

SERVICES PROFILE

AVEVA[™] Customer FIRST Program: Customer Support Account Manager

Qualified Customer FIRST Premium and Elite members benefit from a committed Customer Support Account Manager. For other members, this service is available as an option. A Customer Support Account Manager serves as a cross-functional, cross-AVEVA advocate committed to helping you achieve your strategic goals.

Having a trusted advisor working with you – and one with inside knowledge and resources – ensures that you maximize the performance of your AVEVA products and solutions – now and in the future.

For Avantis Customers

Customer FIRST offers, as an optional service, a Customer Support Account Manager (CSAM) to closely manage, plan and coordinate support activities on your behalf. This service is ideal for enterprises or global organizations seeking specific access, attention and commitment to help maximize the performance of their AVEVA products and solutions, and the value received from their Customer FIRST entitlements.

AVEVA customers enrolled in either the Elite or Premium Customer FIRST levels, and who meet a minimum support value qualification, will automatically be assigned a CSAM. For other Elite or Premium customers, a CSAM is available as an option. The CSAM will act as a dedicated support liaison within AVEVA and will coordinate the functional expertise and resources needed to prioritize, facilitate and expedite activities required to keep your operation running at a peak level.

Your CSAM will be a valuable resource when you are working on the day-to-day maintenance and support requirements of your AVEVA product and solution assets. By facilitating regular meetings, your CSAM will build rapport with your management and users, and be able to review open issues and promptly address any

concerns. You will also get expert advice on product lifecycle topics specifically related to your installation, ensuring that your lifecycle upgrade plan covers every essential detail. This means maximum ongoing value from your AVEVA investments.

Benefits

The benefits of a Customer Support Account Manager include:

- **Clear Accountability:** Your CSAM augments your internal resources with AVEVA-specific expertise, providing a focused point of contact for your support relationship with AVEVA.
- **Accelerated Issue Resolution:** The CSAM will coordinate with resources across AVEVA and Partner support organizations for rapid issue resolution and will lobby for inclusion of your feature requests in AVEVA product and solution updates.
- **Maximum Return On Investment:** Attain your business goals by leveraging proven best practices and broad industry experience. By proactively engaging with you, your Customer Support Account Manager can help minimize downtime and maximize the ROI of your AVEVA products and solutions.



Role and Responsibility

The Customer Support Account Manager's role is to address your unique needs and objectives, and to act as your support advocate within AVEVA. Each CSAM is dedicated to handling the unique and complex support requirements for a select number of eligible customer accounts. They possess strong backgrounds in their respective areas of expertise and effectively combine communication and problem-solving skills with proactive management skills relating to technical support issues.

A CSAM does not replace your relationship with AVEVA's support infrastructure, but rather augments it. You will continue to contact your area AVEVA support center for technical support, to request product enhancements, etc. Your CSAM will be informed of these requests when they enter the AVEVA support system and will monitor progress to resolution – and help expedite support when intervention on your behalf is appropriate.

How The Relationship Works

When initiating the account relationship, your Customer Support Account Manager will review and become familiar with the AVEVA products and solutions used at your site(s) and gain an understanding of your personnel resources' roles, concerns and priorities. The CSAM will work in partnership with your team to review open support cases and address any issues to improve resolution times.

The following are typical CSAM activities:

- Work across AVEVA internal functions, particularly with Support, Development, Quality, Project Delivery, and Account Management, to facilitate faster resolution of your issues by:
 - Driving incident escalation to appropriate levels
 - Coordinating the work of AVEVA in-house staff and third parties during critical situations
- Conduct regularly scheduled status calls with your team and provide recurring status reports on all open issues and activities
- Manage consultative reviews of process and organization plans for your AVEVA assets
- Develop and review customized reports that provide a holistic view of AVEVA-related support activities across your environment
- Work with AVEVA Development to provide customer-specific feedback on products to improve future releases
- Provide updates on AVEVA product line roadmaps, including insight on future direction
- Provide support deliverables planning and inform you of product and process updates
- Review and monitor upgrade plans based on your business requirements

For more information, please visit our website at aveva.com or speak with your AVEVA sales representative.