

# VMware Dedicated Enterprise Technical Account Manager Service

Better manage global scope with enterprise-wide strategy development and execution

## AT A GLANCE

VMware Dedicated Enterprise Technical Account Managers (TAMs) work with you on daily basis, across your entire enterprise to realize business value from your IT transformation. They help you set strategic direction, continually improve operations and processes to stay course, and coordinate across globally complex organizations. Backed by the resources of the entire VMware organization and armed with best practices, they tackle complex architectures, manage major transformational initiatives, and accelerate enterprise-wide adoption of your VMware projects—all while continuing to advocate your needs and successes within your company and VMware.

## BENEFITS

- **Streamline efficient execution of VMware strategies and plans across your company** with disciplined strategic planning, management and oversight including a prescriptive roadmap for maximizing the ROI on your VMware investment throughout your enterprise.
- **Improve adoption of VMware solutions across regional and global teams** with a cohesive, well-communicated plan; enterprise-wide collaboration and tools; and frequent assessments and reporting of results against common goals.
- **Ensure that VMware IT service delivery aligns with evolving, global business needs** with continuous process improvements and the application of innovative uses of VMware technology.

## 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 Dedicated Enterprise Technical Account Managers are full-time cross-functional advisors that work exclusively with you and your team. This long-term partnership enables your Dedicated Enterprise TAM to develop a comprehensive understanding of your business and IT objectives and bring to bear the full backing of VMware in support of your vision. They are seasoned staff that has experience and skills in managing complexity across global entities and tackling major IT transformation initiatives. Your Dedicated Enterprise TAM:

- Develops virtualization and cloud computing strategies and plans for your entire enterprise—across all your businesses, geographies and VMware solutions.
- Provides hands-on, daily strategic execution guidance.
  - *Works with you to ensure continuous alignment between virtualization, cloud computing and business architectures.*
  - *Coordinates collaboration and communication across your diverse IT community: multiple geographies, different IT functions and silos, and various roles and management levels.*
  - *Rolls up their sleeves to manage the execution roadmap against the enterprise-wide strategy and deliver tangible, measureable results.*
- Builds executive sponsorship with insight into VMware strategy, comparative industry benchmarks and access to VMware executives.
- Supports strategic program management with on-going evaluation of progress and metrics.
  - *Works 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.*
  - *Tracks and reports against progress including the synthesis and presentation of your annual total cost of ownership, ROI, and carbon emission savings from your VMware environment.*
  - *Serves as your advocate to escalate your needs and concerns across the VMware organization.*
  - *Coordinates your VMware issue management, escalation and resolution.*
  - *Provides an inroad to VMware product experts and present your needs for inclusion in future product releases.*
  - *Gives you instant access to VMware's Solution Labs.*

- 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 software lifecycle reviews that build 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.
- 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

## Customer Profile

You should consider the Dedicated 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

## Key Activities & Deliverables:

CUSTOMER VALUE AREA		DEDICATED ENTERPRISE TAM
<b>Service Time</b>	12 month engagement	5 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	✓
	Customer Advocacy Council membership	✓
<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	Four 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	✓
	Solutions Lab instant access	✓
<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	✓

CUSTOMER VALUE AREA		DEDICATED ENTERPRISE TAM
Analytics & Measurement	Regional virtualization strategy—plan and align	✓
	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	✓
	Enterprise-wide virtualization and business architecture alignment	✓
	Enterprise-wide strategy—manage execution roadmap	✓
	Enterprise-wide virtualization strategy—plan and align	✓
	Enterprise-wide virtualization program management	✓

## 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).

