IBM Software Accelerated Value Program

Delivery excellence via Accelerated Value Leaders and Accelerated Value Specialists

Highlights

- Creates a bridge that connects the client to the full capabilities of IBM
- Delivers expertise that helps unlock the value of the IBM software investment
- Develops and grows the dedicated partnership between the client and IBM

Building a dedicated partnership

IBM Software Accelerated Value Program helps unlock the value of your IBM middleware software and strengthens your IT infrastructure throughout the life cycle. Our tiered offering levels provide flexibility in building a partnership with IBM. In turn, that partnership assists you with preventative actions, delivering smooth interoperability management, and overcoming implementation barriers for new technology. The key to building this partnership is through our Accelerated Value Leader and Accelerated Value Specialist.

Accelerated Value Leaders*

The Accelerated Value Leader (AVL) is responsible for ensuring clients receive a higher level of service and added value when using their licensing software from IBM. The AVL has a close working relationship with the client's team and plays an integral role in helping determine the overall life cycle of their IBM software implementation.

The primary goal of the AVL is to provide proactive assistance to help clients sustain and optimize their IBM Software infrastructure. The AVL is the primary point of contact to the client on behalf of IBM Support. The AVL coordinates delivery of proactive support, skill sharing activities and problem management.

Accelerated Value Specialists*

The Accelerated Value Specialist (AVS) provides clients with the highest level of remote and/or on-site technical direction for specific supported products, including initiatives such as diagnostic coaching and defect and nondefect problem resolution assistance.
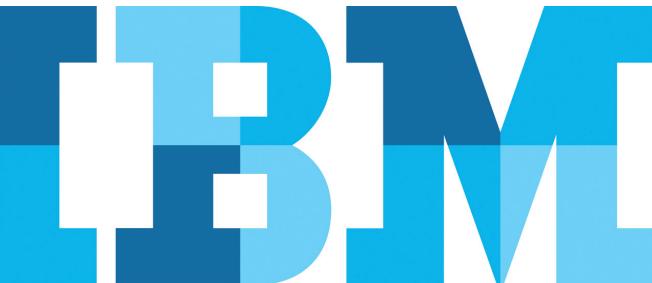
The primary goal of the AVS is to provide the ongoing technical expertise that is required to avoid potential problems or mitigate the impact of reported issues.

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

Accelerated Value Leader responsibilities	
Relationship	• Acts as a single point of contact as your bridge to IBM support • Virtual Extension of your IT management team • Might assist the client on site for periodic reviews
Problem Management Request (PMR)	• Provides regular reports detailing status of open issues • Investigates alternatives to help provide quicker solutions to your everyday support requirements
Escalation Management	• Connects the client to IBM Support management and Development to raise visibility of issues • Helps facilitate critical issues
Knowledge Sharing	• Coordinates workshops, conference calls exclusive to your needs • Provides opportunities for the client to gain expertise from the IBM development lab

Accelerated Value Specialist responsibilities	
Technical Advice and Skill Sharing	• Participates in project planning • Shares best practices for key tactical initiatives
Remote Technical Proactive Assistance	• Provides guidance in gathering diagnostics for problem resolution • Helps advise on documented fixes and workarounds for the client environment
Technical Briefings	• Delivers customized reports with technical advice and proactive maintenance information
Tactical Activities	• Assists with product deployment and configuration • Performs advanced troubleshooting • Additional proactive services

For more information

To learn more about IBM Software Accelerated Value Program, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web site: ibm.com/software/support/acceleratedvalue or contact us at software_accelerated_value@us.ibm.com

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* Client needs may require these two roles be combined.

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