



IBM Software Group

Enterprise Networking Solutions Customer Advocate Program



@.business on demand software

Enterprise Networking Solutions (ENS) Customer Advocate Program (CAP)

- A relationship with select IBM customers focused on improving ENS products and assisting the customer in achieving success with ENS software.

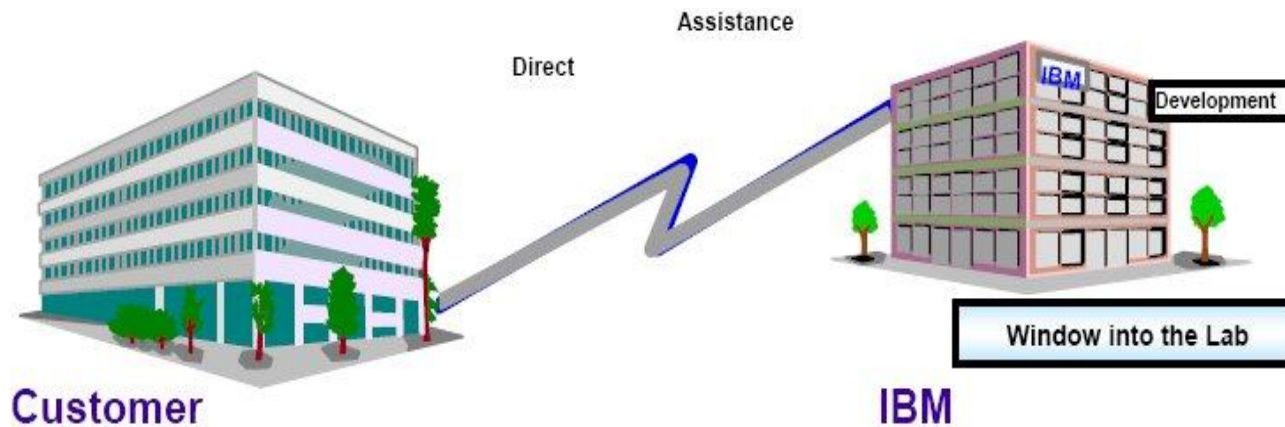


Customer Benefits

- A partnership with ENS development personnel
- A customer advocate with access to skills from the rest of the organization
 - f* Access to key IBM information and technical skills
- The ability to provide input into the product's future plans and directions
 - Input needs that result in functional requirements



Goals



- Develop and enhance our mutual understanding
 - Increase ENS understanding of customer's business and how ENS products help address the customer's business goals
- Customer input directly into lab
 - Future product direction
 - Functional and serviceability requirements
 - Migration and installation concerns
 - Product Quality feedback
 - Performance related questions
- More customer-like test environments
- Help with the successful development and deployment of ENS products

CAP Team

- Customer
- Local IBM representative (Marketing or Services)
- ENS Customer Advocate (Test/Design/Dev/Service)
 - plus supporting individuals
- ENS Manager



Role of the Customer

- Work with the Customer Advocate and IBM Account team (if applicable) to:
 - Share the business needs related to ENS software and short/long term strategies to achieve those needs
 - Communicate requirements and usage needs of ENS products
- Sign a nondisclosure agreement upon request
- Continue to utilize existing IBM support and services structure for technical support and problem resolution assistance, etc.
- Participate in Beta Programs and Stakeholder Feedback Activities as appropriate
- Act as a customer reference



Role of the Customer Advocate

- Build a relationship with the customer to gain an understanding of their business and how ENS products help address their business goals.
- Act as a focal point of contact into the ENS organization
 - Document requirements and input them into the correct process
 - Discuss concerns and work to resolve appropriately (quality/migration/installation/service)
- Obtain product quality feedback
- Provide a route of escalation to ensure resolution of problems in a timely fashion
- Assist in the coordination of customer visits to the Lab and briefing sessions



Role of the Account Team

- Ensure the Customer Advocate understands the customer's needs
 - Provide access to account information
 - Provide overview of customer's business, network configurations, and use of ENS products and solutions
- Keep the Customer Advocate engaged and in sync with the key projects and serve as an information resource
- Ensure the customer's requirements are entered into formal requirements capture process RFE (Request for Enhancements)
- Ensure that appropriate CDAs, AECIs and relevant legal agreements and supplements are in place



The Process

- ENS Contacts IBM Account Team
 - Reviews program and establishes interest
 - Schedule initial conference call

- Contact the customer
 - Provide overview of program
 - Gather initial input and concerns
 - Schedule regular calls (monthly)
 - Provide customer with contact information (phone, email)
 - Discuss the duration and objectives



Special Notes

- The ENS Customer Advocate Program is not a substitute for:
 - Standard Technical Support programs/offerings
 - IBM fee service offerings
 - IBM Education courses
 - Pre-sales support
 - A critical situation manager
 - Branch Office support structure
 - Marketing Representatives

- IBM Customer Advocates cannot commit customer requested functions. All customer requirement requests must be formally approved through the appropriate processes.



Key Value Summary

- Enhance the customer relationship with ENS Development
- Provide customer input to the ENS plans and directions
- Provide customer access to key IBM information and technical skills related to ENS, directions and plans
- Improve ENS understanding of the customer environment
- Improve customer satisfaction with IBM products



Interested in Participating?

Discuss with your team and if it's right for you..

Email us:

To: hacketta@us.ibm.com

Subject: ENS Customer Advocacy Program

Short note to indicate your company and participants.



Thanks !!

