

# VMware Enterprise Technical Account Manager Service

Optimize IT operations with strategic insight and planning

## AT A GLANCE

VMware Enterprise Technical Account Managers (TAMs) work with you to manage the scale and growth needed to realize business value from your IT transformation. They help you improve the manageability and predictability of your environment and identify opportunities for best leveraging VMware's virtualization and cloud technology for multiple lines of business. Enterprise TAMs methodically plan and oversee step-function improvements across your various VMware solutions—all while continuing to advocate your needs inside VMware and help you improve your company's visibility and enthusiasm for your VMware projects.

## BENEFITS

- **Better align IT with growing and changing business needs** with disciplined strategic planning and insight that enables your VMware platform to scale and deliver measureable business impact.
- **Improve operational efficiency** by proactively managing and reporting progress against plans, and coordinating access to VMware product experts to get questions answered or issues resolved.
- **Reduce costs and improve cost management** with regular TCO and ROI assessments and the management of a prescriptive roadmap to maximize the ROI on your VMware investment.

## HOW WE WORK WITH OUR CUSTOMERS

- We listen, collaborate and execute based on your IT goals
- We set strategic objectives and execute with measureable outcome
- We ask innovative questions and provide actionable answers
- We imagine new possibilities and deliver unrivaled insight
- We embrace challenges and tackle complexity with rigor
- We transfer knowledge, skills and confidence—enable you to efficiently run and operate your VMware environments

## Overview

VMware Enterprise Technical Account Managers are assigned to your company on a long-term basis. This relationship enables your Enterprise TAM to keep pace with your growing IT and business needs and ensure that your VMware platform keeps pace as well. They evaluate not only the technical and business requirements of required changes, but also address the people, process, control and financial measurement implications of both implementation and operation. Your Enterprise TAM:

- Develops virtualization and cloud computing strategies and plans for a broad set of your businesses, geographies, and VMware solutions.
- Provides strategic management assistance with frequent assessments and reporting. They:
  - *Work with you to define internal metrics for success, develop customized industry analytics for benchmarking and develop a prescriptive roadmap to maximize the ROI on your VMware investment.*
  - *Track and report against progress including the synthesis and presentation of your annual total cost of ownership, ROI, and carbon emission savings from your VMware environment.*
- Acts as primary focal point for technical questions, ideas and hurdles. They provide an inroad to VMware product experts and present your needs for inclusion in future product releases.
- Coordinates your VMware issue management, escalation and resolution, and help you optimize license and professional services credits usage.
- Helps grow the knowledge base of your team by:
  - *Initiating various types of information sessions with VMware product experts.*
  - *Working with you to evaluate the skills requirements of your team through a formal team training assessment.*
  - *Conducting a software lifecycle review that builds a strong and consistent knowledge base in your team about change management; upgrade paths and end of life planning.*
  - *Providing access to invitations for exclusive peer events and to early information and briefings regarding upcoming product enhancements.*

## Customer Profile

You should consider the Enterprise Technical Account Manager Service if:

- The regional or global complexity and diversity of your company causes unique challenges to your success in using virtualization or cloud computing technologies
- Your large scale organization demands IT transformation and you would like a hands-on, technology-savvy, business-minded partner to best align technical priorities against line of business and geographic objectives
- Your VMware projects span your entire enterprise: multiple businesses, geographies and VMware solutions
- You want assistance developing and communicating strategies and business arguments that resonate across multiple businesses and geographies
- You want a single point of contact that you can work with you exclusively to identify opportunities for better exploitation of your VMware technology investment
- You want constant, proactive advocacy of your needs within VMware

## Key Activities & Deliverables:

CUSTOMER VALUE AREA		ENTERPRISE TAM
<b>Service Time</b>	12 month engagement	2 ½ days per week.
<b>Customer Advocacy</b>	Proactive focal point into VMware to address business/technical hurdles	✓
	Coordination of product management and engineering meetings	✓
	Advocate for prioritization of feature requests into release cycle	✓
<b>Operational Risk Mitigation</b>	Coordination of VMware issue management, escalation and resolution	✓
	PSO credit management & licenses usage optimization	✓
<b>Best Practices and Education</b>	Health-check of virtualized environment	Two Clusters of up to eight hosts (once a year)
	Software lifecycle review	Once a year
	Technology education enablement (deep dive sessions, customer briefings)	✓
	TAM customer roundtables	✓
	Cross-vendor integration and best practices	✓
	Formal team training assessment	✓
<b>Special Access Programs (*Require NDA)</b>	Early access (alpha/beta) products	✓
	Early access in-depth coordination and subject matter deep dive (alpha/beta)	✓
	Invitation to exclusive TAM customer events (e.g., TAM Day @ VMworld)	✓
<b>Insight and Planning</b>	Annual TAM assessment report	✓
	Regional virtualization strategy—plan and align	✓
<b>Analytics &amp; Measurement</b>	TAM program customer analytics report (made “anonymous”)	✓
	TAM executive report	Quarterly
	Define Internal customer success metrics for the business	✓
	Customized industry analytics and benchmarking report	✓
	Prescriptive roadmap to maximize ROI on VMware investment	✓
	Annual TCO/ROI-realized value report and carbon emissions savings	✓

## Pricing and Scoping

The VMware Dedicated Enterprise Technical Account Manager Service includes up to five business days of service from a VMware Technical Account Manager per week for a 12-month period. For pricing, please contact your local VMware Sales Representative.

## For More Information

More information about VMware Dedicated Enterprise Technical Account Manager and related services is available from your local VMware representative and [www.vmware.com/services](http://www.vmware.com/services).

## About VMware Professional Services

VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of services uncovers and exploits the unique opportunities made possible by VMware technology. Drawing on our unparalleled product expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for IT transformation to deliver results that are positive, tangible, and material to IT and your business. [www.vmware.com/services](http://www.vmware.com/services).

