



# IBM Software Accelerated Value Program

Accelerating our Client's Business Success with  
the Evolution of Premium Support.



Name of Presenter  
Title of Presenter

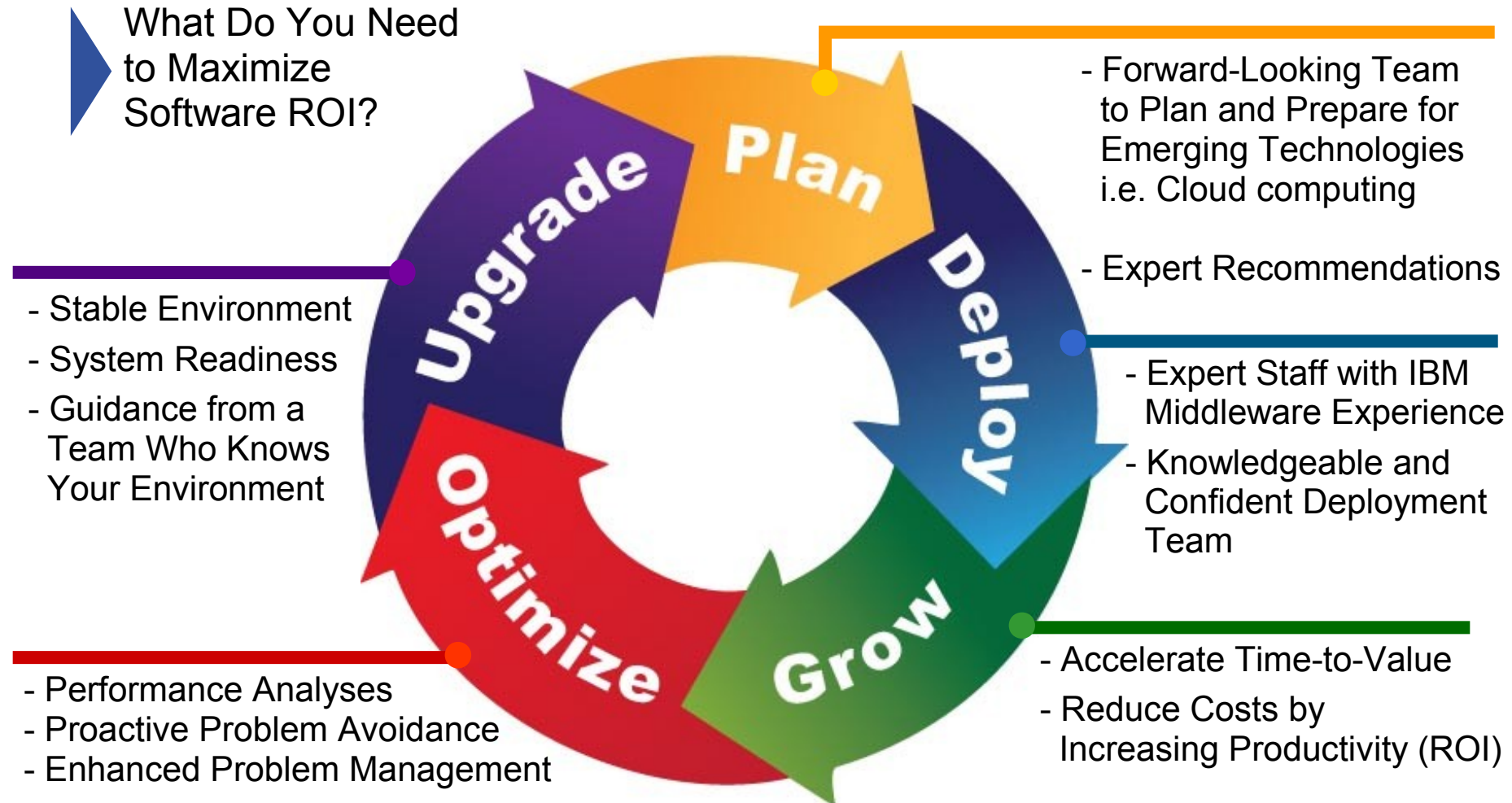
Information Management software Lotus software Rational software Tivoli software WebSphere software

# Bridging the Gap: Client Needs and Software Services

**IBM Software Accelerated Value Program Mission:** To unlock the value of your IBM software investment by delivering enhanced technical advisory offerings to maximize your ROI.

- **Overview of Presentation:**
  - Identifying client needs.
  - Examining basics of Accelerated Value.
  - Building a relationship with our clients.
  - Sharing what our clients value.
  - Presenting new delivery items.
  - Discussing our services portfolio.

# Identifying Client Needs



# How the Accelerated Value Program Addresses Client Needs

We give you the time to focus on your business, while we focus on your IT environment by delivering:

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- **Proactive Support**

- Planning, Upgrades, and Migration
- Potential Problem Identification and Prevention
- Early Notification of Potential Critical Situations
- Best Practice Sharing

- **Knowledge and Skill Sharing**

- On-Site Technical Activities
- Staff Coaching, Workshops, and Guidance
- Invitations to Remote Briefings and Summits

- **Problem Management**

- Assistance Coordinating Technical Issue Solutions
- Reporting on Support Issues and Trends
- Escalation Management

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## How We Interact and Create Value



▶ The IBM Software Accelerated Value Program is the bridge between the client and IBM.

- A customized solution that helps you to efficiently **accelerate** from software purchase to software ROI
- The tested expertise to overcome skill gaps or supplement staffing gaps
- A trusted partner who helps to securely and safely drive your needs, while unlocking the **value** of the IBM software

# Why Our Clients Value the Accelerated Value Program



## ▶ **Benefits that Clients Value Most**

- Partnership and Relationship with IBM
- Faster Time to Problem Resolution
- Problem Prevention via Pro-active Assistance

## ▶ **How We Know**

- Industry Research
- Quarterly Reviews
- Client Interviews and Feedback

"The program has enabled the City and County of San Francisco to not only save money through proactive activities. The true value is in our relationship with IBM, maximizing our software investment. Our deployment of IBM software could not have been more successful without our Premium Support\* Agreement."

- *Scott Melendez, CCSF Project Manager, May 2009*

\*Note that Premium Support is the legacy offering replaced by the Accelerated Value Program

## Total Cost of Ownership Study Results (Premium Support, 2008)



• Calculations were developed independently by ITG. The cost and returns study data is based on:

- - Client & IBM account team input.
- - Analysis of PMR records.

- **Demonstrated that the client's annual returns from Premium Support participation for all brands:**
  - Range from 1.07 - 2.67 times cost.
  - Average 1.68 times cost.
  - Notes a higher return than most IT investments.
- **Demonstrates additional gains from risk avoidance, including fewer outages & disruptions due to:**
  - Reduced frequency & severity of software problems.
  - Faster resolution of software problems.
  - Proactive alerts & actions.

## New Accelerated Value Delivery Items

▶ Recently added features available across entire Accelerated Value portfolio:

- **Certification Exam Vouchers:** Each named caller can take one complimentary certification exam.
- **Knowledge Sharing Calls:** Exclusively for our Accelerated Value Clients.
- **First Access to Technical Content:** Prompt access to valuable technical information relevant to your environment.
- **Delivery Plan:** A shared document between the client and the Accelerated Value team that articulates the client's priorities and needs for the coming year.
- **Quarterly Report:** A report, prepared by the AVL, that clearly articulates the value and benefits the client derived from Accelerated Value during the previous quarter.



# Comparing Accelerated Value to Other Software Services

- **Subscription and Support**
- Cost-Effective Option
- Mandatory for 1<sup>st</sup> yr. licenses
- Program Highlights:
  - Reactive Support: Usage and code related voice and electronic support.
  - Client-driven problem management.
  - Self-help resources for technical knowledge building.
- **Software Accelerated Value**
- Customized Pricing
- Available to All Clients
- Program Highlights:
  - Proactive Problem Prevention: Integrate production solutions, and reduce operational costs.
  - Improve Client's Bottom Line: Accelerate ROI, time-to-value.
  - Accelerated Value team drives problem management.
  - Accelerated Value team drives technical knowledge building.
- **Lab Services**
- Pay by Project
- Available to All Clients
- Program Highlights:
  - End-to-end project-based management and consulting.
  - Provides deliverable-based projects lasting more than 5 days.
  - Lab Services team might plan, design, and build portions of your infrastructure.



▶ Questions?

## Back-up Slides

# Comparing Lab Advocacy and Accelerated Value Programs



## ■ Lab Advocacy Program

Free Program, Available to Select Clients, assists with:

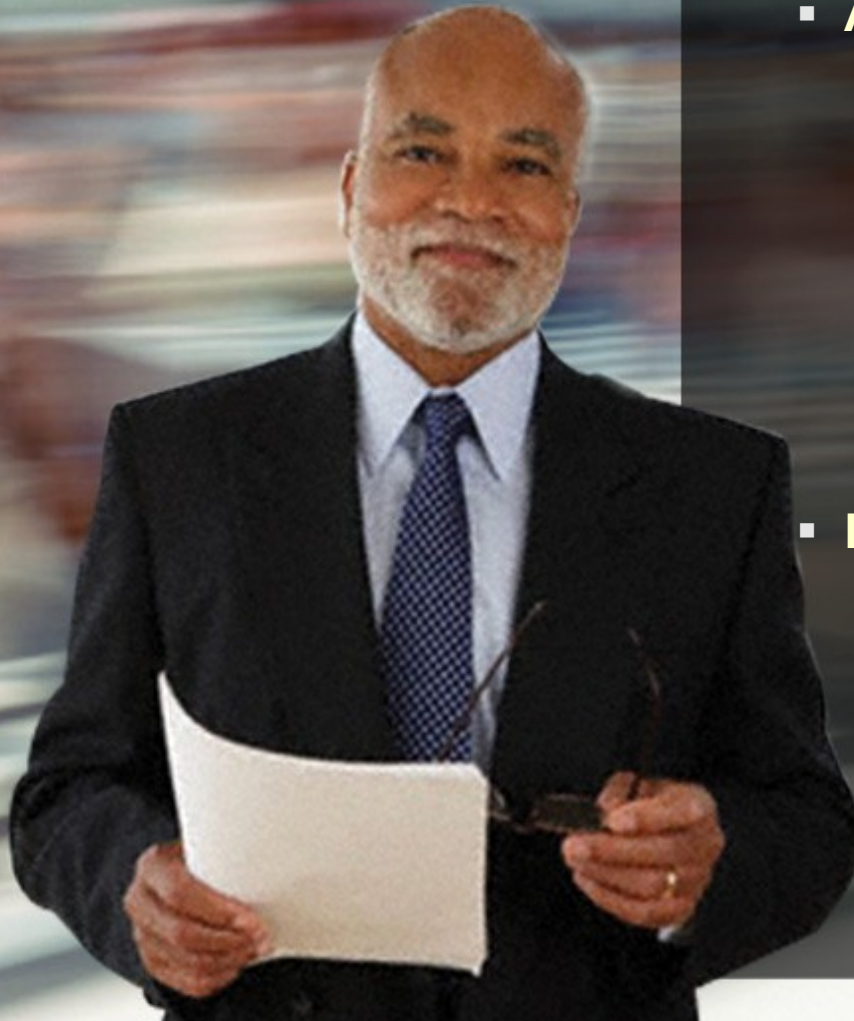
- Developing and growing client loyalty and trust.
- Informing clients of trends and directions for software products.
- Communicating client requirements to the development labs.

## ■ Software Accelerated Value

Customized Pricing, Available to All Clients, assists with:

- Proactively preventing problems, integrating production solutions, and reducing operational costs.
- Improving client's bottom line by accelerating ROI, and time-to-value.
- Driving problem management.
- Driving technical knowledge building.

## The People Behind the Offering



### ▪ **Accelerated Value Leader**

- Dedicated or shared, remote or on-site, providing:
  - Proactive Advice and Best Practice Sharing
  - Research and Guidance
  - Escalation Assistance
  - PMR Monitoring, Reporting, and Trending

### ▪ **Lotus Accelerated Value Specialist**

- Dedicated or shared, remote or on-site, providing:
  - Deep technical skills
  - Risk Mitigation planning
  - Advice on Critical fixes
  - Active role in problem determination