

EMC STRATEGIC ACCOUNT MANAGER

Dedicated support for your EMC investment

ESSENTIALS

- Benefit from an EMC Global Services expert who will provide focused account management support for your EMC infrastructure.
- As an integral part of your IT team, your SAM provides best-practice recommendations to streamline your daily operational procedures and optimize your EMC investment.
- Provides proactive support and centralized service management, ensuring that your specific support requirements are met and driving rapid response and resolution to issues.
- SAM resources may be tailored to meet your specific needs with remote or onsite delivery options.

ACCOUNT MANAGEMENT FOR YOUR EMC INFRASTRUCTURE

Ongoing support and maintenance of your EMC® platforms, software, and solutions is vital to ensure optimal system performance, achieve maximum uptime, and fully leverage your EMC investment for your IT operations. However with today's complex environments, demanding needs of internal IT clients, fast-paced business operations, and continually changing and evolving infrastructures, managing day-to-day support requirements can be time consuming and complex.

With an EMC Strategic Account Manager (SAM), you can be confident that support needs for your EMC infrastructure are taken care of. You will benefit from focused account management for the day-to-day operation of your EMC infrastructure. From developing a Customized Support Plan, providing recommendations on proactive support procedures, delivering centralized service management, and providing realtime communications and reporting, your SAM will become an integral part of your IT team.

SERVICE VALUE

- Central point of contact for EMC customer support matters throughout your enterprise
- Accelerated escalation so issues receive immediate attention and rapid resolution
- Proactive identification of service trends, potential issues, and recommendations for best-practice improvements
- Customized reports that provide a holistic view of support activities across your environment
- Informed strategic planning recommendations based on specific business requirements

SERVICE DESCRIPTION

CUSTOMIZED SUPPORT PLAN

Working closely with your IT team, we will develop a Customized Support Plan that ensures your service-level objectives are documented and that you develop an operational support plan to meet these needs. EMC support processes are documented, including your primary points of contact within EMC, to maximize the synergy of technical resources between EMC and your support teams. You will receive best-practice recommendations based on a solid understanding of the detailed operations of your EMC infrastructure.

The SAM service also includes working with you to establish and maintain an EMC Customer Environment Handbook, which may include EMC hardware inventory, microcode status, EMC software version status, installation dates, maintenance coverage, and maintenance contract renewal information.

PROACTIVE SUPPORT STRATEGY

Your SAM leverages EMC best-practice know-how and a detailed, working knowledge of your environment to develop recommendations for proactive support procedures designed to resolve issues before they affect your operations. Such proactive guidance helps to optimize data availability and equipment stability. Examples of proactive service activities, depending on whether you choose an onsite or remote delivery option, may include:

- Establishing custom implementation recommendations and procedures for EMC Field Change Orders (FCOs) and EMC Technical Advisories (ETAs) to meet your operational requirements
- Providing guidance and recommendations for operational planning to ensure timely updates of EMC microcode and software updates
- Facilitating training on EMC online support tools to help your IT teams make the most of these valuable support capabilities
- Recommendation, prioritization, and coordination of service events including service requests and planned changes
- Participating in the planning, approval, and implementation of non-project approved change management requests, facilitation, and coordination changes across sites

Services portfolio

EMC offers a range of personalized support services to help you meet your organization's objectives. Our service portfolio includes:

- **Designated support engineer:** Product-specific personalized support and technical assistance from a technical specialist delivered onsite or remotely from an EMC facility
- **Customer support engineer:** Dedicated, onsite support and maintenance for your EMC information infrastructure from an experienced support engineer

CENTRALIZED SERVICE MANAGEMENT

Your SAM is a valuable resource who works closely with technical analysts at EMC support centers while also coordinating involvement of any additional functional expertise and resources needed to drive rapid resolution of a service request. With the SAM service, you will have a support advocate at EMC and receive realtime status updates for your service requests across the entire EMC infrastructure. In addition, each month you will receive a monthly report summarizing all service requests and customer service activities that took place across all your locations. This valuable information can be used to track support trends and identify potential issues. It tracks service requests by severity level, service unavailability, and business impact. For designated high-priority escalations, resources can be leveraged to provide a root-cause analysis. Your SAM can also assist in resolution of other support matters such as ensuring that your maintenance renewals are processed in a timely manner.

REALTIME COMMUNICATION AND REPORTING

Through comprehensive communication and reporting, the SAM will enable you to make informed storage maintenance and management decisions to continually achieve optimum uptime and performance levels.

- **Quarterly business reviews** will be conducted to help ensure that your specific requirements and expectations are being met and to provide recommendations for your consideration. Highlights from your detailed performance reports will be presented, and recommendations for improvements in best practices and overall operations of your EMC infrastructure will be discussed. This includes configuration tuning and software update recommendations.
- **Monthly support reviews** include assessment of monthly reports. Review of service request activity reports ensures that all issues are receiving proper attention, and trend analysis helps define environment improvements to prevent future issues.
- **Weekly operational review** provides snapshot and status for all open service requests.
- **Comprehensive reporting** includes delivery of a monthly report summarizing all service requests and customer service activities that took place across all your locations. It tracks service requests by severity level, service unavailability, and business impact.

EMC GLOBAL SERVICES: ACCELERATE INFORMATION LIFECYCLE MANAGEMENT

EMC Global Services delivers results to our customers throughout the IT lifecycle—Plan, Build, Manage, and Support—and helps them achieve the benefits of information lifecycle management. From strategic consulting to world-class management services, EMC helps companies of all sizes assess their business objectives to design and align an information infrastructure that reduces risk, lowers cost, and delivers business value. Furthermore, our worldwide solutions professionals have developed industry-leading tools and methodologies to deliver comprehensive implementation and integration services from consolidation of current resources to a transformation of a multi-data-center environment. EMC delivers the value of your investment with a comprehensive portfolio of training and certification offerings—and as a six-time winner of the SSPA STAR Award for outstanding mission-critical support, we help you keep your information available 24/7 to deliver competitive advantage and drive revenue.

CONTACT US

Contact your EMC sales representative or visit our website at www.EMC.com for more information on EMC Strategic Account Manager service.

EMC², EMC, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2007, 2010 EMC Corporation. All rights reserved. Published in the USA. 11/10 Service Overview H1352.6