Premium Support Management

The purpose of this document is to assist in describing to all who are interested the IBM Rational brand service offering called Premium Support Management (PSM).

The PSM service builds features onto the Passport Advantage Support service. Please consult the online IBM Software Support Handbook Services page at http://techsupport.services.ibm.com/guides/addlservices.html for more information about Passport Advantage Support. Hereafter, the phrases "basic support" or "normal support" should be understood as Passport Advantage Support.

Premium Support Service is designed to be customized to meet the individual needs of each Premium Support Service client, while maintaining a set of core ideals that are the selling points.

At a minimum, Premium Support Service can be distinguished from basic support by the following:

- The PSM (Premium Support Manager) is a dedicated, immediately and conveniently accessible, very experienced, Senior Support Engineer.

- The client contacts the PSM directly via email, telephone or pager, never needing to use the normal support telephone or email queues.

- The PSM and the client establish and maintain a strong working relationship based on confidence and unified dedication to working as a team to accomplish the client's product related goals.

- The PSM is dedicated to assisting with all desired aspects of the client's interaction with IBM Rational products including planning, testing, implementing, supporting, **and** customizing.

- The PSM is educated about the circumstances and environment of the client. The client should easily be able to consider the PSM part of their internal team.

- The PSM proactively communicates with the client to maintain the support and relations of the account instead of waiting for the client to call in with a problem.

- Insofar as the PSM is empowered by the client, the responsibility is to assist in the prevention of problems and disaster, not just to be available for technical responses once one occurs.

- The PSM represents the client as much as they do IBM Rational. For issues that are important to the client, the PSM champions the effort internally with the same motivation that the client would.

- 8:00am – 5:00pm coverage in the client's time zone for **all** issues plus 7x24 coverage, except IBM holidays, for P1 emergencies.

- Periodic visits by the PSM to the client's sites to maintain the relationship and to perform other tasks that are generally more successful when done in person.

- Substitute of another PSM when the assigned PSM is absent.

- Custom, periodic status reports as required and defined by the client.

- The PSM will deliver to the client all product upgrades, patches and other information as it becomes available, and only if it is relevant for the client.

- Regular contact from the PSM to discuss progress, to check for new assignments and to monitor client satisfaction.

- Regular contact from PSM management to monitor account status and PSM performance.

To summarize, the client who uses Premium Support Service gains a new, proactive-focused team member who is qualified and specialized to meet the client's specific needs.

The Premium Support Service goal is to make our clients as successful as possible in their business through the use of IBM Rational products. If a prospective Premium Support Service Client has specific support related needs or requirements that are not mentioned here, it is very likely that Premium Support Service can be configured and customized appropriately. A unique strength of Premium Support Service is that customization is more than just possible, it is necessary. It is expected and encouraged that the PSM will proactively seek out opportunities to assist with or ameliorate the client's product related tasks.

To suggest examples, taken from existing Accounts:

1. Perceiving that there was a lack of organized product support related knowledge such as procedural documents and contact info which would essentially help the client's user pool deal with product problems, the PSM organized and assisted in the publishing of intranet documentation to

compensate. This helped the Client's user pool to be better directed and informed.

2. One client was unsure if their backup procedures were stable and consistent with IBM Rational recommendations. The PSM tested and confirmed that the backup strategy was appropriate, fixing steps as necessary, and then helped to document the process for the benefit of the client's administrators.

3. As the central site of one large account was rolling out significant product changes and was struggling to bring all the satellite offices up to speed, the PSM organized and attended evangelizing sessions to help make the process smoother.