

VMware Dedicated, Strategic Technical Account Manager Service

Dedicated, strategic guidance to accelerate the return on your VMware investment

AT A GLANCE

A VMware Dedicated Strategic Technical Account Manager is a cross-functional advisor and customer advocate who serves as an extension of your strategic IT transformation team.

BENEFITS

- Enhance visibility of virtualization initiatives across multiple lines of business, organizations and application owners, through a single, focal point.
- 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.
- Accelerate success by expanding your organization's understanding of virtualization and related technologies supporting more efficient, agile, IT service delivery models.

Overview

The VMware Dedicated Strategic Technical Account Manager Service (Dedicated S-TAM) provides a full time cross-functional advisor and customer advocate. This service is designed to support a long-term partnership between you and VMware to help transform your IT organization. The VMware Dedicated S-TAM Service is typically leveraged by the largest VMware enterprise and global customers that are making wide-scale strategic commitments to the VMware virtualization platform and the transition to IT service delivery models.

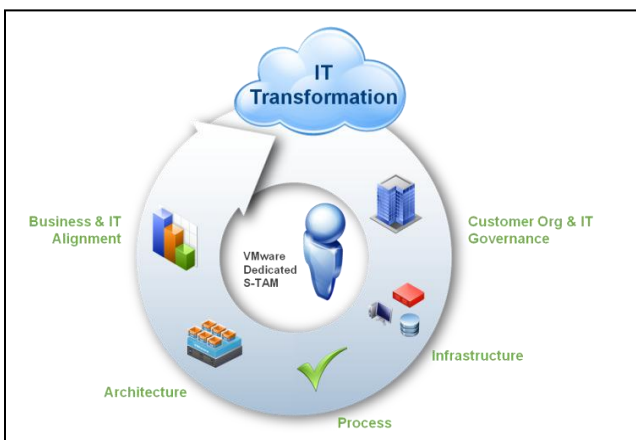
Backed by the full resources of the VMware organization, Dedicated S-TAMs leverage extensive implementation experience and a comprehensive understanding of your environment to drive your on-going success with VMware solutions. To accelerate your return on investment and mitigate risk, Dedicated S-TAMs:

- Build executive sponsorship with insight into VMware strategy, comparative customer benchmarks and access to VMware executives
- Serve as an extended member of your team to generate visibility of your 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 advocates to escalate your 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 to support expanding IT service delivery infrastructures

Customer Profile

You should consider the Dedicated, Strategic Technical Account Manager Service if:

- Due to the expansion across multiple lines of business, or executive level commitment and strategic focus of the IT transformation initiative, you need VMware expertise and program management to enable sponsorship, cross-organizational visibility, improve ROI, and mitigate risk of implementation delays
- 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 ensure smooth implementation across the IT ecosystem.



VMware Dedicated S-TAMs leverage extensive implementation experience and comprehensive understanding of the customer's environment to drive on-going success with VMware solutions.

Key Activities

Your Dedicated S-TAM will partner with you in a number of ways to help prepare your organization for the increasing impact of IT transformation, including the following activities.

Activity	Description
Organizational Review	<ul style="list-style-type: none"> - Regular meetings with stakeholders to review goals, challenges and current implementation - Dedicated S-TAM Assessment Report to facilitate VMware-Customer alignment - Interface across multiple lines of business and application owners to identify unique needs to be addressed for success - Organizational resource assessment and customized training and education plan for ITaaS transformation
Customer Interaction	<ul style="list-style-type: none"> - Five days per week - Dedicated presence
Program Management	<ul style="list-style-type: none"> - Provide recurring reports on VMware deployment status - Quarterly Executive Summary Report provides review of program progress - Assistance in defining Internal Success Metrics - Evaluate and drive standardization of internal processes per best practices - Provide centralized visibility and management of virtualization initiatives across multiple lines of business - Plan annual executive sponsor visit to VMware Briefing Center - Design custom plan for VMworld attendance, executive meetings and lab participation
Customer Advocacy	<ul style="list-style-type: none"> - Proactive liaison and focal point into VMware to address business and technical hurdles - Partner with VMware's Product Development teams to prioritize customer's product feature requests - Expanded interaction with VMware Product Development resources - Leverage VMware Vendor Alliances and partnerships with 3rd party organizations to identify Tier 1 application virtualization requirements for ITaaS and facilitate virtualization initiatives - Invitation to exclusive TAM customer events

Business Analytics Reporting	<ul style="list-style-type: none"> - Program-wide metrics and trends dashboard for customer benchmarks (unattributed) - Comparative Industry level virtualization analytics (unattributed) - Annual Realized ROI Review - Annual Carbon Emissions Savings Review
Knowledge Transfer	<ul style="list-style-type: none"> - Product <i>deep dives</i> with VMware Experts - Quarterly or semi-annual deep dive presentation on specific Product Roadmaps under NDA

TAM Day at VMworld

All VMware Technical Account Manager Services customers are invited to participate in exclusive TAM 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 Dedicated Strategic Technical Account Manager 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
- **Dedicated S-TAM Executive Summary Report**
 - Quarterly review of Goals, Progress to Date and Next Steps
 - PSO Credits Usage Update
 - Core Architectural Change Review
 - License Allocation and Planning Review
- **Customized Organization Resource Assessment and Education and Training Plan**

Pricing and Scope

The VMware Dedicated Strategic Technical Account Manager Service provides a full-time VMware resource 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 Strategic Technical Account Manager(S-TAM)** – A cross-functional advisor and customer advocate serves as an extension of your strategic IT transformation team.

For More Information

More information about VMware Technical Account Manager Services is available from your local VMware representative and 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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