW)

## Customization

- Increase the frequency of reports, status calls for storage and power
- Add Health Checks for storage
- Federal clients may add US Citizen (limited to Government entities with a legal obligation to utilize US Citizen resources for support needs)

## Golden Rule

- As the level of IT support available to a client increases, the less likely it is that a problem will occur, that it will last as long if does or that the impact will be as severe.

	Good!	Outstanding!
	Basic	Premium
Customization	✗	✓
Enhanced Problem Resolution	✗	✓
Proactive Problem Avoidance	✗	✓
Managed Support	✗	✓
Basic Problem Resolution (Warranty/HWMA + SWMA/Support Line)	✓	✓

## Significantly higher client Satisfaction levels

- Client satisfaction levels for Proactive Support consistently runs significantly higher than Base Support (double digit differential) even though expectation levels are higher

Basic Break/Fix      Managed Proactive Support      Comprehensive Managed Proactive Support

