

# VMware Technical Account Manager Services

Improve operations with unparalleled product knowledge

## AT-A-GLANCE

VMware Technical Account Managers (TAMs) provide unrivaled product knowledge and proven skills to help you streamline deployment and improve operations of your VMware platform. Backed by the resources of the entire VMware organization and armed with best practices, TAMs work with you to minimize operational risks and realize business value from your IT transformation.

## BENEFITS

- Accelerate business breakthroughs by operationalizing technology innovations at scale
- Improve IT availability and performance by having a single point of contact for your technology-related questions and coordination of issue management and problem resolution
- Cultivate your staff's knowledge of VMware technology usage and best practices through customized information sessions and access to VMware product experts
- Reduce costs and maximize the return on your VMware investment by taking full advantage of the capabilities offered by our platform, solutions and services

## HOW WE WORK WITH OUR CUSTOMERS

- We collaborate and listen
- We set strategic objectives and execute with measurable outcomes
- We ask innovative questions and provide actionable answers
- We imagine new possibilities and deliver unrivaled insight
- We embrace challenges and tackle complexity with rigor
- We transfer knowledge, skills and confidence—enabling you to efficiently run and operate your VMware environments

## Overview

As your organization standardizes on VMware solutions to propel efficiencies in your IT infrastructure, your TAM works with you to address the operational considerations required to ensure step-function improvements. Your TAM:

- Acts as primary focal point for technical questions, ideas and hurdles. They provide an inroad to VMware product experts and present your needs for inclusion in future product releases.
- Coordinates your VMware issue management, escalation and resolution, and help you optimize license and professional services credits usage.
- Develops virtualization and cloud computing strategies for a pre-defined set of businesses, geographies, and VMware solutions. They work with you to ensure that your strategies align with the objectives of designated lines of business.
- Creates a business review with you twice a year.
- Coordinates briefings and deep dive sessions with VMware product experts on topics that are pertinent to your environment and objectives.

## Customer Profile

You should consider the Technical Account Manager Service if:

- Your organization and staff will benefit from a go-to expert to assist with learning VMware technology
- You want to streamline infrastructure operations by best leveraging virtualization or cloud technologies
- You want a single point of contact that can best advocate your needs and identify opportunities for better exploitation of VMware technology
- You want assistance developing strategies and internally communicating the value of your virtualized and cloud computing investments
- You seek prescriptive, real-time guidance that enables you to avoid common pitfalls and manage complexity

## Related VMware Services

- VMware Enterprise Technical Account Manager (TAM)—A cross-functional advisor and VMware advocate designed to serve as an extension of your strategic IT transformation team for 2 ½ days a week.
- VMware Dedicated Enterprise Technical Account Manager (TAM)—A full time, cross-functional advisor and customer advocate, designed to enable a long-term partnership between VMware and its largest customers to help transform their IT organizations to IT service delivery models.

### Key Activities and Deliverables

CUSTOMER VALUE AREA		TAM
Service Time	12-month engagement	1 day per week
Customer Advocacy	Proactive focal point into VMware to address business/technical hurdles	✓
	Coordination of product management and engineering meetings	✓
	Advocate for prioritization of feature requests into release cycle	✓
Operational Risk Mitigation	Coordination of VMware issue management, escalation and resolution	✓
	PSO credit management and licenses usage optimization	✓
Best Practices and Education	Best practice review	Up to twice a year, 10 best practices
	Technology education enablement (deep dive sessions, customer briefings)	✓
	TAM customer webcasts	✓
	Cross-vendor integration and best practices	✓
	TAM customer learning assessment	✓
Special Access Programs (*NDA required)	Early access (alpha/beta) products	✓
	Invitation to exclusive TAM customer events (e.g., TAM Day @ VMworld )	✓
Insight and Planning	Insight to support business transformation (CMA)	✓
	Optimize VMware investment	✓
	Virtualization strategy—plan and align	✓
Analytics and Measurement	TAM service customer analytics report (made “anonymous”)	✓
	TAM business review	Bi-Annual
	Define internal customer success metrics for the business	✓

### Pricing and Scoping

The VMware Technical Account Manager Service includes up to one (1) business day of service from a VMware Technical Account Manager per week for a 12-month period. For pricing, please contact your local VMware Sales Representative.

### For More Information

More information about VMware Technical Account Manager and related services is available from your local VMware representative and at [www.vmware.com/services](http://www.vmware.com/services).

### About VMware Professional Services

VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of services uncovers and exploits the unique opportunities made possible by VMware technology. Drawing on our unparalleled product expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for IT transformation to deliver results that are positive, tangible, and material to IT and your business. [www.vmware.com/services](http://www.vmware.com/services)

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