Virtual Customer Support Day

Brad Lisoweski - Technical Support Manager
Global Support Services (GSS)
Customer Support Day Events

Interactive Session - Sharing of VMware best practices!

• Support Days are a collaboration between VMware Support, Sales and customers – you learn directly from the experts

• Topics are driven by customer input, and typically include:
  • Best practices
  • Tips/tricks
  • Top issues

http://www.vmware.com/support/customer_days.html
Nearly 600 support staff in 6 Support Centers…
1,000s including partners

- Supporting complex, production and development environments
- Supporting heterogeneous (Windows & Linux) environments
Global Support Services

Global Coverage
24x7, 365 days/year

Follow-the-sun
Support for
Severity 1 Issues

Support Relationships
with 100% of the
Fortune 100;
98% of Fortune 500

Support offices

Local language support
Spanish, Portuguese, French, German, Japanese, Chinese
Global Support Services Goal

- Fast response times
- Aggressive resolution times
- Provide access to technical information
- Deliver enterprise-class support offerings
- Provide global focus
- Be an easy company to work with
- Be a company that listens
  - CSAT survey reviews and customer feedback

265,000 Global Support Requests in 2011

85% Customer Satisfaction
Top Box Americas
Support Engineer Profile

- Technical Support Engineer Profile:
  - System Administrators
  - UNIX Administrators
  - Network Engineers
  - Linux and/or Windows Expertise
  - VCP Certified
  - Driven, Passionate, Enthusiastic about virtualization

- Team also conducts:
  - Technical Workshops
  - Customer Site Visits
  - Presentations at vForum & VMworld
  - Briefings at local VMUG
  - Customer Support Days
VMware Support Offerings

**SELF HELP**
- Knowledgebase
- Communities
- Documentation
- Social Support

**BASIC SUPPORT**
- Subscription
- Web Support
- Unlimited SRs
- Basic Target Response Times
- Phone Support

**PRODUCTION SUPPORT**
- Faster Target Response Times
- After Hours Support (Sev 1)

**BUSINESS CRITICAL SUPPORT**
- Shared Account Management
- Designated TSE Team

**MISSION CRITICAL SUPPORT**
- Assigned Account Management
- Senior TSE Team
- Enhanced Response Targets
- Onsite Support
- Priority Queuing
# VMware Support Offering Matrix

<table>
<thead>
<tr>
<th>Feature</th>
<th>Mission Critical</th>
<th>Business Critical</th>
<th>Production</th>
<th>Basic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledgebase, Documentation, Communities</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Upgrades &amp; Updates</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Support Requests</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Support Channels</td>
<td>Live &amp; Web</td>
<td>Live &amp; Web</td>
<td>Live &amp; Web</td>
<td>Callback &amp; Web</td>
</tr>
<tr>
<td>Response Targets</td>
<td>MCS (24x7)</td>
<td>Production (24x7)</td>
<td>Production (24x7)</td>
<td>Basic (12x5)</td>
</tr>
<tr>
<td>24 x 7 Response – Sev 1</td>
<td>YES (30 min)</td>
<td>YES (30 min)</td>
<td>YES (30 min)</td>
<td>-</td>
</tr>
<tr>
<td>Weekend Response – Sev 2</td>
<td>YES (2 hr--12x7)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Priority Queue</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Senior Support Team</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td># of Support Administrators</td>
<td>Unlimited*</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Coverage</td>
<td>Geography or Global</td>
<td>Data Center Team</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Root Cause Analysis</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Onsite Escalation Support</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Support Account Manager</td>
<td>YES</td>
<td>Provided by TSE</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Customized Support Plan</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Regular Support Meetings</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Support Request Reporting</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Support Trend Analysis</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Quarterly Business Reviews</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Environment Best Practices</td>
<td>Discussions</td>
<td>Discussions</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Proactive Onsite</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Environment Inventory</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Product Updates, Features</td>
<td>Discussions</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

## Reactive Support

**Priority:**
- Mission Critical
- Business Critical
- Production
- Basic

**Response Targets:**
- Mission Critical: MCS (24x7)
- Business Critical: Production (24x7)
- Production: Production (24x7)
- Basic: Basic (12x5)

**Coverage:**
- Mission Critical: Geography or Global
- Business Critical: Data Center Team
- Production: -
- Basic: -

**Root Cause Analysis:**
- Mission Critical: YES
- Business Critical: YES
- Production: -
- Basic: -

**Onsite Escalation Support:**
- Mission Critical: -
- Business Critical: -
- Production: -
- Basic: -

**Support Account Manager:**
- Mission Critical: YES
- Business Critical: Provided by TSE
- Production: -
- Basic: -

**Customized Support Plan:**
- Mission Critical: YES
- Business Critical: YES
- Production: -
- Basic: -

**Regular Support Meetings:**
- Mission Critical: YES
- Business Critical: YES
- Production: -
- Basic: -

**Support Request Reporting:**
- Mission Critical: YES
- Business Critical: -
- Production: -
- Basic: -

**Support Trend Analysis:**
- Mission Critical: YES
- Business Critical: -
- Production: -
- Basic: -

**Quarterly Business Reviews:**
- Mission Critical: YES
- Business Critical: -
- Production: -
- Basic: -

**Environment Best Practices:**
- Mission Critical: Discussions
- Business Critical: Discussions
- Production: -
- Basic: -

**Proactive Onsite:**
- Mission Critical: YES
- Business Critical: -
- Production: -
- Basic: -

**Environment Inventory:**
- Mission Critical: YES
- Business Critical: -
- Production: -
- Basic: -

**Product Updates, Features:**
- Mission Critical: Discussions
- Business Critical: -
- Production: -
- Basic: -
Leveraging the power of social networks to:

**Educate. Enhance. Engage.**

**The Support Insider**
News & alerts, feature articles, tips & tricks; 3,900 subscribers and growing

**KBTV**
151 technical videos with 3,200 views per day and growing

**Twitter**
10,462 followers and growing
VMware Support Escalation

- Escalation process invokes additional levels of:
  - Management attention
  - Procedure reinforcement
  - Resource prioritization

- How to Escalate a Service Request:

<table>
<thead>
<tr>
<th>Escalation Channel</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td><strong>English Language Support:</strong> 1-877-4VMWARE when speaking to Customer Service either ask for the SR to be escalated, or ask to speak with a <strong>Duty Manager</strong>.</td>
</tr>
<tr>
<td></td>
<td><strong>International Toll Free:</strong> <a href="http://www.vmware.com/support/phone_support.html">http://www.vmware.com/support/phone_support.html</a></td>
</tr>
<tr>
<td>Technical Support Engineer</td>
<td>While engaged on an open Service Request (SR) with an assigned TSE, there are several choices:</td>
</tr>
<tr>
<td>(TSE)</td>
<td>1) Specifically ask your assigned TSE to have the current SR escalated. The TSE will contact their direct Support Manager and have the case escalated.</td>
</tr>
<tr>
<td></td>
<td>2) All TSEs have their direct managers contact information in their email signature. Feel free to contact the specific Support Manager and ask for an escalation.</td>
</tr>
</tbody>
</table>
Self Service Tools

- Knowledge base articles
  kb.vmware.com

- Access to patches and downloads
  www.vmware.com/downloads

- Documentation, release notes and white papers
  www.vmware.com/support/pubs

- Discussion forums
  www.vmware.com/community

- Account, license and contract management portals
  www.vmware.com/account

- RSS feeds
  vmware.simplefeed.net/subscription

- KBTV technical support videos
  http://blogs.vmware.com/kbtv

- Request technical support –
  http://www.vmware.com/support/contacts/file-sr.html
Americas Customer Support Day Events

Recently conducted road shows:
March 2012 – Denver, CO - VMUG
March 2012 - Los Angeles, CA
August 2011 – Las Vegas, NV at VMworld 2011
Chicago, IL
Indianapolis, IN
Broomfield, CO
Sacramento, CA and Orange County, CA
Dallas, TX and San Antonio, TX
Kansas City, MO
Seattle, WA
Reston, Virginia
Toronto, Canada
Quebec City, Canada
Important Links

VMware Global Support Services: Important Links

Support and Downloads: vmware.com/support
Support Requests: vmware.com/support/contacts
Knowledge Base: kb.vmware.com
Renewals: vmware.com/go/renew

Product Support Centers: vmware.com/support/product-support
Licensing Help: vmware.com/support/licensing
Customer Support Days: vmware.com/go/supportdays