

# VMware vFabric Dedicated Strategic Technical Account Manager Services

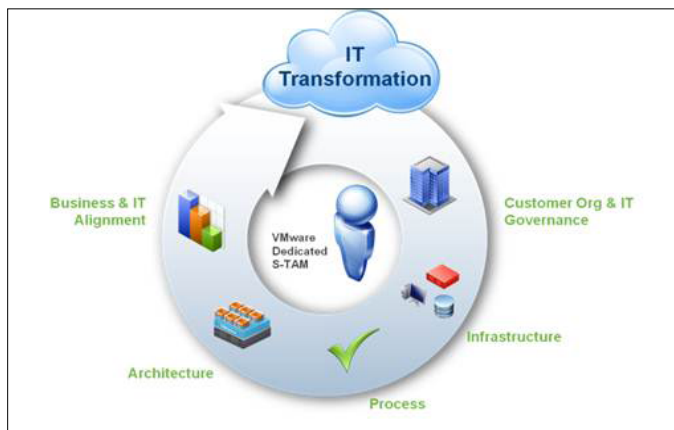
Dedicated, strategic guidance to accelerate adoption and foster success of vFabric solutions

## AT A GLANCE

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

## BENEFITS

- Enhance visibility of application modernization and agile data 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 vFabric best practices for cloud application platform.
- Mitigate risk by identifying common pitfalls and best practices in large vFabric implementations.
- Accelerate success by expanding your organization's understanding of application modernization, agile data, virtualization and related technologies supporting more efficient, agile, IT service delivery models.



VMware vFabric Dedicated S-TAMs bring extensive application modernization experience and virtualization insights to your team, helping you to realize success with VMware vFabric solutions.

## Overview

The VMware vFabric Dedicated Strategic Technical Account Manager Service (Dedicated S-TAM) provides a full time cross-functional advisor to foster a long-term partnership with VMware, assist with customer advocacy, and provide technical insights integral to a successful IT transformation. The VMware vFabric Dedicated S-TAM Service is typically leveraged by VMware enterprise and global customers; those that are making significant strategic commitments to the VMware solutions, application modernization, and agile data.

Backed by the resources of VMware, vFabric Dedicated S-TAMs bring extensive cloud application platform and virtualization experience to your team to provide personal, sustained and consistent support for your success with VMware vFabric solutions. Dedicated S-TAMs:

- Build executive sponsorship with insight into VMware vFabric strategy, comparative customer benchmarks and access to VMware executives.
- Serve as an extended member of your team to increase visibility of your progress with VMware vFabric solutions, including implementation status and return on investment.
- Provide program management for application modernization and agile data initiatives across multiple lines of business, customer organizations and application owners.
- Advocate needs and concerns across the VMware vFabric product and development teams.
- Facilitate architecture validation from VMware vFabric and ecosystem partners to help guide and plan deployments.
- Provide customized best practices to support expanding IT service delivery infrastructures and application modernization and agile data initiatives.

## Customer Profile

VMware vFabric Dedicated, Strategic Technical Account Manager Service is ideal for customers who:

- Need VMware vFabric expertise and program management to build sponsorship, increase cross-organizational visibility, improve ROI, and mitigate risk of potential implementation delays.
- Depend on VMware vFabric as a cloud application platform for mission-critical IT infrastructure.
- Benefit from a VMware vFabric validated strategy, investment timeline, and readiness to ensure smooth implementation across the IT ecosystem.
- Require specialized dedicated expertise to help accelerate your enterprise transformation, application modernization and/or data transformation and virtualization initiatives.

*Key Activities*

ACTIVITY	DESCRIPTION
Organizational Review	<ul style="list-style-type: none"> <li>Regular meetings with stakeholders to review goals, challenges and current implementation</li> <li>Dedicated vFabric S-TAM Assessment Report to facilitate VMware-Customer alignment</li> <li>Coordinate across multiple lines of business and application owners to identify unique needs to be addressed for success</li> <li>Organizational resource assessment and customized training and education plan for ITaaS transformation, application modernization and agile data</li> </ul>
Scope	- Dedicated, full-time assignment
Program Management	<ul style="list-style-type: none"> <li>Provide recurring reports on VMware vFabric deployment status</li> <li>Quarterly Executive Summary Report provides 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> <li>Provide centralized visibility and management for enterprise transformation, application modernization and/or data virtualization initiatives across multiple lines of business</li> <li>Plan annual executive sponsor visit to VMware Briefing Center</li> <li>Coordinate 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>Communicate customer product feature requests to VMware vFabric Product Development teams</li> <li>Expanded interaction with VMware vFabric Product Development resources</li> <li>Invitation to exclusive TAM customer events</li> </ul>
Business Analytics Reporting	<ul style="list-style-type: none"> <li>Program-wide metrics and trends dashboard for customer benchmarks (unattributed)</li> <li>Comparative industry-level virtualization and application modernization analytics (unattributed)</li> <li>Annual realized ROI review</li> </ul>
Knowledge Transfer	<ul style="list-style-type: none"> <li>Product deep dives and workshops with VMware experts</li> <li>Quarterly or semi-annual review on specific vFabric product roadmaps (under NDA)</li> </ul>

**Deliverables**

- Assessment Report
  - The vFabric Dedicated Strategic Technical Account Manager begins the engagement with an assessment to document your existing infrastructure and organizational objectives and make recommendations based on VMware best practices. The Assessment Report:
    - Documents current virtualization drivers, application objectives
    - Evaluates initial processes and prioritizes areas to address
    - Reviews support allocation and workflow
    - Documents vFabric architecture reviews
    - Reviews vFabric license management and allocation
- vFabric Dedicated S-TAM Executive Summary Report
  - Quarterly review of goals, progress and next steps
  - PSO Credits usage update
  - vFabric architectural change review
  - vFabric license allocation and planning update
- Customized vFabric Resource Assessment and Education and Training Plan

*TAM Day at VMworld*

All VMware vFabric 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.

**Pricing and Scope**

The VMware vFabric 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. SKU: CON-S2-TAM-TIER-3

**Related Services**

- VMware vFabric Technical Account Manager (TAM) – help address the tactical and operational considerations required for success with VMware vFabric solutions; 1 day per week.
- VMware vFabric Strategic Technical Account Manager (S-TAM) – A cross-functional advisor and customer advocate serves as part time extension of your strategic IT transformation team; part time, 2.5 days/week.

**For More Information**

For more information about VMware vFabric Technical Account Manager Services 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.

**Terms and Conditions**

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