

IBM Rational Client Support:

Extensive support offerings in order to maximise investment
in IBM products and solutions



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IBM Rational Software Development Conference

Royal College of Physicians – London

22 - 23 September 2008

Software Development Without Support Is Like Driving Without Seatbelts



Rational® software

What do you prefer ?

- A fast resolution to a problem ?
- A lengthy resolution to a problem ?



The Agenda

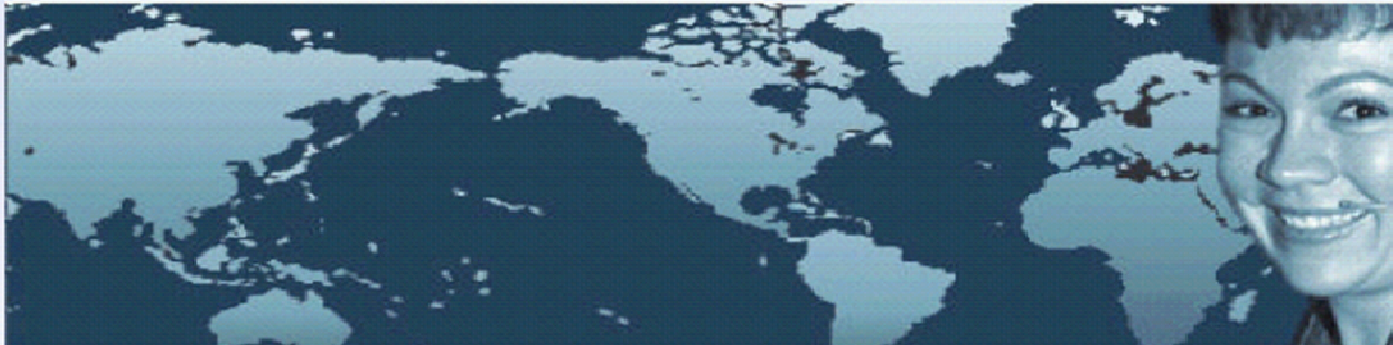
- Introduction to Rational Client Support
- Standard Enhanced Support
- Premium Support
- Next steps



Sharing a Vision and a Culture....

IBM's Support Vision

Provide a worldwide level of support that exceeds client expectations, differentiates IBM in the marketplace, and permits clients to focus on their core business issues.



IBMers Value



Dedication to every client's success.

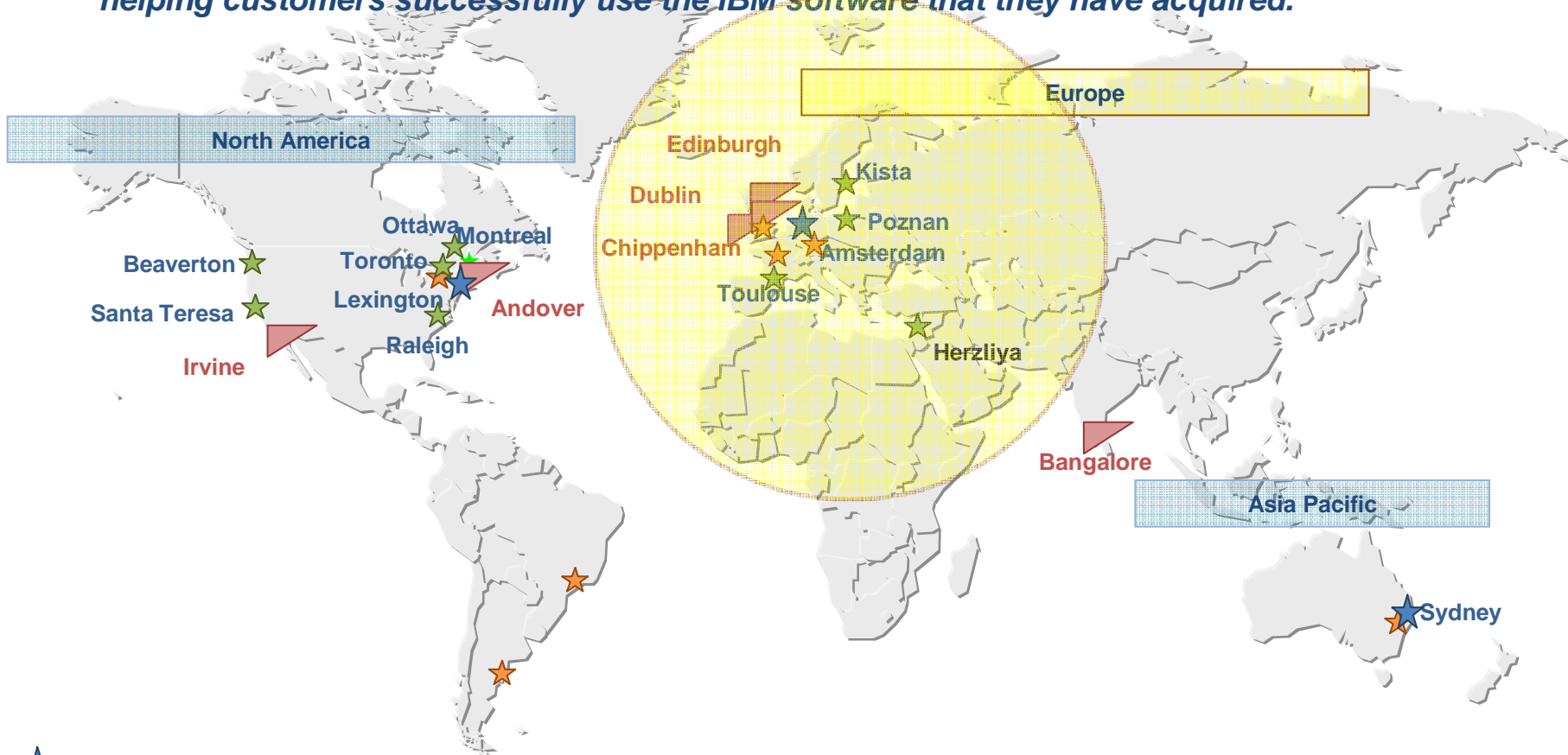
Innovation that matters—for our company and for the world.

Trust and personal responsibility in all relationships.

The Rational Client Support Global Organization

Ready to meet client needs day & night

Now, with Telelogic a global team of over 520 support professionals dedicated to helping customers successfully use the IBM software that they have acquired.



- ★ Larger Rational Level 2 support site
- ★ Smaller Rational Level 2 support site
- ★ Level 1 support site for Enterprise Tools

- Uniform processes worldwide
- Multiple language support



Our Global Organization

Ready to meet your needs day & night

- 500+ support engineers
- Access via Phone, email & web access
- Uniform processes Worldwide
- Multiple language support
- Coverage
 - ▶ 08:00 – 17:00 hrs local time
 - ▶ First response < 2 business hours
 - ▶ Sev1 issues continued focus 7x24 in synergy with the client
- Client programs
 - ▶ Lab Advocate & Design programs
- Some statistics
 - ▶ Over 100,000 Problem Management Records (PMRs) opened
 - ▶ 9 out of 10 customers surveyed are satisfied with support
 - ▶ Our Technical Support Engineers average of 47 months on the job
→ Industry average is 18 months



Client Satisfaction today in Europe

What have you been telling us ?

- Survey feedback includes:

- ▶ Time to Reach
- ▶ Time to resolution
- ▶ Effectiveness of resolution
- ▶ Feedback on RFE's
- ▶ Skills
- ▶ Kept advised
- ▶ Quality of the product

Reply-Year	Qty Responses	Top Box %
2008	1155	86,79%
2007	2118	84,55%
2006	2289	83,83%
2005	1953	79,12%
2004	1996	78,70%
Grand Total	9511	82,31%

- Feedback gathering

- ▶ Online after pmr closure
- ▶ Client : we call all unsatisfied clients
- ▶ Via support website



Knowledgeware

Stay up to date and communicate

■ My support

- ▶ RSS Feeds for regular emails on support content
- ▶ Technotes, Flashes, APARs etc
- ▶ Learning Materials including: documentation, Redbooks, etc

■ IBM Software Support Toolbar

- ▶ Easy access to other IBM SW websites

■ Education Assistant

- ▶ Easy access to online education

■ Forums & newsgroups

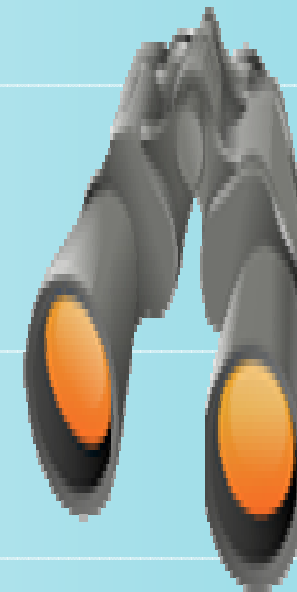
- ▶ Network with other developers



What about the future ?

Some hints to what's in the 'planning'

- **Guided Access** to product and support data
- **RFE Management tool** via web
- **Content** generation based on problem trends and our knowledge of the client's environment
- A solution oriented **problem determination** toolset, leveraging embedded product serviceability
- Intelligent access to **fixes/patches**
- Leverage **community** tools to access knowledge of our clients and professionals
- Enhance Client toolset to provide **proactive**, value-added support



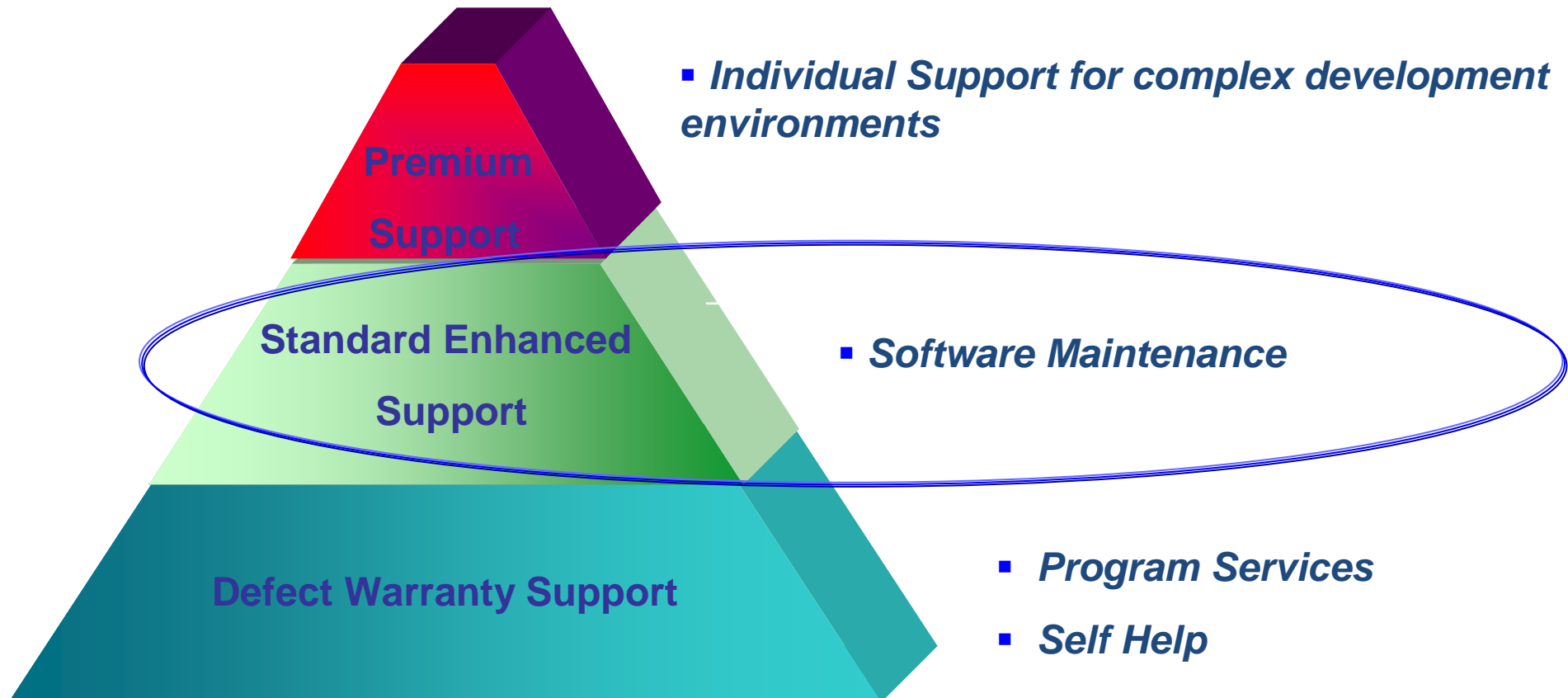
Other important things to know

Please take note

- Passport Advantage & PA Express
 - ▶ IBM Offerings include SW maintenance, upgrades & fixes
 - ▶ Support included in 1st year of a new contract
 - ▶ Renewal required after the 1st year to continue support
 - ▶ Support (maintenance) pre-req for Premium & Elite offerings
- Licensing
 - ▶ **License Key Center** online for generating and managing your license keys
 - ▶ Access to License support via Rational Client Support (RCS) phone number
- Support for Beta, Proof of Concept and Trials
 - ▶ Development, local field team, RCS Europe
- Support extensions are possible on request, please contact your local rep
- **Our latest Support Guide CD with all the necessary links, also via the web:** http://pokgsa.ibm.com/~patocon/public/rsdc_2007/eguide/



IBM Rational Software Support



What is Standard Enhanced Support

- A part of every new license, including Fixed Terms Licenses obtained through the Passport Advantage program, renewable annually

Provides IBM Rational® Software customers affordable, renewable product upgrades and technical support including:

- Notification of new product releases
- Download and media access to the latest versions of software
- 24x7 technical support for business critical outages – via telephone
- Technical support for ALL designated IT staff
- Online tools and resources to manage licenses and access technical support



Response Goals & Severity Levels

- **2 hour** response goal for **ALL** customer issues
- **24/7** coverage for **Severity 1** problems
- Normal business hour coverage for Severity 2 - 4 Problems (8:00 AM-5:00 PM local customer's time)
- **No limits** on number of IT Professionals who can call

Severity Level	Condition
1	Customer is unable to use the product, which has critical impact on operations. This condition requires an immediate solution.
2	The customer is able to use the product, but operations are severely restricted by the problem.
3	The customer can use the product with some restrictions on the available functions. These restrictions, however, do not have a critical impact on operations.
4	The problem causes little or no impact to the customer's operation, or the customer or the branch office representative has found a way to circumvent the problem. Follow-up calls generated by the system are set to priority 4.

Standard Enhanced Support does not include...

- On-site support
- Network design
- Support for products past their End of Support (EOS) date
- Analysis of customer's program code (e.g., exits, applications)
- Data/database design & recovery
- Diagnosis & analysis of non-IBM products
- Performance and tuning

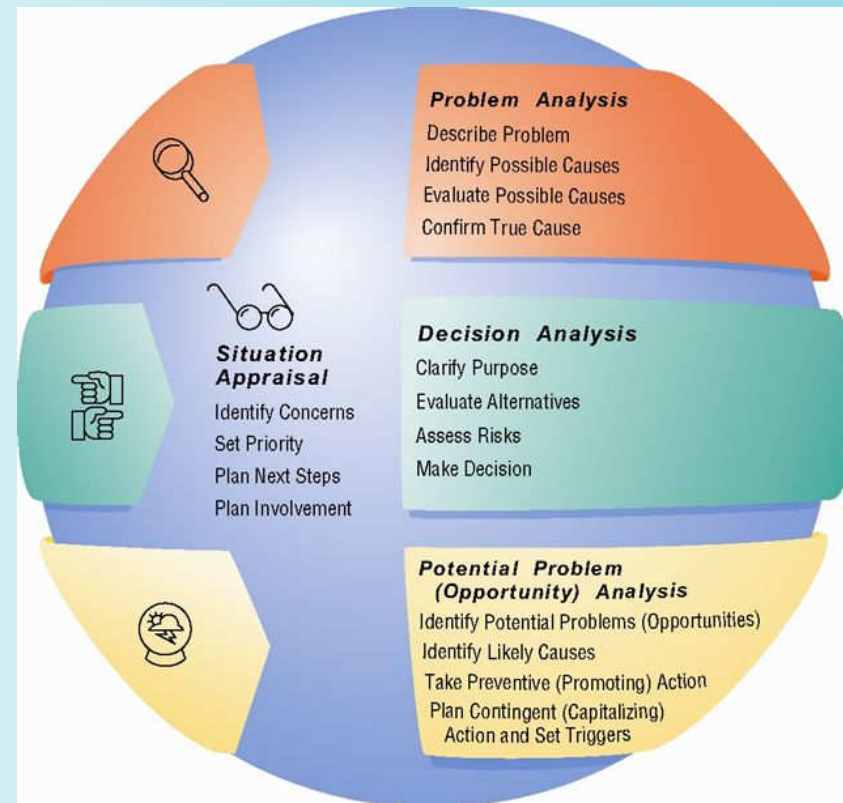


Certified Problem Resolution Processes

To optimize communications & effectiveness

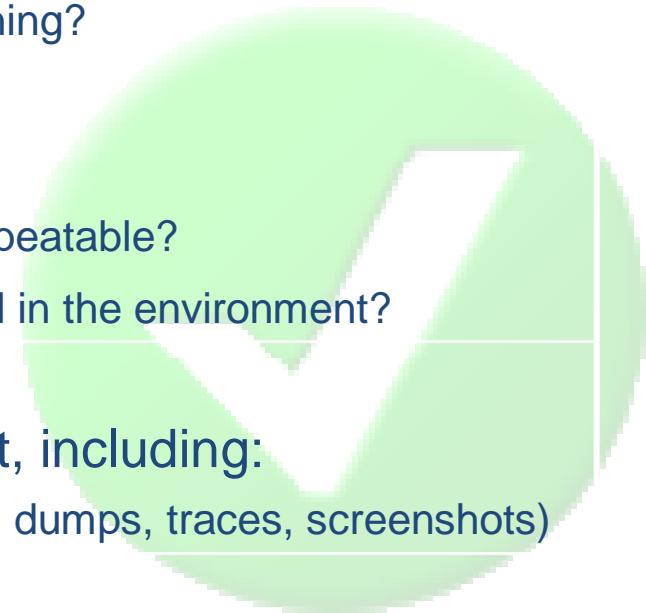


- WW best practices for problem solving
- Systematic approach to resolution, consistent across teams
- Reduce Critical Situations and Time to Close
- Save M\$ for Clients & IBM
- Increasing client satisfaction
- Adopted fully at IBM Rational Customer Support in 2007



Checklist Before Contacting Support

	Action Required / Recommended
✓	Define the problem – be specific
✓	Gather background information – provide all relevant information, including: <ul style="list-style-type: none">▪ What level of software was / is running?▪ What operating system version?▪ Have patches been installed?▪ Has this happened before? Is it repeatable?▪ What, if anything, recently changed in the environment?
✓	Consult “Must-Gather” document, including: <ul style="list-style-type: none">▪ Gather diagnostic information (e.g., dumps, traces, screenshots)
✓	Determine business impact & assign severity level



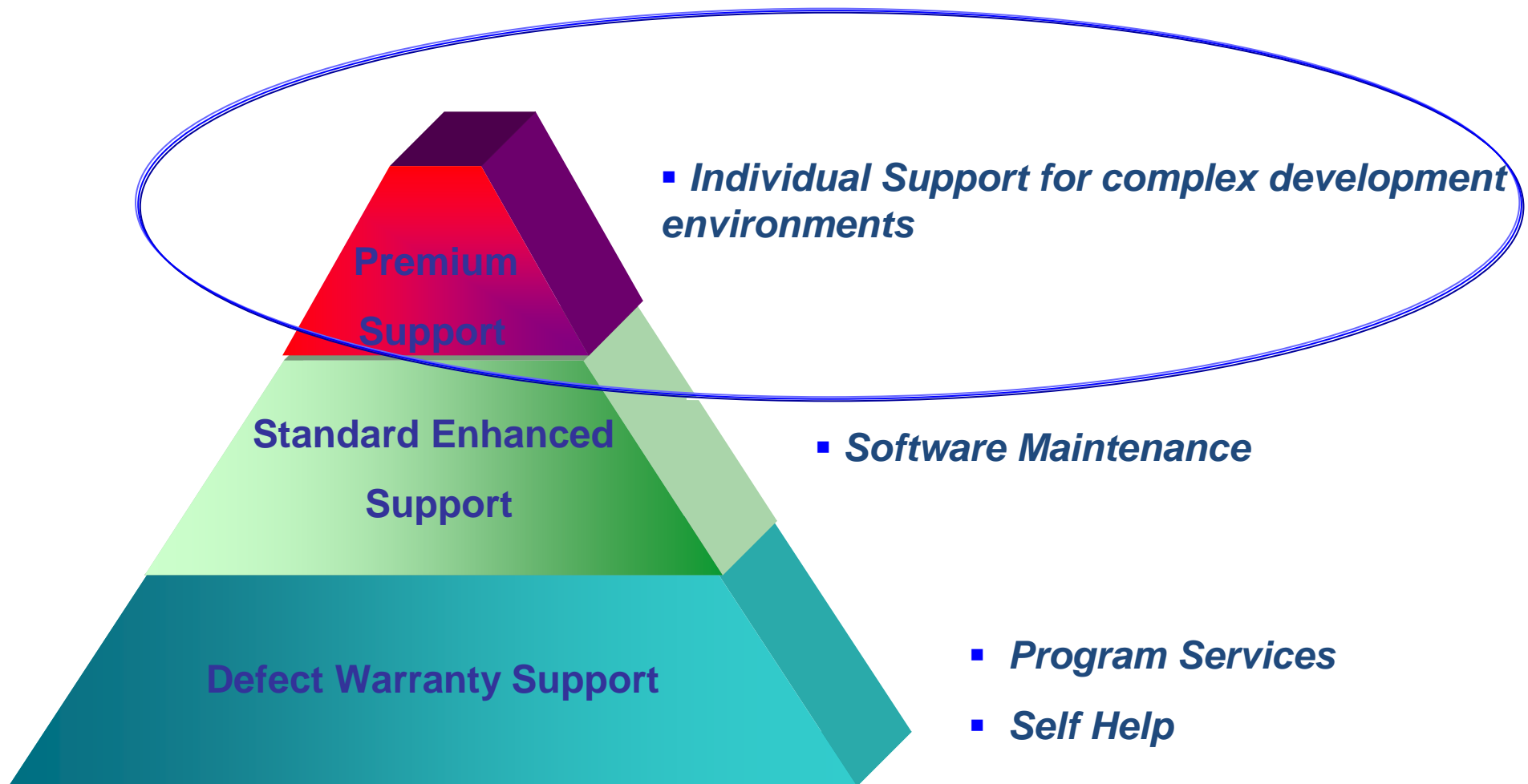
The world is changing ...

- Enterprise-wide deployments
- Highly complex / customized business environments
- Mission-critical applications with high-availability requirements
- Early adopters of new technology or products
- A technical environment under-going significant change
- A need to refocus support staff from issue management to strategic initiatives
- Requires coordinated support of multiple IBM products and technologies

Premium Support Services



IBM Rational Software Support

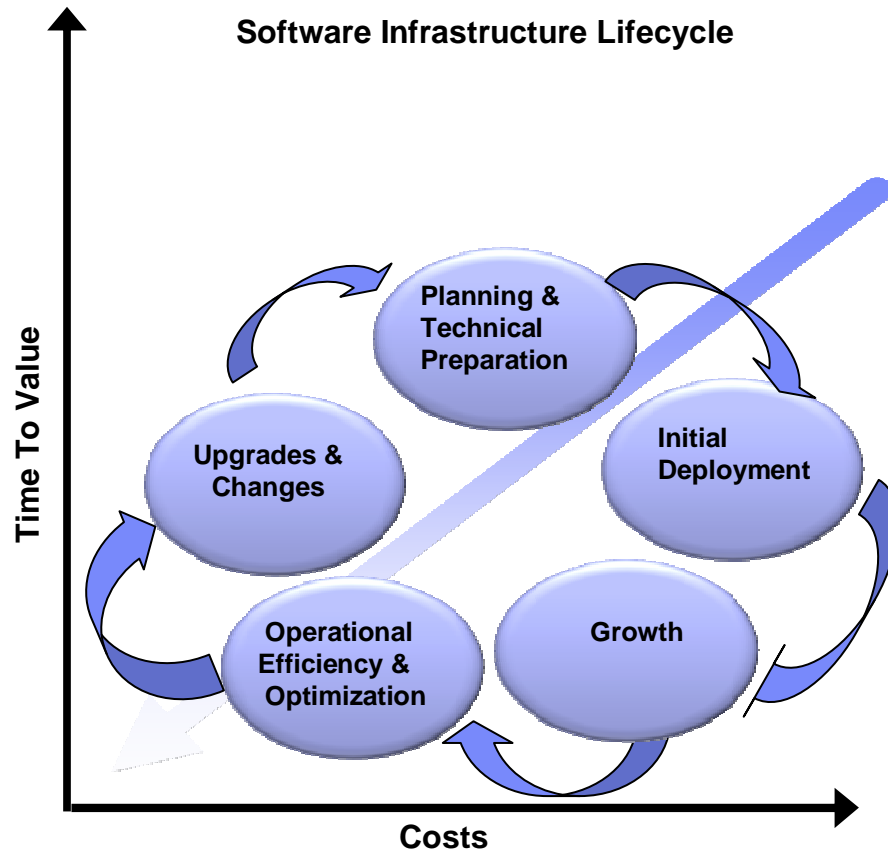


The goal of Premium Support is to:

- Speed up your deployment of product purchases
- Ease the challenges of using cutting-edge technology
- Cope with increasingly complex technology environments



Rational Premium Support



Each phase requires unique attention

- A dedicated Premium Support Manager (PSM) who serves as a **single point of contact** into IBM Rational Support.
- Builds an **intimate knowledge** of customer's environment with IBM
 - ▶ Consistent, ongoing **relationship**
 - ▶ Works as extended member of customer's IT team
 - ▶ Represents customer's support needs within IBM
 - ▶ Priority resolution of issues / challenges
- Focused on **proactive and preventative services**
- **Executive reporting** to help with ongoing activity and future planning
- Develops BOTH IBM and customer skills
 - ▶ Deepens IBM knowledge of how clients use IBM products
 - ▶ Knowledge sharing available for customer needs



Named Resources: PSM and PSA



Premium Support Manager (PSM)

- coordination and communication
- creates status reports
- escalates problems
- customers advocate
- delivers (customized) information proactive



Premium Support Analyst (PSA)

- technical contact person
- solid product knowledge
- supports technical planning
- responsible for analysis and tools

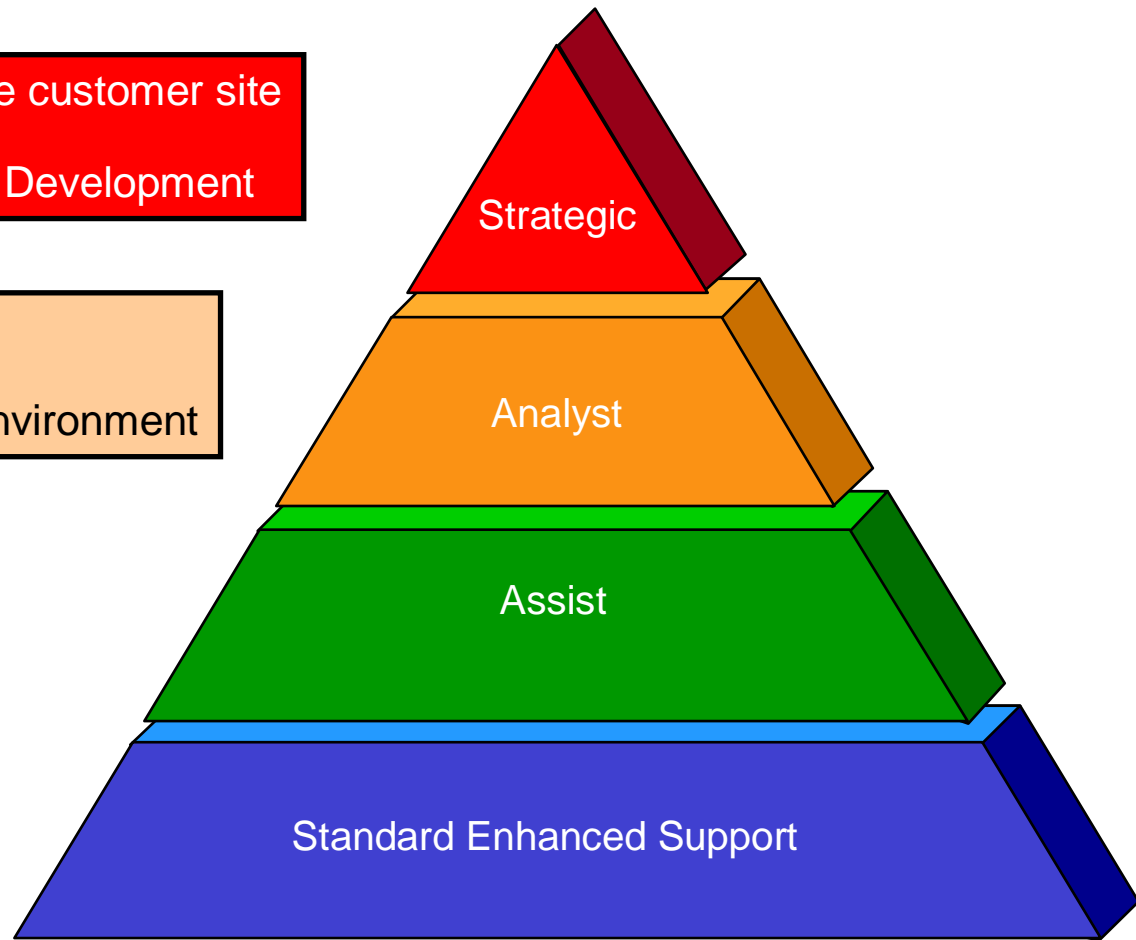


Premium Support Pyramid

PSM / PSA usually at the customer site
Focussed on solutions
Executive Sponsor from Development

PSA is product expert
Works on PMRs
PSA knows the customer environment

PSM coordinates and escalates PMRs
Supports knowledge sharing



* PSM = Premium Support Manager, PSA = Premium Support Analyst



Standard Enhanced Support

Premium Support

Responds to issues as they occur	Type of Support	Proactive support that seeks to help prevent or mitigate impact	
No		Personalized Contact	Premium Support Manager (PSM) Premium Support Analyst (PSA)
Standard Process		Call Center Access	Priority Call Handling
Through a rotating Duty Manager		Escalation	Your PSM will provide you with
Reactive, "one size fits all" model		Issue Management	Proactive, "customized / tailored" model
No		Reports and Reviews	Regular report status reviews
No		Proactive Notification	Assistance with deployments, upgrades, and other planning changes
Self-help web monitoring		Defect Alerts	Provides proactive advice that apply to your environment
Standard Process		Cross-Brand Coordination	Through your PSM
For Severity One Issue only		Exception Handling	Your PSM will help facilitate exception support for critical periods
No	On-Site Service	Yes	
No	Emergency On-Site	Yes	
Web resources and fee based services/events	Technical Advice	Provided via your PSA, conference calls, and scheduled events	
Self-help access on the web	Technical Documents	Documents and white papers are proactively pushed	



NEXT STEPS

Premium Support Value Assessment

- Structured review of Software Infrastructure Lifecycle Model
- Client self assessment
- Initial Prioritization
- Agreement on scope of services

Checkpoint on moving forward

Customized proposal based on scope of services



Typical objections

- I expect that kind of service from IBM
- I want it, but don't want to pay for it
- We are , a very important customer to IBM. Therefor arrange it for us



How to handle these objections

- For us you are a very important customer, as every other customer around the world
- Therefore you have been granted huge / special discounts on the software licenses
- For the majority of our customers Standard Enhanced Support is sufficient. Therefore our client support is standardized on this.
- For those special customers that require a higher service level (see slide "The World is changing" for reasons why), we have set up a Premium Support organisation.
- As this is people's job, similar to consultancy, it is a payable service.



Some useful links

- Starting page Rational Support:
 - ▶ <http://www.ibm.com/support/>
- Software Support Handbook
 - ▶ <http://techsupport.services.ibm.com/guides/handbook.html>
- IBM SW Support Lifecycle
 - ▶ <http://www-306.ibm.com/software/info/supportlifecycle/list/i.html>
- Online Problem reporting
 - ▶ <http://www-4.ibm.com/software/support/probsub.html>
- Support phone numbers:
 - ▶ <http://www.ibm.com/planetwide/de/>
- Rational Client support and Premium Support:
 - ▶ <http://www-01.ibm.com/software/rational/support/index.html?ibmsst=RationalBtn>
 - ▶ <http://www-01.ibm.com/software/rational/support/tsas/>





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