Driving growth and innovation with a trusted support resource

An innovative approach to maintenance and technical support

You're thinking big.
More growth. More innovation.

And your plans include a high-performing, highly responsive technology infrastructure to support it all. Question is, who's supporting your technology infrastructure? Ongoing, comprehensive and proactive support of your hardware, software and IT environment is crucial. The bottom line: If your IT assets aren't working, neither are you.

Granted, you expect a lot from your IT environment. Not only must your infrastructure help ensure high availability and quality of existing services, but it needs to provide real-time, dynamic access to services. A dynamic infrastructure—the foundation for organizations to become more cost-effective, responsive and resilient—can dramatically optimize IT services. But it can also introduce new complexities when it comes to support. Keeping IT up and running to serve your customers will require a higher level of proactive maintenance and support.

Reducing the complexity of technical support isn't easy when the average technology infrastructure is increasingly made up of multiple systems, platforms and vendors. It takes a trusted support resource—one who has the experience and knowledge to enable highly effective monitoring and expert utilization of your assets.

Fully aligned with the needs of a dynamic infrastructure, maintenance and technical support services from IBM are designed to help you respond effectively to changing demands, from marketplace threats to expanding product and service lines to regulatory mandates. IBM takes a broadly integrated approach to hardware, software and multivendor support that can help you find new ways to simplify IT asset management, enhance quality and control costs. With a long track record of using our own infrastructure, intellectual capital assets and technology to automate support services, our commitment has already helped thousands of clients improve the overall efficiency of their operations and performance of IT.

A trusted support resource

There's a misconception that maintenance and technical support services are only about on-site repair or that they are just an insurance policy for when something breaks. That might have been true in the past, but IBM's approach to IT environment support has evolved.

Designed to save you time and money and to help improve the availability of your critical systems, IBM takes a more proactive approach to support and maintenance. The on-site service repair person who was once commonplace is now rarely seen in our clients' locations. Today, our proactive approach means that more than two-thirds of service calls to IBM are resolved remotely. And they're automated as well. The percentage of service calls initiated electronically continues to increase as more IBM clients take advantage of automation tools. Of course, we still have on-site repair services as well. Our skilled technicians can come to you if we can't resolve your problem remotely.

Maintenance and technical support services from IBM can not only help you repair and rebuild when you have a problem, but our services are also proactive and designed to reduce and even eliminate many incidents before they occur. Unlike other support vendors, IBM controls and directs the delivery of support services. Not only do you have a single point of contact, but you can also have the confidence that your service will be applied consistently with the level of quality you expect from IBM. And with IBM's global and localized support capabilities, including technicians, diagnostic tools and proven support processes, you can have services delivered when and where you need them—and in your local language—which can speed resolution of support issues to help keep your business running efficiently and reliably.
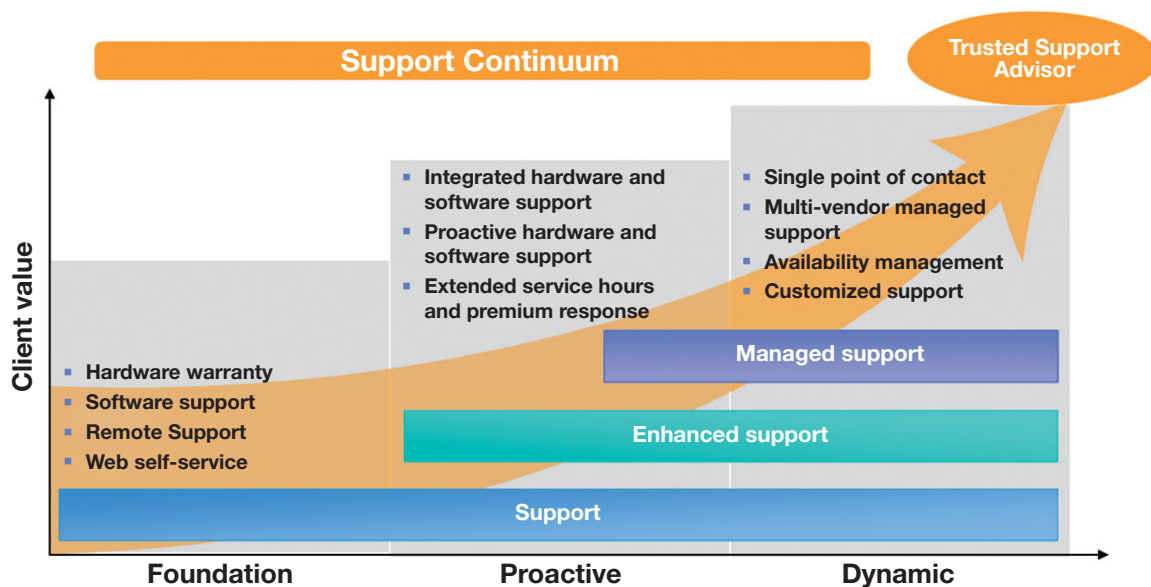

Each IT environment is unique, and yours should have support services to meet your unique needs. To that end, maintenance and technical support services from IBM are available in a wide variety of contract terms, from our easy-to-use IBM ServicePac® program, to annual contracts, and also customized contracts of variable length, service level and support activity. This ability to choose the right support for your environment is critical for making sure your investments in infrastructure are appropriate and can respond to business demands.

IBM Hardware Maintenance Services

Your technology hardware components—mainframes, servers, desktops, laptops, mobile devices, network devices and peripherals—are the foundation of your environment that you depend on every day. Unfortunately, they are also potential points of failure. IBM Hardware Maintenance Services provides customizable hardware support services for IBM and multivendor systems that help you receive timely problem resolution through a single point of accountability.

Whether you need base warranty support for IBM products or more comprehensive services for IBM and non-IBM products, we can deliver specialized support for hardware, enabling you to customize support terms and response times to meet your needs and budget requirements. We can also manage the optimization of your server environment by running proactive scans and making recommendations that support optimum performance.

IBM's Modular Support Services Are Designed to Optimize Your Support Today and Tomorrow

Support Continuum

Trusted Support Advisor

Client value

- Integrated hardware and software support
- Proactive hardware and software support
- Extended service hours and premium response

- Single point of contact
- Multi-vendor managed support
- Availability management
- Customized support

- Hardware warranty
- Software support
- Remote Support
- Web self-service

Managed support

Enhanced support

Support

Foundation   **Proactive**   **Dynamic**

Source = IBM

The IBM difference is our significant experience in support of multivendor environments. We know that most organizations don't have a standardized infrastructure. That's why we leverage our global knowledge base and deep industry relationships while working with leading hardware vendors to develop proactive best practices for managing and maintaining hardware for clients across industries and geographies. Many of our service contracts can also provide you with direct access to IBM laboratories, providing an opportunity to investigate the latest tools and technologies from a vendor you can trust.

Potential benefits include:

- Support for both IBM and non-IBM hardware from a single provider
- Less risk of downtime and more protection against outages
- IT staff focused on business priorities and objectives
- Greater business value return from IT investments

Case study
Improving business processes and IT efficiency

Profile: Asian government agency

Challenge: Need to address resiliency issues related to its budget, payment, loan and IT operations processes

Solution: Premium maintenance and technical support services from IBM help ensure that an engineer will be dispatched to the client's site within two hours, helping to improve application availability

Results: The company cut lead times for payment processing for suppliers and contractors by 50 percent, improved efficiency and structure for loan processes, improved IT support and maintenance and gained scalability, reliability and serviceability

How we do it

IBM is continually looking for smarter ways to provide hardware support to help eliminate or reduce downtime. Consisting of two complementary components—IBM Electronic Service Agent™ software and a Web portal—our Electronic Services represent a major advance in hardware and software support with its ability to automatically monitor hardware system events and system inventory. The Electronic Service Agent software tool can enhance warranty or maintenance agreements by improving hardware error reporting and periodically transmitting system information to IBM support centers. This proactive, automated approach can help reduce the need for your internal staff to diagnose systems and report problems manually. In many cases, the Electronic Service Agent tool can discover hardware errors, determine necessary repairs and recommend replacement parts for installation before symptoms have even been noticed and without any actions from client administrators.

The IBM Electronic Services Web portal integrates and presents the inventory data sent by the Electronic Service Agent tool. From the portal, administrators can view information specific to their environment at any time from virtually anywhere. The site can notify administrators of potential problems, and allows administrators to search for fixes that apply to their environments. Administrators can also submit reports of problems they may encounter with any covered hardware or software product.

IBM Software Support Services

Problems with software can be difficult to diagnose. And the time spent trying to diagnose them can prevent your staff from spending time on core IT business issues to enable growth and innovation. IBM Software Support Services provides remote assistance by telephone or the Internet 24x7 as well as on-site support for IBM and select non-IBM software. This service provides deep product technical skills to help you quickly resolve software-related problems and maintain efficient operations. Clients may receive individual problem fixes or product usage advice. Support services include basic software support, enhanced services and customized solutions to address your specific needs.

The IBM difference is our integrated and proactive approach to diagnosing errors and delivering corrections remotely. Through our predictive analysis tools and our vast knowledge base available to IBM service agents, we can resolve problems faster and more accurately the first time and prevent problems from escalating as a result.

Potential benefits include:

- The ability to leverage IBM's deep technical skills to resolve software-related problems
- Increased operational efficiency and reduced downtime
- Access to IBM support technicians 24x7
- Reduced software support costs
- Reallocation of IT support spending to strategic business needs

Case study
Developing a dynamic IT infrastructure

Profile: Latin American chemicals and petroleum firm

Challenge: Requirement to implement a powerful, efficient and cost-effective platform to support its underground imaging projects

Solutions: IBM provided remote and on-site support for hardware and software, as well as operational support for the client's new IBM System x® iDataPlex™ technology

Results: The client cut processing time by 50 percent and realized 40 percent savings for power and cooling infrastructure and operational costs, enabling it to grow capacity for new exploration projects

IBM Solution Support Services

What's a solution? It's a combination of hardware, software and services designed to work in concert. If your solution is not working, you don't want finger pointing—you want action. Fast. IBM Solution Support Services delivers problem determination and resolution at the IT solution level, rather than at the component level. This includes support for infrastructure solutions purchased through IBM, comprising IBM and non-IBM products, and consisting of both hardware and software components.

This comprehensive approach to support at the solution level, rather than at the component level, can help resolve problems more quickly and contribute to a more integrated IT environment. It helps simplify support by offering you one owner for all your support needs, which can minimize the need for you to manage multiple support providers.

The IBM difference is our flexibility—in solutions, resource allocation and delivery. We have a service plan to suit your industry, your needs and your technology. We have our own internal service expertise as well as an extensive network of IBM Business Partners and service providers that we can leverage to support your infrastructure within your budget.

Potential benefits include:

- Technical support that resolves problems more quickly
- Optimized usage of IT products and services
- Increased IT environment availability
- Reduced support costs, allowing funding to be freed up for other IT investments
- Faster time to value for new IT investments
- Simplified management of IT assets

Results: The client reduced power requirements by 90 per-cent, cut system management overhead costs by 40 percent, decreased the number of support calls to their help desk by 80 percent, and reduced the number of support calls per user by 30 percent.

IBM Managed Support Services

Sometimes, you just need somebody to handle your IT envi-ronment. You need it done right, no matter who the vendor is, from whom you purchased the assets or where they are located. Despite its complexity, your IT environment must be maintained and supported. IBM Managed Support Services provides a single point of accountability for technical support across your environment—including hardware and software products purchased from virtually any vendor.

After first gaining an understanding your business needs, IBM will work with you to design a customized support plan to help you better manage risk and increase productivity and profitability. We can even be an advocate for you to address multivendor issues. By reducing the need for you to manage a variety of support providers, you have more time to focus on core business growth and innovation.

The IBM difference is our global reach and 24x7 availability. Our worldwide presence provides localized understanding of business practices, regional culture and language—delivered by expertly skilled employees across 170 countries that serve clients in 174 countries and speak more than 165 languages.

Case study
Delivering consistent, efficient end-user support

Profile: European freight management company

Challenge: Difficulty supporting users in different geographies after an acquisition

Solution: With the help of an IBM Business Partner, the com-pany implemented an IBM hardware and software solution. As part of the maintenance service contract, IBM's Enhanced Technical Support services provides toll-free support.

These local support teams have access to IBM's technical knowledge base and support best practices to help enable an excellent, consistent support experience around the world.

Potential benefits include:

- Support of complex, multivendor environments
- Access to a simplified and integrated delivery model
- Enhanced operational reliability and efficiency
- Reduced downtime
- Fewer maintenance expenditures and administrative costs
- Greater value from the IT environment

Case study
Transforming customer support operations

Profile: North American computer services provider

Challenge: The company grew so quickly that it did not have time to build an internal support team for its products.

Solution: IBM Managed Technical Support services provides a single point of contact for the company's customers and a single workflow for all calls, as well as availability management, tailored invoicing, vendor management, inventory management and change management services.

Results: The client saved US$8 million the first year and achieved ROI in just two quarters.
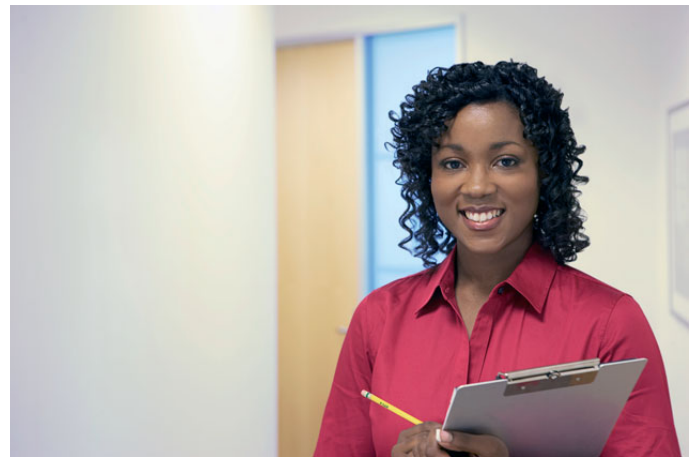
Why IBM?

The more dynamic your infrastructure becomes, the more important it is to maintain a high level of proactive maintenance and support for around-the-clock responsiveness, service quality and resiliency. Yet maintaining the right level of support for your IT environment should not be undertaken at the expense of your business goals. Maintenance and technical support services from a trusted resource can help you maintain the performance and value of your IT investments without sacrificing your business plans.

IBM is exceptionally well-positioned to be your trusted partner in supporting your dynamic infrastructure. IBM provides holistic support for systems, system software and middleware. Our single support accountability can cover a dynamic infrastructure in virtually all its aspects with a range of sourcing options. IBM maintenance and support services are driven by proven, consistent methods based on situation appraisal, problem analysis, decision analysis as well as potential problem analysis before many outages. They are designed to meet the complex support challenges that arise in an interdependent, dynamic infrastructure.

With nearly 15,000 technicians and support personnel, 400 parts distribution centers and more than 80 support centers located worldwide, our global presence and resources allow IBM to provide support services around the clock, in your local language. In addition, our massive, global support

databases allow us to share a vast knowledge base with these technicians and your organization, improving the ability to diagnose and remedy problems quickly and accurately.

Organizations that develop a maintenance and technical support relationship with IBM can do so with confidence. As a leading service provider and technology innovator, IBM will continue to deliver extraordinary maintenance and support performance driven by a deep commitment to meeting your needs today and tomorrow.

For more information

To learn more about maintenance and technical support services from IBM, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web site:
ibm.com/services/maintenance

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