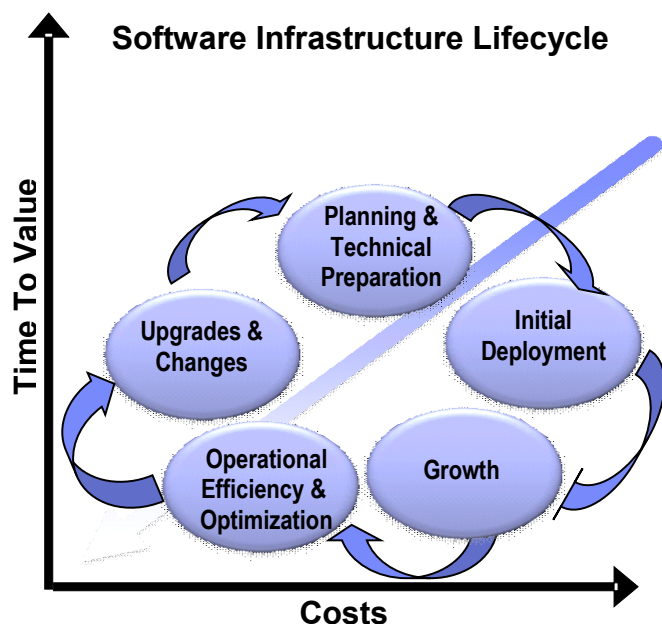


IBM Software Premium Support

Why IBM Software Premium Support?

IBM Software Premium Support provides an array of services aimed at maximizing your software investment, anywhere along the lifecycle of your software infrastructure. The goal is to help you decrease the time to value and cost of your software infrastructure.



How Premium Support Delivers Value

Single Point of Contact

Liaison to IBM Support, Development, Product Managers, Business Partners, Premium Support team members and customers, Third-party vendors

Proactive Problem Avoidance

Risk and Change assessment, remote/on-site assistance and coordination, root cause analysis guidance, interoperability research, and skill gap assessment

Operational & Technical Guidance and Assistance:

Research such as interoperability, architecture, and performance

Guidance such as installation, configuration, and trend analysis

Programmatic Knowledge Sharing

Partner customers and IBM resources to become familiar with customer environments, infrastructure, people, and requirements to help customers avoid known software defects and provide recommendations on avoiding known issues

Benefits of Premium Support

- **IBM expertise and experience** helping hundreds of customers minimize cost and time to value.
- **Increased staff productivity** through knowledge sharing, skill transfer, and leveraging IBM
- **Insurance** that you have access to resources that can advise you during major implementations, upgrades, and unexpected issues
- **Effective problem management** via *single point of contact* for IBM and third parties

What Software Premium Support Does

Examples of what Premium Support does to help maximize your software investment throughout the software infrastructure lifecycle include:

Planning & Technical Preparation

- Assist with Skills Assessment
- Develop Gap Analysis
- Develop Training & Education Plan
- Deployment Plan Validation
- Best Practices Research

Initial Deployment

- Installation Guidance
- Configuration Guidance
- Interoperability Research
- Project Management

Growth

- Architecture Investigation
- Best Practices Knowledge Sharing*
- Performance Tuning Research
- Proactive Problem Avoidance

Operational Efficiency & Optimization

- Best Practices Knowledge Sharing*
- Trend Analysis
- Proactive Fix Monitoring
- Quarterly Operational Reviews
- Availability Research

Upgrades & Changes

- Change Assessment Analysis
- Proactive Fix Monitoring*
- Interoperability Research*
- New Release Benefits Research
- New Release Training
- Testing Guidance
- Project Management*
- Feature Request Research
- Beta Management

*task repeated

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Key Components of Premium Support

PEOPLE - SERVICE MANAGEMENT

Premium Support Analyst (PSA)

- Deep Technical skills
- Specialized

Premium Support Manager (PSM)

- Single Point of Contact and focal point for delivering Premium Support Services
- Virtual extension of client's management team

The **Premium Support Analyst (PSA)** is responsible for providing clients with the highest level of remote and/or on-site technical direction, diagnostic assistance and solutions to problems (defect and non-defect) associated with supported products.

The primary goal of the PSA is to provide the ongoing technical expertise required to avoid potential problems or resolve reported problems.

The PSA is assigned a specific area of technology and has direct interaction with subset of Named Callers, as designated by the client. The PSA provides direct support or assistance with technical queries from clients and field personnel.

The **Premium Support Manager (PSM)** is the primary point of contact to the client on behalf of IBM Premium Support. The PSM coordinates delivery of proactive support, knowledge sharing activities and problem management.

When a client has multiple software brands to support, a team of **Premium Support Managers** and/or **Analysts** may be assigned to be the specialists for a given technology.

Other Premium Support Components

In addition to the Premium Support Analyst / Manager, a Premium Support offering may consist of:

On-site Engagements

- Discussions or assistance with installation, configuration, implementation of products or features
- Assistance for planning and managing upgrades
- Present on a specific subject, technology, or skills area
- Advanced Troubleshooting

Emergency On-site 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 Support Center Call Handling

- Priority access to support centers and level 2 software engineers
- Identify problems as belonging to premium client
- Assignment of PMRs to technically senior analysts
- Premium Support Analyst/Manager notified when new issues are opened

Whom Do I Contact About Premium Support?

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