

# IBM Software Accelerated Value Program

*The Essential Service Delivered By Accelerated Value Leaders and Accelerated Value Specialists*



---

## Highlights

- Streamline planning and business success with a single point of contact
  - Minimize day-to-day business challenges with proactive support management and leadership
  - Access to high-priority support, including IBM engineering and development experts, for both steady state and next gen environments
  - Increase maximum business value and growth to meet global demands
  - Balance business risks and critical deployments with IT across all business units
  - Expand software solutions and product adoption with deep technical skills for market growth
- 

## Building a partnership with a Trusted Advisor

IBM Software Accelerated Value Program is the essential software service worldwide, with a trusted partner that works to facilitate software adoption, faster deployments, lifecycle leadership, risk mitigation and more, by identifying ways to improve your IBM software environment, technical staff skill set, and processes. This key IBM partnership starts with the Accelerated Value Leader and Accelerated Value Specialist.

## Accelerated Value Leaders

The Accelerated Value Leader (AVL) is your trusted advisor to:

- Communicate across business units as the primary point of contact into support management and development
- Use knowledge of your environment to help eliminate planning and implementation errors
- Deliver proactive problem management and high priority support
- Facilitate resolution of critical issues and provide expert advise on end-to-end resources/solutions for software legacy or next gen

## Accelerated Value Specialists

The Accelerated Value Specialist provides the highest level of remote and/or on-site technical expertise including:

- Advice on documented fixes and workarounds applicable to your environment
- Technical direction and diagnostic coaching
- Advanced troubleshooting and problem determination
- Assistance on milestones of projects, migrations, upgrades and customization



Accelerated Value Leader Responsibilities	
Trusted Advisor	<ul style="list-style-type: none"> <li>• Single point of contact to IBM</li> <li>• Extension of IT for overall strategies</li> </ul>
Communications	<ul style="list-style-type: none"> <li>• Management reporting</li> <li>• Critical issue scorecard</li> <li>• Fire drills for critical processes</li> </ul>
Problem Management Record/Escalation Management	<ul style="list-style-type: none"> <li>• PMR reports and root cause</li> <li>• Support advocate and Development access</li> <li>• Benchmarks and system analysis</li> </ul>

The AVL strategic communication and partnership goals are to:

- Provide a delivery plan and quarterly reports with strategic advice and success measurements
- Deliver proactive and real-time problem solving of critical issues to the business
- Investigate solutions and root cause with PMR reporting for improved day-to-day processes
- Provide proactive support for avoidance of challenges and eliminate delays
- Facilitate weekly/monthly cadence calls and engage across business units for adoption and growth

Accelerated Value Specialist Responsibilities	
Deep Technical Expertise	<ul style="list-style-type: none"> <li>• Assigned for a particular area of technology</li> <li>• Used to replicate/test scenarios and solutions</li> <li>• Advanced guidance for projects and technology roadmaps</li> </ul>
Client Enablement	<ul style="list-style-type: none"> <li>• Coach customer's staff in product knowledge</li> <li>• Facilitate skill development through customized briefings</li> <li>• Provide benchmark and status reports</li> </ul>
Advanced Troubleshooting	<ul style="list-style-type: none"> <li>• Apply proven practices and experience</li> <li>• Use code specific and diagnostic tools</li> <li>• Provide expert analysis and solutions</li> </ul>

The AVS technical and enablement goals are to:

- Provide customized strategic and tactical guidance
- Advise and implement operational process improvements
- Deliver client-focused skills transfer in best practices and product feature optimization
- Provide expert advice and direction in project planning and technology roadmap decisions
- Leverage advanced tools and techniques for diagnostics and issue resolution

## For more information

To learn more about IBM Software Accelerated Value Program, please contact your IBM representative or IBM Business Partner, or visit the following Web site:  
[ibm.com/software/support/acceleratedvalue](http://ibm.com/software/support/acceleratedvalue)

You can contact us directly at  
[software\\_accelerated\\_value@us.ibm.com](mailto:software_accelerated_value@us.ibm.com)

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: [ibm.com/financing](http://ibm.com/financing)



© Copyright IBM Corporation 2012

IBM Corporation  
 Software Group  
 Route 100  
 Somers, NY 10589 U.S.A.

Produced in the United States of America  
 July 2012

IBM, the IBM logo, and [ibm.com](http://ibm.com), are trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Other company, product or service names may be trademarks or service marks of others.



Please Recycle