

## Services and Support

*IBM Retail Technical Support*

*Sales reference guide*

## Overview

In retail, every minute of uptime is critical to profitability. To help our retail customers and IBM Business Partners receive fast, flawless, around-the-clock technical support for the entire portfolio of IBM solutions, IBM offers several channels for addressing and resolving technical issues.

These channels can all be reached through an interactive Support Guide application at:

[www.ibm.com/industries/retail/store/support/guide](http://www.ibm.com/industries/retail/store/support/guide).

(This page can also be reached by clicking 'Support' from the Retail Store Solutions home page.) The Support Guide helps users characterize the type of question they have and the type of product involved, then directs users to an appropriate resource for resolution. For example:

- *If the question is general and the user has not yet searched the IBM Knowledge Base (a dynamic database of frequently asked questions), the Support Guide displays the IBM Knowledge Base in a pop-up window*
- *If the question is technical and concerns a specific IBM hardware or software platform, the Support Guide offers customized suggestions (such as 'Have you updated the BIOS?') then links the user to the support page for that product. If no resolution is achieved, the Support Guide prompts the user to submit the question via e-mail to the appropriate RSS support team*
- *If the question pertains to a Business Partner issue (such as system integration or application development) the Support Guide directs the user to PartnerLine, a special online help site for IBM Business Partners and ISVs. The RSS PartnerLine team has more than 70 years of experience in retail and is backed by the Marketing Technical Support team, so users can be confident they are receiving expert technical assistance*
- *If the user has an urgent technical issue, the Support Guide displays the toll-free number users can call to request immediate service*

This Support Guide is available to anyone and is free of charge. The IBM Technical Support team is dedicated to returning answers via e-mail within one to two days, although complex questions may take longer to resolve. These services are available only in English. However, the site offers links to translation sites to assist non-English speakers.

## Key benefits

As retail solutions from IBM continue to become more and more complex, the Support Guide offers several critical benefits for users. The Support Guide team maintains a continuously updated directory of subject matter experts. This allows the team to route questions to individuals who understand the full context of each question and can deliver detailed, accurate answers on a relatively short timetable. This helps users receive more specific answers from proven experts in far less time than before.



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