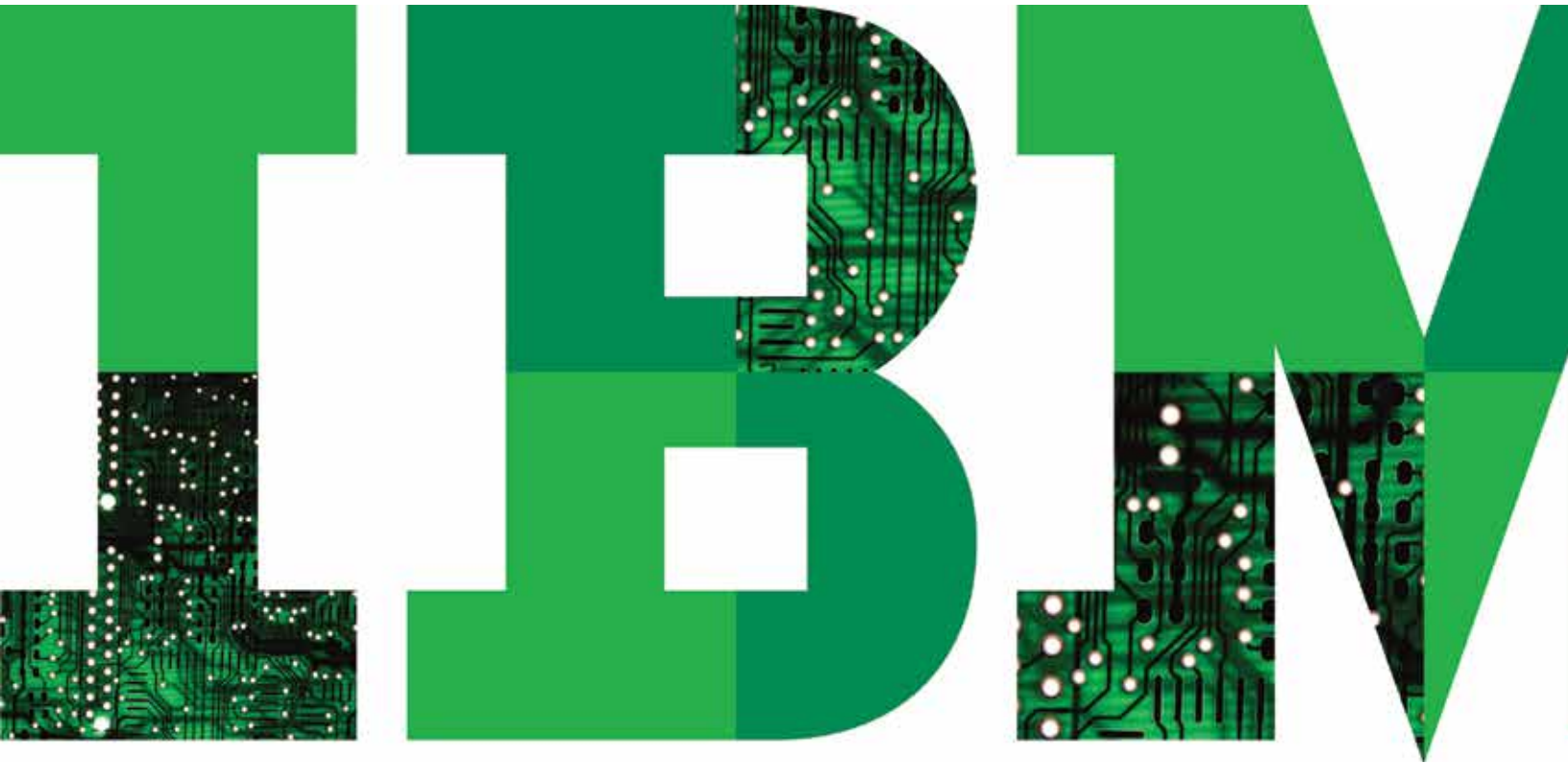


# Driving growth and innovation with a trusted support resource

*A more innovative approach to technical support*



## **You are thinking big. More growth. More innovation.**

And your plans include a high-performing, highly responsive technology infrastructure to support it all. Question is, who is supporting your technology infrastructure? Ongoing, robust and proactive support of your hardware, software and IT environment is crucial. The bottom line: If your IT assets are not working, neither are you.

Granted, you expect a lot from your IT environment. Not only must your infrastructure help provide high availability and quality of existing services, but it also needs to support new developments in data, analytics, cloud, mobile, social, security—and cognitive computing. To do this, you need an infrastructure that enables breakthrough productivity gains through analytics, integrated service management, virtualization, energy stewardship and more flexible delivery choices, including private and hybrid cloud.

Keeping a complex, responsive IT environment up and running to serve your customers will require a higher level of proactive technical support.

Reducing the complexity of technical support is not easy when the average technology infrastructure is increasingly made up of multiple systems, platforms and vendors. It takes a trusted support resource—one that has the experience and knowledge to help enable more effective monitoring and automated, analytics-based management of your assets.

Fully aligned with the needs of today's IT infrastructure, technical support services from IBM are designed to help you respond effectively to changing demands, from marketplace threats to expanding product and service lines to regulatory mandates. IBM takes a broadly integrated approach to hardware, software and multivendor support that can help you find new ways to help simplify IT asset management, enhance service quality and control costs. With a long track record of using our own infrastructure, intellectual capital assets and technology to automate support services, our commitment has already helped thousands of clients improve the overall efficiency of their operations and performance of IT.

## **A trusted support resource**

There is a misconception that technical support services are only about onsite repair or that they are just an insurance policy for when something breaks. That might have been true in the past, but IBM's approach to IT environment support has evolved.

Designed to save you time and money and to help improve the availability of your critical systems, IBM takes a more proactive approach to support and maintenance. The onsite repair person, who was once commonplace, is now rarely seen in our clients' locations. Today, our proactive approach means that more than two-thirds of service calls to IBM are resolved remotely. And they are automated as well. The percentage of service calls initiated electronically continues to increase as more IBM clients take advantage of automation tools. Of course, we still have onsite repair services as well. Our skilled technicians can come to you if we cannot resolve your problem remotely.

Technical support services from IBM not only can help you repair and rebuild when you have a problem, but our services are also proactive and designed to reduce and even eliminate many incidents before they occur. Unlike other support vendors, IBM controls and directs the delivery of support services. You have a single point of contact, and you can be confident that the level of service you receive will be consistent with what you have come to expect from IBM. And with IBM's global and localized support capabilities, including technicians, diagnostic tools and proven support processes, you can have services delivered when and where you need them—and in your local language—which can speed resolution of support issues to help keep your business running efficiently and reliably.

Each IT environment is unique, and yours should have support services to meet your unique needs. To that end, technical support services from IBM are available in a wide variety of contract terms, from our IBM® ServicePac® program to annual contracts to customized contracts of variable length, service level and support activity. This ability to choose the right level of support for your environment is critical to making more appropriate investments in infrastructure and responding to business demands.

### **IBM Hardware Maintenance Services**

Your technology hardware components—mainframes, servers, desktops, laptops, mobile devices, network devices and peripherals—are the foundation of the environment that you depend on every day. Unfortunately, they are also potential points of failure. IBM Hardware Maintenance Services provides customizable hardware support services for IBM and multivendor systems that are designed to deliver timely problem resolution through a single point of accountability.

Whether you need base warranty support for IBM products or more robust services for IBM and non-IBM products, we can deliver specialized support for hardware with customized support terms and response times that can meet your needs and budget requirements. We can also manage the optimization of your server environment by running proactive scans and making recommendations that support optimum performance.

The IBM difference is our significant experience in support of multivendor environments. We know that most organizations do not have a standardized infrastructure. That is why we leverage our global knowledge base and deep industry relationships while working with leading hardware vendors to help develop proactive best practices for managing and maintaining hardware. Many of our service contracts can also provide you with direct access to IBM laboratories, offering an opportunity to investigate the latest tools and technologies from a vendor you can trust.

The benefits you may realize include:

- \* Support for both IBM and non-IBM hardware from a single provider
- \* Less risk of downtime and more protection against outages
- \* An IT staff that can focus on business priorities and objectives
- \* Greater business value return from IT investments

## How we do it

IBM is continually looking for better ways to deliver hardware support that can help eliminate or reduce downtime.

Consisting of two complementary components—IBM Electronic Service Agent™ software and a web portal—our Electronic Services represent a major advance in hardware and software support with the ability to automatically monitor hardware system events and system inventory. The Electronic Service Agent software tool can enhance warranty or maintenance agreements by improving hardware error reporting and periodically transmitting system information to IBM support centers. This proactive, automated approach can help reduce the need for your internal staff to diagnose systems and report problems manually. In many cases, the Electronic Service Agent tool can discover hardware errors, determine necessary repairs and recommend replacement parts for installation before symptoms have even been noticed and without any actions from client administrators.

The IBM Electronic Services web portal can integrate and present the inventory data sent by the Electronic Service Agent tool. Administrators can view information specific to their environment at most any time from virtually anywhere. The site can notify administrators of potential problems and allows them to search for fixes that apply to their environment. Administrators can also submit reports of problems they may encounter with any covered hardware or software product.

## Case study: Improving service levels and extending hardware life

**Profile:** Irish electronics distribution company

**Challenge:** With hardware approaching end of warranty and increasing difficulty managing service level agreements (SLAs), the company was concerned about support for its business-critical IT infrastructure.

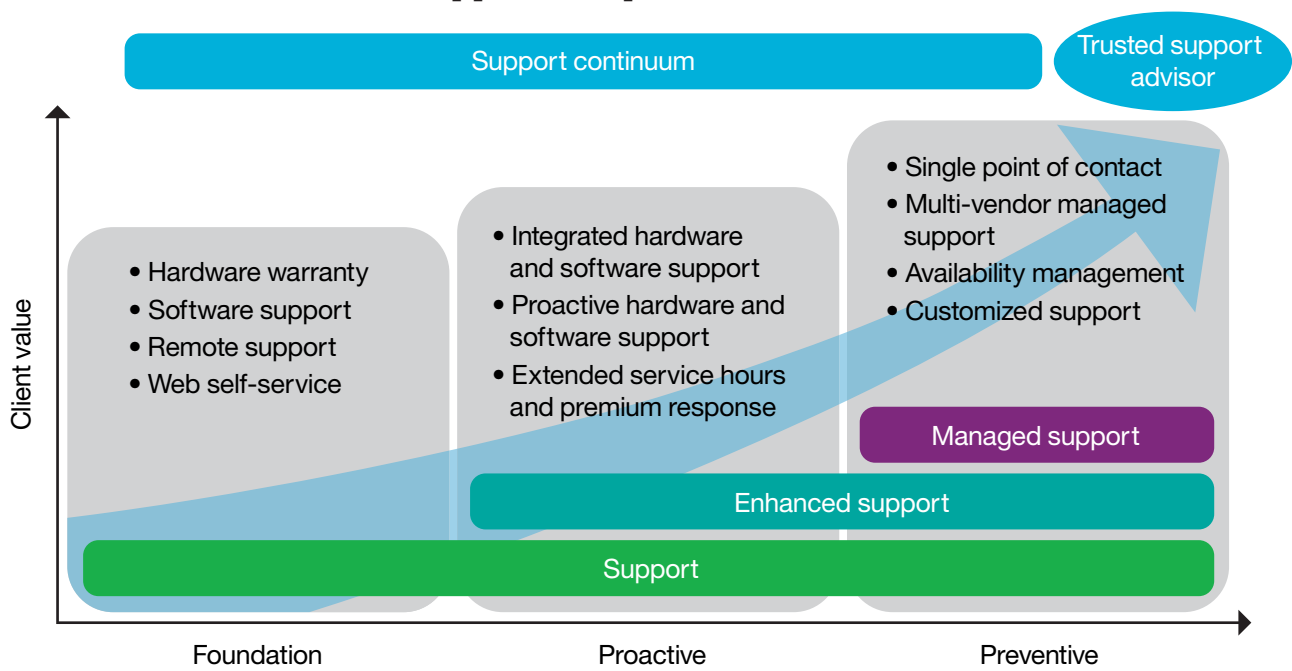
**Solution:** IBM evaluated the warranty status for each machine, upgrading existing warranties and adding coverage for out-of-warranty products, and combined all into a single contract that provides around-the-clock remote service and on-call engineers for onsite support.

**Results:** With all of its hardware under IBM support, the company has reduced system downtime by up to 20 percent and achieved its desired goal for 24x7 SLA support.

## IBM Software Support Services

Problems with software can be difficult to diagnose—and diagnosis can consume valuable time your staff could be spending on initiatives that enable growth and innovation. IBM Software Support Services provides around-the-clock, remote assistance by telephone or the Internet as well as onsite support for IBM and select non-IBM software. This service provides deep product technical skills to help you more quickly resolve software-related problems and better maintain efficient operations. Clients may receive individual problem fixes or product usage advice. Support services include basic software support, enhanced services and customized solutions to address your specific needs.

**IBM's modular support services are designed to optimize your support today and tomorrow**



**The IBM difference** is our integrated and proactive approach to diagnosing errors and delivering corrections remotely. Through our predictive analysis tools and our vast knowledge base available to IBM service agents, we can resolve problems faster and more accurately the first time and help prevent problems from escalating as a result.

The benefits you may realize include:

- The ability to leverage IBM's deeper technical skills to help resolve software-related problems
- Increased operational efficiency and reduced downtime
- Around-the-clock access to IBM support technicians
- Reduced software support costs
- Reallocation of IT support spending to strategic business needs

## Case study: Simplifying contract management

**Profile:** Spanish bank with a network of 805 branches in Spain and locations across Europe

**Challenge:** The bank relied on multiple vendors to provide maintenance and support services for the hardware and software comprising its IT infrastructure and its network of ATMs.

**Solution:** Through a single point of contact, IBM Technical Support Services provides hardware maintenance for server, storage and ATM devices as well as software support for core applications and operating systems. The IBM team is available 24x7.

**Results:** By consolidating all support services under a single contract with IBM, the bank achieved significant annual savings while simplifying contract management.

## IBM Solution Support Services

What is a solution? It is a combination of hardware, software and services designed to work in concert. If your solution is not working, you do not want finger pointing—you want action. Fast. IBM Solution Support Services delivers problem determination and resolution at the IT solution level, rather than at the component level. This includes support for infrastructure solutions purchased through IBM, comprising IBM and non-IBM products, and consisting of both hardware and software components.

This feature-rich approach to support at the solution level, rather than at the component level, can help resolve problems more quickly and contribute to a more integrated IT environment. It helps simplify support by offering you one owner for all your support needs, which can reduce the need for you to manage multiple support providers.

**The IBM difference** is our flexibility—in solutions, resource allocation and delivery. We have our own internal service expertise as well as an extensive network of IBM Business Partners and service providers that we can leverage to support your infrastructure within your budget.

The benefits you may realize include:

- Technical support that resolves problems more quickly
- Optimized use of IT products and services
- Increased IT environment availability
- Reduced support costs, allowing funding to be freed up for other IT investments
- Faster time to value for new IT investments
- Simplified management of IT assets

## Case study: Increasing customer satisfaction

**Profile:** Mexican medical device manufacturer

**Challenge:** The company wanted to reduce the resources devoted to IT maintenance support and optimize IT operations and customer satisfaction.

**Solution:** An experienced, certified IBM team provides around-the-clock support for the company's multivendor hardware environment, including storage technology.

**Results:** The company has reduced maintenance costs by 10 percent and accelerated response time to system failure by 50 percent, achieving higher availability and stability for business operations.

## IBM Managed Technical Support Services

Sometimes you just need somebody to handle your IT environment for you. You need it done right, no matter where your assets are located or from whom you purchased them. IBM Managed Support Services provides a single point of accountability for technical support across your environment—including hardware and software products purchased from virtually any vendor.

After first gaining an understanding your business needs, IBM can work with you to design a customized support plan to help you better manage risk and increase productivity. We can even be an advocate for you when addressing multivendor issues. By reducing the need for you to manage a variety of support providers, you have more time to focus on core business growth and innovation.

**The IBM difference** is our global reach and around-the-clock availability. Our worldwide presence provides localized understanding of business practices, regional culture and language—delivered by specialized, skilled employees that serve clients in over 180 countries and speak more than 165 languages. These local support teams have access to IBM's extensive technical knowledge to help enable an excellent, consistent support experience around the world.

Benefits you can realize include:

- Support of complex, multivendor environments
- Access to a simplified and integrated delivery model
- Enhanced operational reliability and efficiency
- Reduced downtime
- Fewer maintenance expenditures and administrative costs
- Greater value from the IT environment

## Case study: Transforming customer support operations

**Profile:** North American computer services provider

**Challenge:** The company used multiple vendors to provide support for its products, resulting in high support costs and unreliable system performance.

**Solution:** IBM Managed Technical Support Services provides a single point of contact for the company's customers and a single workflow for all calls, as well as availability management, tailored invoicing, vendor management, inventory management and change management services.

**Results:** The client saved USD 8 million the first year and achieved return on investment (ROI) in just two quarters. These savings have helped the company reinvest in training and improvements to its customer relationship management (CRM) systems.

### Why IBM?

The more complex your infrastructure becomes, the more important it is to maintain a high level of proactive technical support for around-the-clock responsiveness, service quality and resiliency. Yet maintaining the right level of support for your IT environment should not be undertaken at the expense of your business goals. Technical support services from a trusted resource can help you maintain the performance and value of your IT investments without sacrificing your business plans.



IBM can provide holistic support for systems, system software and middleware. Our single-support accountability can cover a complex IT infrastructure in virtually all its aspects with a range of sourcing options. IBM technical support services are driven by time-tested, consistent methods based on situation appraisal, problem analysis, decision analysis as well as potential problem analysis—resolving many problems before outages occur. They are designed to meet the complex support challenges that arise in an interdependent, dynamic infrastructure.

With nearly 23,000 technicians and support personnel, 585 parts distribution centers and more than 57 call centers located worldwide, our global presence and resources allow IBM to provide support services around the clock, in your local language. In addition, our massive, global support databases allow us to share a wide and deep knowledge base with these technicians and your organization, improving the ability to diagnose and remedy problems more quickly and accurately.

Organizations that develop a technical support relationship with IBM can do so with confidence. As a leading service provider and technology innovator, IBM will continue to deliver extraordinary maintenance and support performance driven by a deeper commitment to meeting your needs today and tomorrow.

### For more information

To learn more about technical support services from IBM, please contact your IBM representative or IBM Business Partner, or visit the following website:

[ibm.com/services/techsupport](http://ibm.com/services/techsupport)



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