



SERVICES PROFILE

AVEVA™ Customer FIRST Program: Technical Account Management

Expert Resources Advocating for Your Success

Customer FIRST Elite and Premium members can benefit from a committed Technical Account Management Team.

Your Technical Account Manager serves as a cross-functional, cross-AVEVA advocate on your behalf and is committed to helping you achieve your strategic goals.

Overview

Technical Account Management is ideal for large enterprise or global organizations seeking specific expertise, access, and commitment to help maximize the performance of AVEVA products and solutions.

AVEVA customers enrolled in either the Elite or Premium levels of the Customer FIRST Program and who meet a minimum support value qualification are automatically assigned a Technical Account Manager (TAM). Your TAM uses technical problem solving and management skills to act as your dedicated support liaison within AVEVA. Your TAM coordinates the functional expertise and resources needed to prioritize, facilitate and expedite activities required to keep your operation running at peak levels.

The TAM is a valuable resource when you are working on the day-to-day implementation, maintenance and support requirements of your hardware and software assets. Additionally, the TAM advises you on product lifecycle topics specifically related to your installation ensuring that your lifecycle upgrade plan covers every essential detail, resulting in continued and ongoing value from your investments.

Customers enrolled at the Elite level of Customer FIRST benefit from proactive technical consulting. Your AVEVA Technical Account Manager facilitates regular meetings – both face-to-face and conference calls – with you to build rapport with your implementation and development teams and to help drive successful projects.

Having a trusted advisor working with you – one with inside knowledge and resources – ensures that your systems investment is protected and performing at optimum levels – now and into the future.

In addition, Customer FIRST offers the optional services of an onsite AVEVA Resident Engineer/Consultant on a part-time or full-time basis. The Resident Engineer/Consultant and your TAM closely collaborate in the management, planning, and coordination of support activities on your behalf.

Role and Responsibility

The Technical Account Manager's mission is to address your unique needs and objectives, provide technical and strategic direction, and act as your support advocate within AVEVA. Each Technical Account Manager is dedicated to handling the complex support requirements for a select number of eligible customer accounts.

Your TAM is a member of the Technical Account Management Team, which is comprised of highly dedicated and experienced AVEVA employees. Each TAM possesses a strong background in their respective area of technical expertise, along with strong communication and management skills. The TAM combines problem solving skills with proactive management skills relating to technical support issues.

The TAM does not replace your relationship with AVEVA's support infrastructure; they augment it. You continue to contact your area AVEVA support center or local service representative to request technical support, product enhancements, etc. The TAM is informed of such requests when they enter the AVEVA support system. They monitor the progress toward situation resolution, and help expedite support when intervention on your behalf is appropriate.

How the Relationship Works

When initiating the account relationship, your Technical Account Manager reviews and becomes familiar with the AVEVA applications, systems and solutions used at your site(s), and gains an understanding of your personnel resources' roles, concerns and priorities. They work in partnership with your team to review open support cases, and help identify and address any issues that have prevented more timely resolution.

Your Technical Account Manager performs the following activities:

- Work across AVEVA internal corporate functions, particularly Support, Development, Manufacturing, Project Delivery, Field Service, Account Management and Quality, to facilitate faster resolution of your issues by:
 - Driving incident escalation to appropriate levels
 - Coordinating the work of AVEVA's in-house staff and third parties during critical situations
- Conduct regularly scheduled status calls with your team and provide recurring status reports on all open issues and activities
- Work with AVEVA's Development team to provide customer-specific feedback on product issues and improve future releases
- Perform consultative reviews of architecture, process and organization plans for your AVEVA assets
- Provide updates on AVEVA product line roadmaps, including insight on future direction
- Provide support deliverables planning, and inform you of product and process updates
- Develop and review customized reports that provide a holistic view of AVEVA-related support activities across your environment
- Offer technical and strategic direction to assist your organization in the development of upgrade plans based on your business requirements

If you think your organization can benefit from Technical Account Management, contact your local AVEVA representative to understand the qualifications and requirements.

Program Benefits

- **Maximize Accountability** – Your Technical Account Manager augments your engineering resources with AVEVA-specific expertise, providing a focused point of contact for your support relationship with AVEVA.
- **Accelerate Issue Resolution** – Your TAM coordinates with resources across multiple AVEVA and Partner support organizations to help facilitate faster resolution of your issues, and lobby for inclusion of your feature request in AVEVA products or solutions updates.
- **Increase Return On Investment** – Drive attainment of your business goals by leveraging proven best practices and broad industry experience. The TAM can help you maximize ROI of your AVEVA system throughout its lifecycle.
- **Mitigate Risk** – Work with an expert who understands your operations environment, has insight into your infrastructure and business needs, and helps ensure that your solution is correctly deployed and maintained to minimize disruptions and maximize availability and performance.

For more information, please visit our website at aveva.com or speak with your AVEVA sales representative.