



The **IBM Software Premium Support** program augments software maintenance through proactive support. It provides a highly valued support relationship focused on easing development of new projects and maximizing success of production environments.

The program has been designed for flexibility in aligning the level of service with the client's business goals. Clients may benefit from some or all of the following services depending on the specific options they select for the **IBM Software Premium Support** program:

- **Premium Support Manager**

Single point of contact within the support organization.

- **Service Management**

- ✘ Assists in planning environment changes
 - ✘ Advises of newly discovered problems and how to avoid them
 - ✘ Facilitates and coordinates in addressing complex client technical issues
 - ✘ Manages escalations

- **Communication with key contacts**

- ✘ Conducts regular communication with client's IT technical and management teams
 - ✘ Acts as the technical representative for critical issues and situations
 - ✘ Leads regular quarterly reviews and planning

- **Strategic advice**

- ✘ Provides guidance on future directions of IBM Software
 - ✘ Articulates the benefits that new technologies or product features may bring to the client's business and explores how they may fit the client's critical applications

- **Reporting**

- ✘ Provides regular reports on open support issues under investigation
 - ✘ Prepares reports summarizing service activities undertaken and outlining service objectives for the coming quarter

- **Premium Support Analyst**

Assigned to client as a technician skilled in specific product area.

- **Technical advice and skill sharing**

- ✘ Shares product knowledge expertise
 - ✘ Provides technical information and recommends best practices for managing software
 - ✘ Delivers onsite technical activities

- **Remote technical assistance**

- ✘ Applies knowledge of client environment to assist IBM support teams in problem resolution
 - ✘ Advises on documented fixes and workarounds applicable to client's environment

- **Technical reporting**

- ✘ Reviews particular open support issues
 - ✘ Delivers technical advice and proactive maintenance support news

- **Onsite Engagements**

- ✓ Upgrade assistance
 - ✓ System assessment
 - ✓ Skill sharing
 - ✓ Advanced troubleshooting
 - ✓ Disaster recovery assistance

- **Emergency Onsite Assistance**

- ✓ In the event of a business critical (severity 1) issue, efforts are made to deploy an IBM engineer to the client's site within 24 hours

- **Priority Call Handling**

- ✓ Identify problems as belonging to premium client
 - ✓ Premium Support Manager notified when new issues are opened
 - ✓ Support center made aware of client-specific issues that may impact diagnosis & resolution
 - ✓ IBM maintains profile information for use by support center in working issues

- **Knowledge and Skill Sharing Activities**

- ✓ Invitation to briefings and technical conference calls delivered by IBM subject matter experts
 - ✓ Monthly premium newsletter subscription

- **Executive Sponsorship**

- ✓ A senior member of the world wide support team holds regular reviews by telephone with the client to ensure that the client has the highest level of attention and focus within Software Group Technical Support



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