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## Purpose of this Document

This internal IBM Support document is a supplement to the IBM Support Quick Start Guide for customers after completion of a Software or Cloud Service sale. This internal guide provides additional resources for you to manage customer expectations, escalation and support extension.

## Tailor Support Quick Start Guide for Your Customer

There are two Support Quick Start Guides available:

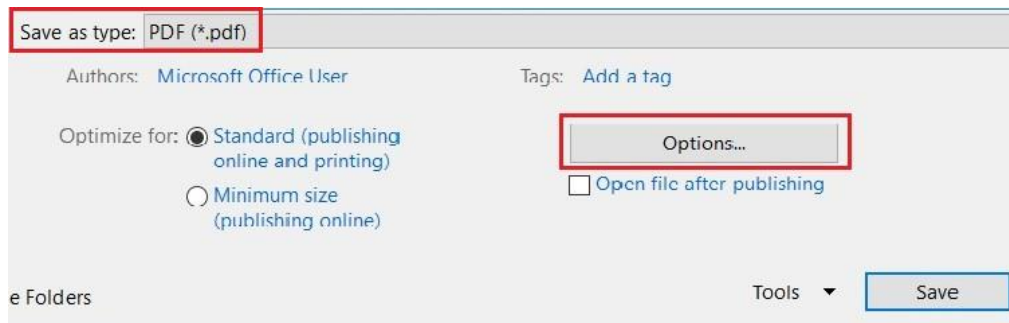
- OnPrem Software - [IBM Software Support - Quick Start.docx](#)
- SaaS - [IBM Cloud SaaS Support – Quick Start.docx](#)

Before reviewing the Support Quick Start Guide with customer, you should tailor it for the customer by adding the following info to the doc:

- Customer's ICN
- IBM Support phone numbers for the countries where your customer's Support users are located.
- Adjust verbiage on IBM Preferred Care and provide [IBM Preferred Care's AVP/EC](#) contact if customer did upgrade to it.

After customizing the doc for customer, follow the steps below to save it in PDF format and enable pdf bookmarks:

- Save as type: **PDF (\*.pdf)** then click **Options...**



- In the **Include non-printing information** section, enable **Create bookmarks using: Headings**



- Click **OK** then **Save**.

## Access Issues with Support Case or Support Community

**IBMid** is a **pre-requisite** to Support Community portal registration and access. If customer encounters problem during [creation/registration of IBMid](#), customer should contact local country [IBMid Helpdesk](#). *Internal reference only: IBMid Program Manager – Lee Ann Rogers (rodgersl@us.ibm.com).*

For issues specific to the IBM Support Community portal (<https://www.ibm.com/mysupport/>), such as user registration, case creation, case access/visibility, etc., customer should contact **IBM Support Community Helpdesk** via email to [mysphelp@us.ibm.com](mailto:mysphelp@us.ibm.com). *The Helpdesk will respond within 24-48 hours.*

If you need assistance from the Helpdesk to speed up resolution of customer's issue with the Support Community, please contact **Patrick Lindsey/Austin/IBM** ([plindsey@us.ibm.com](mailto:plindsey@us.ibm.com)).

## Software Download Issues

### Passport Advantage or Fix Central

If your customer is experiencing significant delay with [eCare Team](#) in resolving entitlement errors which blocks software download from Passport Advantage or Fix Central, you may contact the following Passport Advantage Coordinator/Consultant to expedite resolution:

**North America:** Dale A Miskell/North Reading/IBM ([dale\\_miskell@us.ibm.com](mailto:dale_miskell@us.ibm.com))

**Latin America:** Paloma Nobrega Pretel/Brazil/IBM ([palomap@br.ibm.com](mailto:palomap@br.ibm.com))

**EMEA:** <https://w3.ibm.com/w3publisher/emea-cloud-services-pa-operations/cs-pa-team>

**AP:** Varghese Podian/India/IBM ([varghesep@in.ibm.com](mailto:varghesep@in.ibm.com))

**Japan:** Yuko Tsuruoka/Japan/IBM ([E50582@jp.ibm.com](mailto:E50582@jp.ibm.com))

Eiko Yokota/Japan/IBM ([YOKOTAE@jp.ibm.com](mailto:YOKOTAE@jp.ibm.com))

### MyIBM - Container Software Library / Entitlement Registry

If customer is blocked from accessing Container software due to problem with the entitlement registry key in [MyIBM Container Software Library](#), please contact [IBM.com Order Support](#) (aka "oCare"). If your customer is not receiving timely response from oCare Team, please contact Timothy Figgins ([tfiggins@us.ibm.com](mailto:tfiggins@us.ibm.com)) to request escalation.

## Customer Responsibility

Customer should contact IBM Support with any inquiries or issues related to IBM Software or Cloud Service offering. It is the Customer's responsibility to provide IBM Support information about their systems and details about the failing components in order for IBM to quickly and accurately resolve the problem. **Please review the additional guidance provided in the following docs:**

- OnPrem & Cloud SaaS
  - [IBM Support General Guidelines and Limitations](#)
  - [How Technical Questions Are Handled by IBM Support](#)
- Cloud SaaS - [IBM Cloud Service Overview](#)

## Understand Severity Levels and Initial Response Goals

Customer's case severity should be determined by business impact:

Severity	Business Impact	Detailed description
1	Critical	<b>System or Service Down</b> Business critical functionality is inoperable or a critical interface has failed. This usually applies to a production environment and indicates an inability to access products or services resulting in a critical impact on operations. This condition requires an immediate solution. <b>Note:</b> We will work with you 24 hours a day, seven days a week to resolve Severity 1 problems provided you have a technical resource available to work during those hours. You must reasonably assist IBM with any problem diagnosis and resolution. For IBM Cloud services, you must log a Service Down case within 24 hours of first becoming aware that there is a critical business impact and the Cloud service is not available.
2	Significant	A product, service, business feature, or function of the product or service is severely restricted in its use, or you are in jeopardy of missing business deadlines.
3	Some	The product, service or functionality is usable and the issue does not represent a significant impact on operations.
4	Minimal	An inquiry or non-technical request.

Document source: [IBM Enterprise Support and Preferred Care Severity Definitions](#)

## Response Time Objectives

- On-Premise Support - initial response goal is 2 hours for Sev 1 (24x7); 2 business hours for Sev 2-4. Refer to link below for detail:  
[IBM Enterprise Support and Preferred Care options for On-premises Software](#)
- SaaS Support - initial response goal is dependent on Case Severity and Support option purchased (e.g. Enterprise vs Preferred Care options). Refer to link below for details:  
[IBM Enterprise Support and Preferred Care options for Software as a Service \(SaaS\)](#)

## Track a Support Case

### Case Team (external)

If you need to receive alert of customer case activity, you can request customer to add you to his/her case team. *Before customer can add you to a case, you need to follow instructions in the “[Getting Started Guide with the IBM Support Site](#)” to register and request Full User access to customer account.*

### Case Viewer (internal)

If you do not require Case Team alert but need visibility to customer’s cases, you can [request access to Case Viewer](#). As a CSM, you need to request access to view cases by customer (Client Advocate) please follow steps on the link above.

## Customer Escalation - Contact IBM Support Experience Team (SET)

When a customer is dissatisfied, (or is at risk of becoming dissatisfied), escalation through the business-as-usual (BAU) process team is often the most expedient first step in getting relief for the customer. Customer should follow the Escalation process provided in the Support Guide. Allow the BAU process a reasonable amount of time to address the customer's issue.

If a customer contacts you indicating a concern with the handling of a support case, take the following actions: (\*NOTE: This process is for business hours or next business-day response only. After-hours severity 1 escalations should utilize the Duty Manager process.)

- **Step 1:** Ensure the open case is set to the appropriate severity and that the customer has communicated criticality and expectations through the support case. (Customers can escalate via the BAU case escalate button once the response time SLO has expired once enabled – TRIRIGA, Aviation and EIS do not yet have the escalate button)
- **Step 2:** If it is necessary to raise additional awareness or get guidance on an issue, contact the appropriate support team through SLACK: (\*A small % of slack escalations may become a Critsit/Complaint/Proactive)
  - **TRIRIGA:** #tririga-support-escalations
  - **Maximo:** #maximo-support-escalations
  - **EIS:** #eis-support-escalations
  - **ELM/WBS/B2B** #support-experience-team-elm-b2b-wbsoln
  - **Order Management:** #order-management-support-escalations
- **Step 3:** CSM Practice leads will attend the weekly SET call to advise on critical case escalation/coordination.
- **Step 4:** Engage a formal complaint if requested by the customer <https://w3-9451.ibm.com/tools/complaints/SmartCMTwo.nsf/html/SmartCMTwo.html>

The slack channels above should be your primary communication vehicle to engage in support escalations. For your information, direct contact information is available via Contact Reference Files (CRF). After you opened a CRF, navigate to the [Escalation](#) section to locate the contact info.

- [IoT / Maximo / Tririga / ELM CRFs](#)
- [Sterling CRFs](#)

*If you received "Access Denied" error for the CRF links, it means you have not been authenticated with your IBMid (likely glitch with IBM SSO routing). To workaround the error, login to [IBM Support Pages Home](#) via your IBMid then access the CRF links.*

**Note:** CRFs for all IBM Support teams are indexed and searchable via [Support Search](#) tool. Search for CRF by adding a filter (under Filter > Collections section, check the box for CRF), then enter product name in the Search input bar.

## Critical Situation (Complaint/CritSit)

The [Support Experience Team \(SET\)](#) (Formally CSPO) engages in the following types of situations:

- **Proactive Situations:** Account identified internally as in possible jeopardy (e.g. revenue and/or reference at risk)
- **Complaints:** Customer is actively complaining to someone within IBM

When [reasonable BAU escalation](#) is unsuccessful, you may register a complaint with SET via the [Smart Complaint Management Tool \(SmartCMT\)](#). Ensure you understand the [Complaint Management Process](#) when engaging CSPO. *(After hours/Weekend escalations for Severity 1 issues should be directed to the duty manager process documented in the [CRFs](#)).*

To confirm whether your customer is already being managed by the CSPO, please reach out to the following CSPO contacts, use the slack channels above to inquire.

## Preferred Care - AVP / EC Contact

[IBM Preferred Care](#) for on-premises software expands on IBM Enterprise Support and is available for selective IBM offerings. The service, provided by the Accelerated Value Program (AVP) or Expertise Connect (EC), can be customized based on customer's size, technology, and complexity. To verify whether Preferred Care offering is available for the IBM AI Applications product/service purchased by your customer, please contact one of the following Preferred Care offering executives:

- Engineering Lifecycle Management (ELM) - [Paul W Weiss/Lexington/IBM](#)
- Maximo / Tririga - [Kevin Peake/San Diego/IBM](#)
- Sterling - [Alex Lewis/Austin/IBM](#)

To validate whether your customer has purchased Preferred Care service and AVP/EC focal assigned, please contact the following:

- ELM - [Paul W Weiss/Lexington/IBM](#)
- Maximo / Tririga – [Kevin Peake/San Diego/IBM](#)

- Sterling – EMEA Geo - [Michel Weinberg/France/IBM](#)
- Sterling – All Other Geo - [Brenda Alvarado/Austin/IBM](#)

## Product Feedback - Creating support case for issues CSMs find

1. Select “Product Support” and fill support case form (<https://www.ibm.com/mysupport>)
  - Use customer’s ICN if they are entitled
  - CSMs and Tech Sellers should use geo provided ICN numbers
    - Example: AI Apps CSMs and Tech Sellers use ICN **5411129**
  - Choose appropriate priority based on business impact to ensure proper focus and prioritization

2. This is a known support process with SLAs, tech sales/services/CSMs should not use the internal defect process or Aha! for support issues

## Continuing Support Extension

Some products are eligible for [Continuing Support](#) which provides the ability to open cases with our support professionals after the End of Support date is reached, but **not to receive new product fixes**.

Support extension contract for end-of-life products/services is managed and processed by TSS team. They will write the customer contract and provide pricing.

For customers requesting support extension for end-of-life products/services, please visit the [SPBO Home page](#) for instructions.