# Post-sales technology support services from IBM

## Highlights

- Helps speed time to market and expand to new geographies
- Enables you to focus on business strengths—while gaining analytic insights
- Supports more flexibility to allocate investments to product innovation

## Enhance customer experience with a single post-sales support provider

Your manufacturing organization needs to provide customers with reliable post-sales warranty and maintenance support for your products. Whether you're manufacturing business-to-business (B2B) or business-to-consumer (B2C) products, you may be facing a "build-versus-buy" decision when it comes to post-sales technology support. But creating a new infrastructure requires time, money and ongoing expenses. And if you want to expand to new geographies, your infrastructure needs a global presence and multilingual capabilities. All of these factors can delay time to market and take time away from focusing on your core business.

IBM Support as a Service provides a global infrastructure and skills to help you deliver enterprise-class, post-sales technology support to your customers. Our robust services infrastructure helps you ramp up services in new geographies, provide consistent service-level agreements (SLAs) and enhance the client experience. With over 30 years of post-sales technology support experience—and thousands of certified professionals who offer services in over 130 countries and territories covering 127 languages—IBM can enable faster ramp-up and support you globally while helping you mitigate risks and enhance business efficiency.  IBM Support as a Service provides support for your customers, under your brand, delivered by IBM.

**Accelerate time to market for new products and expand global reach**

IBM Support as a Service helps you accelerate time to market for new and emerging product lines by enabling you to use our established and globally consistent services infrastructure as if it were your own. By out-tasking technical support services to IBM, you can save time, money and resources that would be required to create and maintain a global, post-sales technology support infrastructure.

IBM offers assessment services to help you determine the best combination of post-sales technology support services for your unique needs and budget. The diversity and volume of your products and customers may require a flexible approach to meeting service requirements. That's why you can choose from all or nearly any combination of the IBM Support as a Service offerings. In addition, IBM can establish a governance program to help ensure that mutually agreed upon SLAs and key performance indicators (KPIs) are consistently met.

Services include:

- **Remote technical support** for robust Level 1 (L1) and Level 2 (L2) support to help remotely identify problems, guide customers to a resolution or coordinate Level 3 (L3) engineering support from the manufacturer if necessary.

- **Field services** including break-fix support, pre-planned maintenance, machine and parts replacement, installations, moves and equipment changes.

- **Parts and logistics**, which includes inventory management, parts stocking and delivery, forward and reverse logistics.

- **Optional value added services** offers a variety of value added services in addition to the standard offerings:  cognitive and analytics capabilities, premier services, enhancements to standard offerings and customer satisfaction tools.
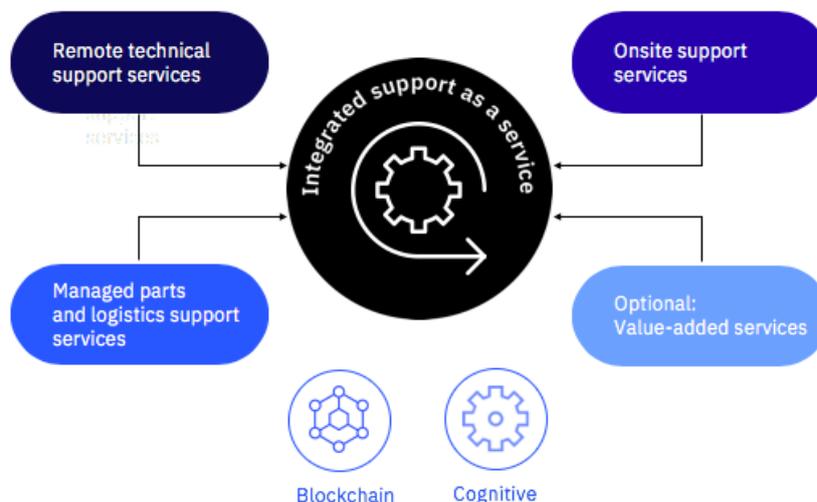
*IBM Support as a Service offerings*

## Cognitive and analytics-integrated capabilities

IBM integrates analytics into your environment to help increase product quality and enhance customer satisfaction. IBM analytics solutions help derive customer insights from event–driven field data and apply it through the line of business (LOB) where it can enhance product design, engineering, marketing, procurement and customer support.

IBM also employs preventive maintenance to help reduce outages and move you from an interval-based to a conditions-based methodology that can reduce end-user impact. All of these features are designed to add up to continuous improvement and a better customer experience.

IBM relies on blockchain technology to reduce complexity and overall cost of IT support. IBM Technology Support Services, powered by IBM Blockchain, is designed to help clients streamline and automate billing and invoice processes from quote-to-cash and offer a more transparent and audit-ready transaction data.

Additionally, IBM equips field technicians and clients with cutting-edge augmented reality (AR) technology. Operated by IBM Remote Technical Support Services agents, the Augmented Remote Assist solution can guide field technicians and users through visual instructions that appear on their mobile devices in real time. The AR Assist solution uses a mobile device's camera, as well as advanced computer vision techniques, to recognize the hardware that needs support, and overlays 2D and 3D annotations on the hardware to provide users real-time, on-the-spot instructions. The solution provides direct access to experts who can see what the technician is working on and provide immediate guidance to help solve the issue.

IBM Virtual Assistant for Technical Support (VATS) can process questions from hundreds of remote technical support agents, then analyze and rank support solutions posted instantly with probability scores resulting from matching previous fixes. Access to log files, error codes, support documents and other technical information on hundreds of IT systems form the IBM Watson knowledge base. This capability enables agents to provide faster problem resolution and resolve more problems remotely.

## Focus on your core business and customer satisfaction

By out-tasking technology support to IBM, your organization can have the freedom to focus on what you do best and differentiate your product portfolio. No matter what qualities define your business strengths—such as innovation, product excellence, continuous improvement or providing a great customer experience—you can continue honing them. And, at the same time, you can get the most from the intellectual capital that's core to your business' success.

## Gain more flexibility with your investments

IBM Support as a Service supports more flexible investment options, allowing you to build out the features and functions of your products instead of using those funds to create and maintain your own post-sales technical support infrastructure.

By choosing IBM as your single-source global provider—rather than multiple regional service providers or in-house resources— you can significantly reduce the complexity of post-sales support. IBM's highly skilled personnel can provide enterprise-class services, while your organization can save on the cost of hiring, training or retaining staff. In addition, you can move from a fixed to a variable workforce, which, in some situations, might include acquisition of resources to use existing investments. Services can also be scaled up or down more quickly to help reduce the risk of underutilized staff during off-peak periods.

## Why IBM?

IBM Support as a Service has helped many technology companies deliver more efficient customer service around the world and increase customer satisfaction. IBM has approximately 19,000 service personnel with an average of 14 years of experience. It has a presence in over 130 countries and territories, speaking 127 languages and with 57 remote support centers.

Take your post-sales technical service approach to the next level by applying time-tested infrastructure and industry-leading analytic insights from IBM.

## For more information

To learn more about IBM Support as a Service, please contact your IBM representative, or visit: **ibm.com**/services/techsupport

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition. For more information, visit: ibm.com/financing