

# VMware Strategic Technical Account Manager Service

Strategic guidance to accelerate the return on your VMware investment

## AT A GLANCE

A VMware Strategic Technical Account Manager (S-TAM) is a cross-functional advisor and customer advocate who partners with you to drive success with VMware solutions.

## BENEFITS

- Increase return on investment by accelerating standardization, aligning people and processes according to proven VMware best practices.
- Mitigate risk by working with a VMware insider who can identify pitfalls common to large implementations.
- Streamline communications with single point of contact for cross-VMware issues.
- Accelerate success by expanding your organization's understanding of virtualization and related technologies supporting more efficient, agile, IT service delivery models.

## Overview

The VMware Strategic Technical Account Manager Service (S-TAM) provides a cross-functional advisor and customer advocate on a part time basis. This offering is designed to enable a long-term partnership between you and VMware to help transform your IT organization. The VMware Strategic Technical Account Manager Service is typically leveraged by large enterprise and global customers that are making strategic commitments to the virtualization platform and transitioning to IT service delivery models.

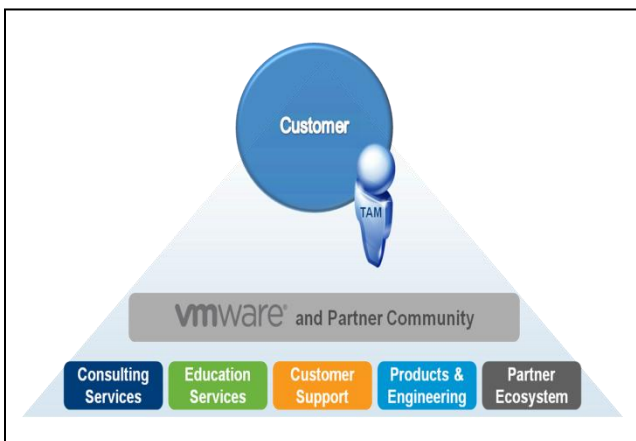
Backed by the full resources of the VMware organization, Strategic Technical Account Managers leverage extensive implementation experience and a comprehensive understanding of your environment to drive your on-going success with VMware solutions. To accelerate your return on investment and mitigate risk, S-TAMs:

- Facilitate architecture validation from VMware and ecosystem partners to help guide and plan deployments
- Serve as an extended member of your team to generate visibility of your progress with VMware solutions, including implementation status and return on investment
- Serve as an advocate elevating your needs and concerns across the VMware organization
- Provide customized best practices to support expanding IT service delivery infrastructures
- Build executive sponsorship with insight into VMware strategy, comparative customer benchmarks and access to VMware executives

## Customer Profile

You should consider the Strategic Technical Account Manager Service if:

- Your organization is committed to VMware as a platform for mission-critical IT infrastructure
- Your organization would benefit from a VMware insider validating strategy, investment timeline, and readiness to facilitate a smooth implementation across the IT ecosystem
- You need to mitigate the risk of delays, service disruption, and sub-optimal performance from virtualization and IT transformation



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## Key Activities

A Strategic Technical Account Manager will work with your organization in a number of ways to help prepare for the increasing impact of IT transformation, including:

Activity	Description
<b>Organizational Review</b>	<ul style="list-style-type: none"> <li>– Regular meetings with stakeholders to review goals, challenges and current implementation</li> <li>– Results documented in an Assessment Report to facilitate S-TAM and customer alignment</li> </ul>
<b>Customer Interaction</b>	<ul style="list-style-type: none"> <li>– Two and one half (2 ½) days per week</li> </ul>
<b>Program Management</b>	<ul style="list-style-type: none"> <li>– Provide recurring dashboard reports on open issues and project status</li> <li>– Quarterly Executive Level Review of Program Progress</li> <li>– Assistance in defining Internal Success Metrics</li> <li>– Evaluate and drive standardization of internal processes per best practices</li> </ul>
<b>Customer Advocacy</b>	<ul style="list-style-type: none"> <li>– Proactive liaison and focal point into VMware to address business and technical hurdles</li> <li>– Partner with VMware’s Product Development teams to prioritize customer’s product feature requests</li> <li>– Expanded interaction with VMware Product Development resources</li> <li>– Leverage VMware Vendor Alliances and partnerships with 3<sup>rd</sup> party organizations to identify Tier 1 application virtualization requirements for ITaaS and facilitate virtualization initiatives</li> <li>– Invitation to exclusive TAM customer events</li> </ul>
<b>Strategic Business Analytics Reporting</b>	<ul style="list-style-type: none"> <li>– Program-wide metrics and trends dashboard for customer benchmarks (unattributed)</li> <li>– Comparative Industry level virtualization analytics (unattributed)</li> <li>– Annual Realized ROI Review</li> <li>– Annual Carbon Emissions Savings Review</li> </ul>
<b>Knowledge Transfer</b>	<ul style="list-style-type: none"> <li>– Product Deep Dives with VMware Experts</li> <li>– Quarterly or Semi-Annual Deep Dive presentation on Specific Product Roadmaps under NDA</li> </ul>

## TAM Day at VMworld

All VMware Technical Account Manager Services customers are invited to participate in exclusive customer events, including TAM Day at VMworld Conferences. TAM Day includes non-disclosure presentations from VMware thought leaders on the latest VMware solutions and business direction.

## Deliverables

- Assessment Report

The S-TAM begins the engagement with an assessment to document your existing infrastructure and organizational objectives and make recommendations for deployment configurations based on VMware best practices. The Assessment will:

- Document current virtualization drivers and objectives
- Analyze Hardware Vendors and Supportability
- Review Initial Processes and Prioritize areas to address
- Review Support Allocation and Workflow
- Document Architecture Reviews
- Review License Management and Allocation

- S-TAM Executive Summary Report

- Quarterly review of Goals, Progress to Date and Next Steps
- Quarterly Credits Usage Update

## Pricing and Scope

The VMware Strategic Technical Account Manager Service includes up to two and one half (2 1/2) 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.

## Related Services

- **VMware Technical Account Manager (TAM)** – VMware Technical Account Managers help address the tactical and operational considerations required for success with VMware solutions.
- **VMware Dedicated, Strategic Technical Account Manager (Dedicated S-TAM)** – A cross-functional advisor and customer advocate who serves as an extension of your strategic IT transformation team.

## For More Information

More information about VMware Strategic 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, the largest services organization of experienced IT professionals focused solely on virtualization, provides industry-leading consulting, education, and technical account manager services that enable customers to transform IT environments through virtualization and realize greater value from flexible, agile IT service delivery models sooner, with less risk.

## Terms and Conditions

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