

IBM & Lotus Sales Assistance Program

IBM Operational Support Services - Support Line

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October 13, 1999



- Provide **5%** fees for Business Partners to pass Support Line leads to IBM
- **What?** Excellent post-sales customer support
 - 6942-62D IBM Operational Support - Support Line
- **Why?** Expand services offered to your customers, enhance installation success
- **How?**
 - ▶ Discuss Support Line offerings with customer
 - ▶ Determine interest level
 - ▶ Complete Lead Pass form online
- IBM closes lead within 6 months - 5% fee to partner

Pilot in US...

www.ibm.com/software/partners/salesassistance - LEAD PASS



- Support Line Definition

Support Line is a single, integrated, remote support solution for eligible IBM and multivendor operating systems and software products.

With this service, you get remote assistance for product-specific questions about installing and operating the products.



■ **IBM Software Support Services**

Leads the industry for comprehensive software support services

- Rated #1 in Computerworld (March, 1999) survey of customer satisfaction with software support

Tailors a solution to address your unique service and support needs

Provides a single point of contact and ownership for your support issues

Utilizes a combination of remote and local services to provide a seamless, total support solution



■ Support Line

The foundation of all of IBM's software support services

- Other services available to enhance the level of support
- Provides the software support infrastructure required for emerging business critical, e-business environments

Cross-platform

- S/390, AS/400, RS/6000, Personal Systems and other select multivendor platforms

Purchased in easy and flexible ways, tailored to your business requirements

- Support available for entire business unit, platform or selected operating system/product group

IBM and eligible multivendor software support

Worldwide availability and consistency



■ Support Line Components

Support Line provides the following support services for all eligible software:

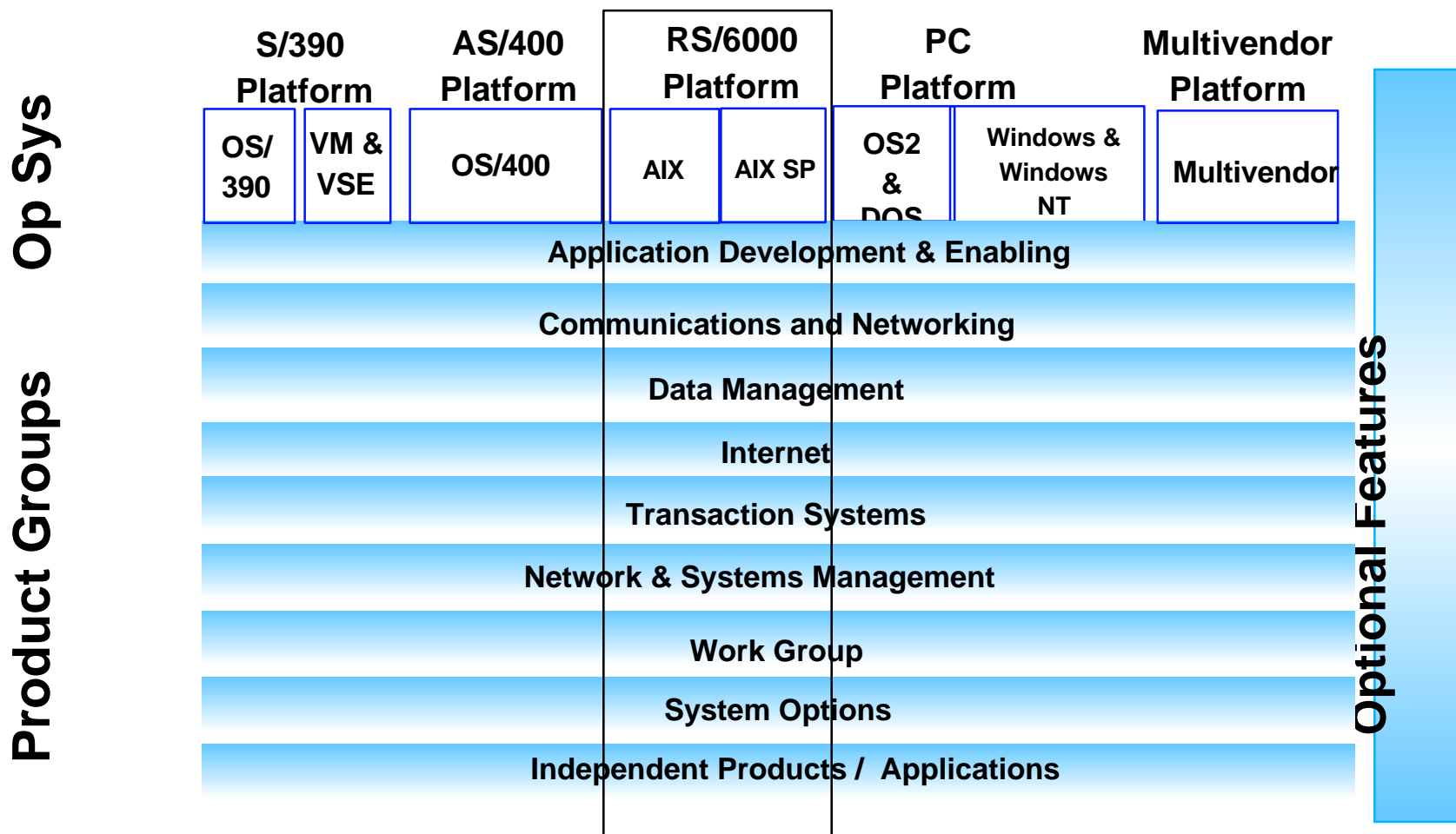
- Answers to usage and installation questions
- Answers to product compatibility and interoperability questions
- References to technical publications
- Interpretation of product documentation
- Configuration samples
- IBM and multivendor database searches
- Planning information for software fixes

Support Line also offers electronic support in USA for supported systems. Electronic support allows customers to:

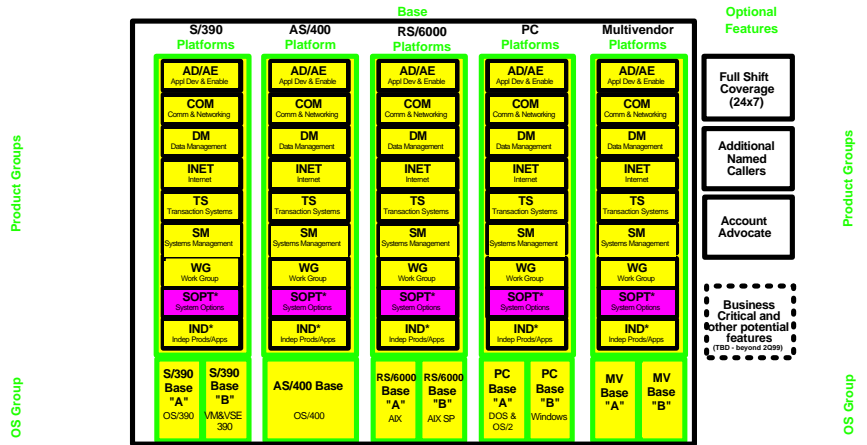
- Submit problems and receive answers electronically
- View screens remotely
- Submit documents electronically
- View their open APARs
- Search IBM's question and answer database



Support Line Architecture

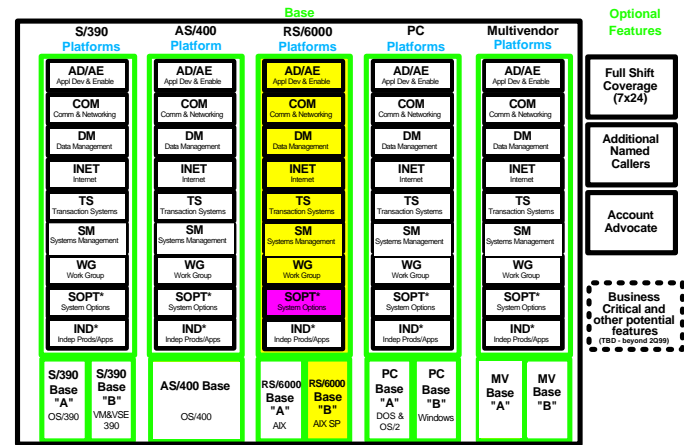


Four Coverage Options



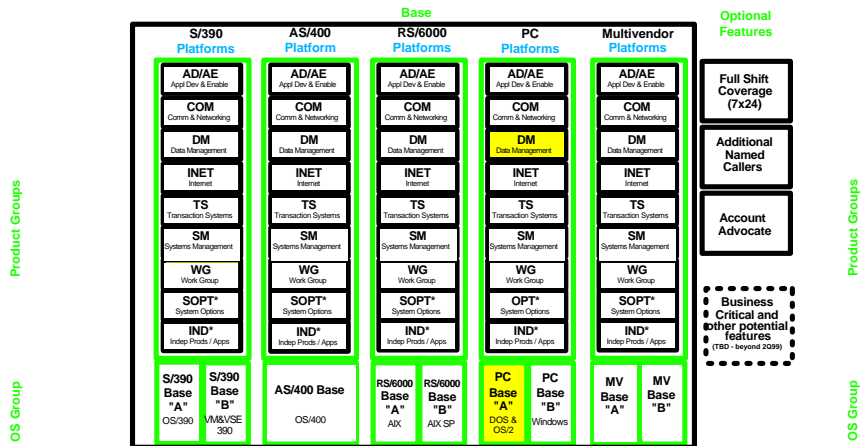
Example 1: Total Systems Software Support

- All groups, all products, all operating systems, all platforms
- Optional features are optional for an additional fee



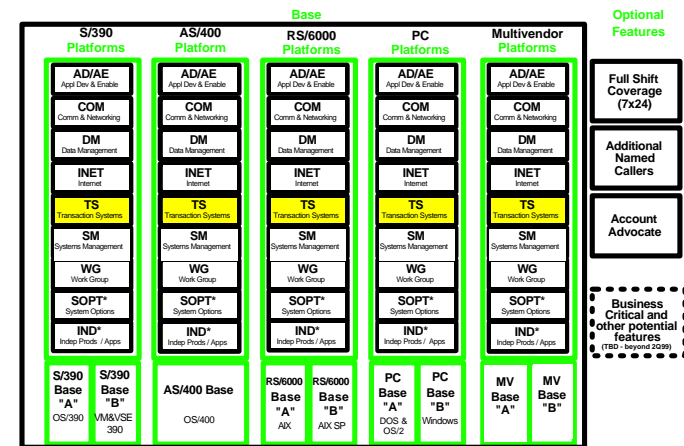
Example 2: Single System Software Support

- All groups & products for a single operating system
- Independent products, applications and optional features are optional for an additional fee



Example 3: Selected System Software Support

- One operating system group is prereq to one or more product groups in the same operating system environment
- Independent products, applications and optional features are optional for an additional fee



Example 4: Cross-Systems Product Software Support

- All products in a single group across all operating systems
- Optional features are optional for an additional fee
- No operating system group is required



Standard Service

Service Description

- Provides short duration, 'how-to' usage and defect support
- Multiple options:
 - ▶ Prime shift (Monday - Friday 8 a.m. to 5 p.m.)
 - ▶ Full shift (24 hours per day, 7 days per week)
 - ▶ On an enterprise, platform, or product level
 - ▶ Additional named callers

Benefits:

- Supplements your technical staff
- Provides quick, concise answers to routine operational questions
- Provides the foundation of a total software support solution



Support Line Optional Features

- 24 x 7 Coverage
 - ▶ Base contract is 8 x 5
- Additional named callers
 - ▶ Prime shift coverage provides 2 named callers
 - ▶ 24 x 7 provides 6 named callers
 - ▶ Additional callers can be purchased at a flat rate per caller
- Account advocate
 - ▶ Single point of contact
 - ▶ Problem management across supported products
 - ▶ Cross-platform support



■ IBM Operational Support Services -

■ Account Advocate

Problem management service available for:

- Cross-Platform

Service Description:

- Provides single focal point account team for all problems
- Advocate knows your environment
- Acts as an "advocate" for your Support Line problems within the IBM Support Line
- Helps you to get to the right support resources when you call IBM for problem resolution
- Performs collaborative PD/PSI with vendor support centers

Benefits:

- Supplements your technical staff for problem management
- Provides convenient coordination point for all Support Line problems



The Account Advocate Problem Manager

IBM assigns an Account Advocate problem manager. The problem manager is a member of the Account Advocate team who is familiar with the specific customer environment through a document account profile. Also, the problem manager:

- Is the technical interface for a customer's critical situations
- Understands how the customer uses the systems
- Monitors account status and software questions reported by the customer
- Conducts monthly reviews of account activity, including proactive recommendations for APRs and hardware microcode updates that apply to the customer's products
- Understands the customer's support structure
- Establishes and maintains an inventory of the customer's software products and levels



The Account Advocate Team

IBM identifies an Account Advocate team to act as an interface for software problems submitted by the customer for products covered by Support Line. The team provides customers with a single interface to remote support via the team's Account Advocate problem manager. The Account Advocate team is available during prime shift, Monday through Friday except public holidays. Calls made during prime shift will be answered within two hours of receipt of the call.

This team:

- Provides enhanced problem management for software support problems, with response time the same as the Support Line response time .
- Provides personalized software support backed by a team of specialists to ensure problems receive the correct level of attention and priority.
- Provides a single support focal point from the time the problem is reported until the problem is resolved.
- Provides IBM-supported software problem escalation assistance
- Remotely accesses the customer's system to expedite problem resolution if the client's system allows for remote access
- Monitors account status, software problems, and questions reported by the customer
- Assists with problem determination, engaging other appropriate support groups and communicating problem status to the customer
- The Account Advocate team may also jointly participate in problem cause isolation on preselected non-IBM products with the appropriate support vendor.



- Motivating Factors for Selling Support Line
 - ▶ Customer Satisfaction
 - ▶ Services Revenue Gained
 - ▶ Hourly Price Increase to \$210.00
 - ▶ Voice Access Charges
 - ▶ Support Available 24x7, 365 Days Per Year
 - ▶ More "Pre-sale" Focus
 - ▶ Product Education Factor
 - ▶ Named Caller On Customers Contract
- Benefit: More Revenue and Lower Cost



Support Line Lead Pass Program

- Summary:
- Several Options To Choose From....
 - ▶ Need To Understand The Value
 - Customer Satisfaction
 - Major revenue opportunity - 5% Lead Pass Fee

Together , WE ALL WIN !!



How To Find Out More:

1. CD Course - US Sales Kit

2. Internet -

www.as.ibm.com/asus/swsupport.html

Note: Product List Exhibit is found at this web site.

Pilot in US...

www.ibm.com/software/partners/salesassistance - LEAD PASS

