

VMware Technical Account Manager (TAM) Program

Overview

As your organization standardizes on VMware vSphere™ and expands deployment, the Technical Account Manager (TAM) offers expertise, access, and commitment to help maximize your investment in VMware vSphere. The TAM leverages a proven methodology and serves as a cross-functional, cross-company advocate—a critical enabler to guide you in best practices and facilitate rapid progress toward your strategic goals.

Achieving Operational Readiness

Standardizing on VMware vSphere means integrating technology with organizational processes such as provisioning, change management, and support escalation to reach a state of operational readiness. These processes cross departments and require synergy between IT divisions as well as lines of business. Aligning people, process and technology to achieve operational readiness is a key goal of the TAM Program. The TAM takes a proactive approach to:

- Assess your existing infrastructure
- Review implementation plans for best practices
- Make recommendations in line with your unique requirements
- Bring different business divisions together for a common objective
- Address technical or business hurdles
- Provide access to VMware information and product experts

In this transformation from managed deployment to operational readiness, the TAM provides a vital service by helping you address anticipated as well as unforeseen obstacles. For example, the TAM works with third-party vendors in the VMware virtual ecosystem and interfaces with internal VMware constituents to help resolve issues such as technical support or application license agreements.

TAM Role as a Trusted Advisor

The TAM's charter is to address your unique needs and strategic objectives. Though TAMs leverage experience from customers who have faced similar hurdles, our service deliverables are customized to align to your goals and organizational structure. The TAM serves as a guide, providing technical and strategic direction to assist your organization in the development of a customized plan. The TAM is your advocate within VMware and succeeds when you do.

TAM Program Benefits

- **Accelerate standardization** of VMware vSphere by assessing your unique environment, proactively recommending next steps and troubleshooting unforeseen circumstances that can cause delay.
- **Increase return on investment** by driving momentum toward your goals and aligning people and processes according to proven best practices.
- **Mitigate risk** by working with a virtualization expert who can identify common pitfalls and leverage resources within VMware and the partner community.

Program Features

- Consultative review of architecture, process and organizational plans of your VMware vSphere
- Single point of accountability to escalate and manage issues and requests across various VMware divisions
- Updates on the VMware strategic roadmap, including insight on future projects and direction
- Ongoing advocacy and escalation within VMware and the VMware partner community
- Recurring team meetings, status updates and progress reports
- Quarterly site visits and milestone reports

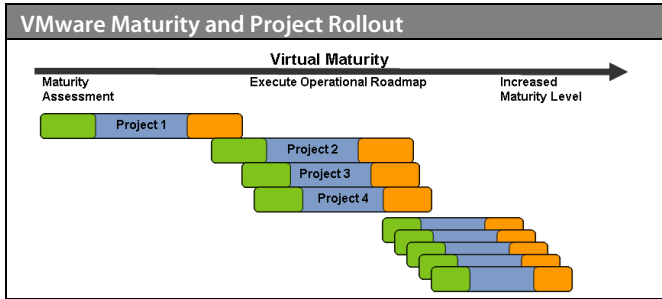
Choosing the TAM Program

The TAM Program is ideal for large commercial, government, enterprise or global organizations planning to standardize on server virtualization or expanding to another use case, such as virtual desktop infrastructure.

You should consider the TAM service if:

- Your organization has stakeholders across multiple divisions
- You have an aggressive project timeline
- You purchased VMware vSphere through an enterprise license agreement and want to maximize its value
- You want to deploy VMware products leveraging best practices and proven expertise
- Your organization uses multiple products from partners in the virtual ecosystem

VMware Maturity and Project Rollout



With guidance from the TAM, your organization can minimize project hurdles. This accelerates the number of projects that can be run simultaneously and decreases the project duration, thereby maximizing return on investment (ROI).

During each project, the TAM leverages a proven methodology to accelerate deployment and mitigate risk. The TAM assists by first analyzing the existing infrastructure and organizational objectives, then recommends deployment configurations, and finally, verifies that deployed virtual machines comply with VMware Professional Services best practices.

As necessary, the TAM may also assist with compliance reviews and work with other vendors to obtain supportability statements for virtual machines. By facilitating vendor supportability, the TAM can expand the number of potential virtual machine candidates and further increase ROI.

How the Program Works

The TAM begins with a review of your organization's VMware vSphere, including goals, projects, staff resources and processes. The TAM produces an Assessment Report that includes recommendations, and reviews this report with you to confirm goals and direction. The TAM also conducts regularly scheduled status calls and provides recurring status reports on all known issues and areas.

The TAM service is purchased as slices of a dedicated resource. Slices equate to approximately one business day's worth of time. Most customers use an average of 6 hours per week, knowing that the actual time fluctuates based on need. Though most of the service is delivered remotely; the TAM visits the customer site at least once per quarter. An NDA between the customer and VMware is required.



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If you are located in the United States, the VMware contracting entity for the service will be VMware, Inc., and if outside of the United States, the VMware contracting entity will be VMware International Limited.

Customer Success: IXIS Capital Markets

IXIS Capital Markets is the U.S. subsidiary of IXIS Corporate & Investment Bank and a member of Groupe Caisse d'Épargne. IXIS needed a solution to meet the growing data processing needs and high availability requirements of its New York trading operations.

As a result of its VMware vSphere deployment, IXIS anticipates savings of \$1 million over two years in hardware alone, and has eliminated planned downtime when upgrading software or hardware.

With the assistance of the TAM Program, IXIS has boosted CPU utilization from 2-15% to 60 percent and reduced server deployment time from as much as 17 days to as little as five hours.

Mornay Van Der Walt, vice president and system architect, quickly realized the benefits of the Technical Account Manager program when one of his hardware products was found to be incompatible with future versions of VMware ESX™. The TAM worked directly with the hardware vendor and was instrumental in redesigning their hardware strategy to eliminate the cost of additional hardware.

"Our technical account manager is totally dedicated to our success," said Van Der Walt.

For More Information

More information about VMware software and services is available from www.vmware.com and from your local VMware representative.

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