

# VMware Technical Account Manager Services

## AT A GLANCE

VMware Technical Account Manager Services provide cross-functional advisors and customer advocates, backed by the full resources of the VMware organization, who partner with customers to help realize their success with VMware solutions, accelerate their return on VMware investments and mitigate risk.

*"Our TAM is absolutely essential to our success. He constantly delivers technical expertise, experience we couldn't get anywhere else and a long-term vision for our infrastructure. Those skills, along with empathy and honesty, make him a trusted and valuable part of our team."*  
Max Walker, Solution Architect,  
Aviva

## Guidance and advocacy to accelerate the return on your VMware investment

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*VMware Technical Account Managers – including Strategic and Dedicated Strategic Technical Account Managers – serve as guides, advocates and partners to help you get the most from your investment in VMware Solutions.*

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IT organizations are increasingly being pressured to be more responsive and flexible as they provide services to their organizations. At the same time, IT organizations are also being challenged to reduce complexity and move to more efficient, agile service delivery models while maintaining security and control and to do-it-all with less!

VMware delivers customer-proven solutions that can help IT organizations address these challenges, significantly reduce IT complexity and enable more flexible, agile service delivery accelerating the transition to an IT as a Service (ITaaS) and a cloud deployment model.

However, organizations that have committed to these new IT service delivery models can face some new and unique challenges such as:

- Managing the impact and complexity of these new solutions on both IT and business organizations,
- Mitigating the risk of delays, service disruption, and sub-optimal performance due to the scope of IT transformation,
- Incorporating the required expertise and resources to assess, plan, build, and manage these new environments
- Building organizational support and executive sponsorship

The VMware Technical Account Manager Services can help customers successfully face these challenges through prescriptive guidance, insider insight, and advocacy. Working as an extension of the customer's team, VMware Technical Account Managers leverage their experience, knowledge and connections across the VMware and partner ecosystem to help customers plan and accelerate their return on investment in VMware solutions.

## VMware Technical Account Manager Services

VMware Technical Account Manager Services provide cross-functional advisors and customer advocates, backed by the full resources of the VMware organization, who partner with customers to help realize their success with VMware solutions, accelerate their return on VMware investments and mitigate risk.

Regionally based in over 25 countries, VMware Technical Account Managers assist enterprise and global customers worldwide in every stage of virtualization adoption and IT transformation. Technical Account Manager Customers span all industries, including Telecommunications,

**Who benefits from these services?**

VMware Technical Account Manager Services are designed for companies who:

- Are committed to VMware as a platform for their current and future IT infrastructure
- Rely on VMware products and solutions for mission critical applications,
- Need access to a deeper level of insight about VMware's product and solution direction,
- Would benefit from VMware having increased visibility to their needs and challenges

Manufacturing, Financial Services, Health Care, Retail, and the Public Sector.

VMware offers three unique Technical Account Manager Services to address a range of customer needs in terms of scope and focus:

**VMware Technical Account Managers**

VMware Technical Account Managers (TAMs) help address the tactical and operational considerations required for success with VMware solutions. Specifically, VMware Technical Account Managers provide guidance in order to:

- Coordinate VMware issue management, escalation and resolution,
- Advocate customer needs and concerns with VMware decision makers
- Advance the organization's knowledge of VMware technologies
- Help customers leverage the most applicable VMware best practices and solutions and to minimize operational hurdles and deploy solutions faster

Each TAM engagement includes up to one business day of service per week, delivered by a VMware Technical Account Manager, for a 12 month period.

**VMware Strategic Technical Account Managers**

VMware Strategic Technical Account Managers (STAMs) are cross-functional advisors and customer advocates who leverage extensive implementation experience and comprehensive understanding of a customer's environment to drive on-going success with VMware solutions.

Designed to enable a long-term partnership between VMware and customers to transform their IT organization, the VMware Strategic Technical Account Manager Service is typically leveraged by large enterprise and global organizations that are making wide-scale strategic commitments to the VMware virtualization platform and IT service delivery models.

The VMware Strategic Technical Account Manager accelerates return on investment and mitigates risk by:

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

The VMware Strategic Technical Account Manager service includes a part-time resource providing 2 ½ business days of service per week per customer for a 12 month period.

## Dedicated VMware Strategic Technical Account Managers

VMware Dedicated Strategic Technical Account Managers (Dedicated STAMs) are cross-functional advisors and customer advocates that partner with customers on a full time basis. Working as an extended member of the customer team, Dedicated Strategic TAMs leverage extensive implementation experience and comprehensive understanding of the customer's environment to drive on-going success with VMware solutions. Dedicated Strategic TAMs:

- Build executive sponsorship with insight into VMware strategy, comparative customer benchmarks and access to VMware executives
- Serve as extended member of customer team to generate visibility of customer progress with VMware solutions, including implementation status and return on investment
- Provide program management for virtualization initiatives across multiple lines of business, customer organizations and application owners
- Serve as customer advocates elevating their needs and concerns across the VMware organization
- Facilitate architecture validation from VMware and ecosystem partners to help guide and plan deployments.
- Provide customized best practices on expanding IT service delivery infrastructures

The Dedicated Strategic Technical Account Manager Service provides a full-time resource for a 12 month period.

## Which VMware Technical Account Manager Service is right for you?

VMware Strategic and Dedicated Strategic Technical Account Manager Services are designed for customers who are interested in a long-term partnership with VMware to transform their IT organization. These services are typically leveraged by large enterprise and global organizations that are making strategic commitments to the virtualization platform and transition to IT service delivery models.

The Dedicated Strategic Technical Account Manager service is typically engaged by large Enterprise Accounts with multiple lines of business using VMware solutions in mission-critical environments.

The VMware Technical Account Manager Service is designed for large commercial, enterprise and global organizations that standardize on VMware solutions and simply want to maximize their return on investment and mitigate deployment risks.

Regardless of which TAM service is right for you, VMware TAMs can help you fully realize the benefits of your VMware investment.

## Get Started Today

For more information about VMware Technical Account Manager Services and to determine which service is right for you, contact your local VMware representative or visit [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.

**VMware Technical Account Manager Services – Feature Comparison**

Feature	Technical Account Manager	Strategic Technical Account Manager	Dedicated Strategic Technical Account Manager
Service Time Allotted	<ul style="list-style-type: none"> <li>– One day per week</li> </ul>	<ul style="list-style-type: none"> <li>– Two &amp; one half days per week</li> </ul>	<ul style="list-style-type: none"> <li>– Five days per week</li> </ul>
Focus Areas	<ul style="list-style-type: none"> <li>– Regular meetings with stakeholders to review goals, challenges and current implementation plan to ensure TAM and customer alignment</li> <li>– Issue management coordination, escalation and resolution</li> </ul>	<ul style="list-style-type: none"> <li>– Regular meetings with stakeholders to review goals, challenges and current implementation, to ensure STAM and customer alignment</li> <li>– Assist in defining Internal Success Metrics</li> <li>– Evaluate and drive standardization of internal processes and best practices</li> </ul>	<ul style="list-style-type: none"> <li>– Regular meetings with stakeholders to review goals, challenges and current implementation to ensure VMware and customer alignment</li> <li>– Interface across multiple lines of business and application owners to ensure unique needs are addressed</li> <li>– Organizational resource assessment and customized training and education plan for ITaaS transformation</li> <li>– Assistance in defining Internal Success Metrics</li> <li>– Evaluate and drive standardization of internal processes and best practices</li> <li>– Provide centralized visibility and management of virtualization initiatives across multiple lines of business</li> <li>– Plan annual executive sponsor visit to VMware Briefing Center</li> <li>– Custom plan for VMworld attendance, executive meetings and lab participation</li> </ul>
Customer Advocacy	<ul style="list-style-type: none"> <li>– Proactive liaison and focal point into VMware to address business and technical hurdles</li> <li>– Invitation to exclusive TAM customer events</li> </ul>	<ul style="list-style-type: none"> <li>– Proactive liaison and focal point into VMware to address business and technical hurdles and help prioritize customer's product feature requests</li> <li>– Expanded interaction with VMware product development resources</li> <li>– Invitation to exclusive TAM customer events</li> </ul>	<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>
Reports	<ul style="list-style-type: none"> <li>– Open TAM issues status reports</li> <li>– Bi-annual Executive TAM Report</li> </ul>	<ul style="list-style-type: none"> <li>– Recurring dashboard reports on open issues and project status</li> <li>– Quarterly Executive TAM Report</li> </ul>	<ul style="list-style-type: none"> <li>– Recurring reports on VMware deployment status</li> <li>– Quarterly Executive TAM Report</li> </ul>
Business Analytics		<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> </ul>	<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>
Knowledge Transfer	<ul style="list-style-type: none"> <li>– Product Deep Dives with VMware Experts; NDA Roadmap Presentations on Request</li> </ul>	<ul style="list-style-type: none"> <li>– Product Deep Dives with VMware Experts</li> <li>– Semi-Annual Deep Dive presentation on Specific Product NDA Roadmaps</li> </ul>	<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 NDA Roadmaps</li> </ul>