

**Maximize your Microsoft
Technologies with**

Premier Services & Support



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1 Executive Summary

Most organizations face challenges when it comes to managing their IT assets. The increasing complexity of hardware and software is one key issue. Another is dealing with a community of users who range widely in skills. The goal is to maintain efficient, dependable, and easy-to-use tools that support your operation; and do so in a cost-effective manner.

Internal IT departments typically find themselves battling crises and addressing emergencies. A key server goes down—a user is locked out of their data—the corporate intranet suffers a security breach. Responding to these kinds of issues in a reactive mode is costly, from the standpoint of resource allocation as well as the disruption to company operations.

Microsoft®Premier Services knows that incorporating a proactive approach to IT management saves money, reduces stress in the organization, and increases overall productivity and efficiency. Your organization recognizes the need to move away from a reactive, crisis-oriented support methodology to one that proactively maintains a stable, productive environment. Microsoft Premier Services are specifically designed to deliver exactly that kind of environment.

1.1 Addressing Your Key Challenges

The uptime and effectiveness of your IT infrastructure impacts virtually every aspect of your operation. The goal, of course, is to ensure that every IT tool and system makes a positive impact on your organization, rather than a negative one.

Keeping your operation running efficiently, without technology-related disruptions, is of utmost importance. Listed below are several of the key challenges you want to address through the use of Microsoft Premier Services.

Become more proactive in managing IT. Without a well-designed plan of attack, your IT infrastructure is vulnerable to budget overruns, downtime, and system problems. You want to adopt a proactive approach to supporting your IT infrastructure to keep costs under control and improve the overall operating environment.

Maximize ROI from your IT investment. Implementing a proactive support program will keep your environment up and running; a vital first step to maximizing the value of your IT assets. After all, systems that go down or experience performance issues render little to no return on investment. In today's competitive landscape, that's an untenable situation.

Increase employee productivity. Systems that don't work properly make for unproductive employees. Your organization will increase your employees' productivity by making sure that the tools they rely upon are up and running, that they work correctly, and that fast, reliable support is available.

1.2 Getting the Right Results

Your organization is not in business to deal with challenges. Your focus is on getting positive results for your customers, shareholders, and employees. Ultimately, your IT support team has one objective—to help achieve your organizational goals. Listed below are several of the important results we know you want to achieve from the team that supports your IT infrastructure.

Leverage the value of your Microsoft assets. Your operating environment is built on a platform of Microsoft technology. To leverage the value of that investment, Microsoft Premier Services can analyze your architecture and focus infrastructure planning to incorporate emerging and complementary technologies into your overall IT strategy.

Improve support staff productivity. You depend on your support team to implement new hardware and software solutions to drive your business, but when resources are busy putting out fires, they have less time to support new technologies. An important benefit of adopting a proactive approach to support is that your in-house systems administrators and IT professionals will have more time to spend on projects that add business value to your operations.

1.3 Our Recommendation

Microsoft® Services recommends participation in Premier Support to help lower the overall cost of IT and deliver the business results you expect. This comprehensive service program features Service Delivery Management, Proactive Services, and Problem Resolution Services.

The advantage of Premier Support is that we align with your IT needs to identify potential risks, respond to critical issues, minimize downtime, and help ensure a healthier IT infrastructure. In addition, because problems rarely happen at convenient times, Premier Support is available 24 hours a day, 7 days a week.

Specific benefits of participation in Premier Support are:

- Service delivery management
- Proactive focus on reducing IT costs and improving your operating environment
- Years of experience operating and optimizing Microsoft-based IT infrastructure
- Flexibility to meet your unique IT needs

1.4 How Microsoft Can Build Value in Your Organization

At a time of global economic instability, your organization is looking for cost-effective ways to compete successfully. Microsoft®Premier Services will continuously adjust our solutions and support to meet your evolving business opportunities, challenges, and IT requirements. By establishing performance goals and objectives together, we will create an approach that saves you money, improves synergy, promotes teamwork, and drives business success, even in uncertain times.

2 Premier Support

2.1 Technical Account Management (TAM)

A Technical Account Manager acts as your internal Microsoft® Premier Services advocate to manage your support issues and ensure that the right resources are engaged on your requirements. Your designated TAM plans and facilitates the delivery of all support services and works with you to make sure that all services in the agreement are satisfactorily delivered.

Your TAM will engage with you in the following key activities:

Customer Advocacy – Promoting your needs within Microsoft and sending your feedback to key decision makers

Facilitating Resources – Locating engineers and experts, and ensuring two-way communication

Managing Escalation – Reviewing open cases and escalating issues as necessary

Reporting and Status Management – Running scheduled reports and facilitating ongoing discussions with your Customer Support Manager (CSM)

Some specific examples of activities the TAM performs are as follows:

- **Service Delivery Plan** – Develop an understanding of your business and technology requirements and deliver proactive services that mitigate operational risk and optimize IT efficiency.
- **Activity Reporting and Planning Review** – Deliver regular usage reports to optimize your Premier Support services and design support strategies that minimize reoccurrence of problems.
- **Escalation Management** – Manage your support issues to ensure problems are escalated as high in the Microsoft technical organization as required to address your situation.
- **Proactive Information Distribution** – Communicate proactively with your IT staff to convey technical information regarding product and security updates that reduce your risk of downtime.

2.2 Premier Online Information Services

Online Information Services lets your IT team stay up-to-date about the latest Microsoft® products and technologies. Premier Support customers have access to a variety of on-demand resources to get technical information that helps your IT team stay well-informed and develop expertise. These services include:

Microsoft Premier Online website – Unlimited access to Web Response and Technical Microsoft Product Information (only available to Premier customers)

- Web Response is an online tool to submit and check the status of problem resolution requests.
- Technical Microsoft Product Information provides access to an online version of Microsoft's TechNet information resource of common problems and solutions, including partner-level articles not available to the public.

Product NewsFlashes – Technical summaries that are produced regularly by senior support professionals. Product NewsFlashes pull together the latest updated information including fixes, new known issues, and advice.

Critical Problem Alerts – An Email-based subscription service that gives early warning of potentially high-impact problems, and offers guidance on how to avoid known issues.

Support Webcasts – Regularly scheduled teleconference discussions covering key areas of Microsoft technology. The webcasts are delivered live by Microsoft developers, product managers, and senior support staff.

Microsoft Premier Support Expert Roundtable –Expert Roundtables are regular technical briefings held via phone conference. These events focus on specific areas of Microsoft technology such as support or emerging products. Participants hear a 30- to 60-minute briefing from Microsoft Program Managers, Developers, and Support Professionals; and at the conclusion, participants may pose questions to the panel. Expert Roundtables are available exclusively for Microsoft Premier Support customers.

Knowledge Base – Access Microsoft's extensive information resource to learn about common issues and their solutions.

2.3 Problem Resolution Support

As a Premier Support customer, you receive the priority support you need for a quick recovery. Our Problem Resolution services help ensure that your critical issues receive our utmost attention until they are resolved— and your systems are back up and running. Problem Resolution services are outlined below:

- You can log problem resolution requests any time, either online or by phone.
- Response times are prioritized based on the severity of each problem, and its impact on your business. You define the severity of the issue.
- Response time for critical problems is one hour or less. We apply the necessary support resources to sustain a continuous 24x7 effort.

- A Critical Situation Management process is automatically invoked for all issues that you designate as having a significant or critical business impact. Under this process, resources are deployed, and management visibility is maintained, to ensure that affected systems are brought back to normal operations as quickly as possible.
- You have priority access to onsite support resources.
- You may request assisted break-fix support.
- Microsoft may provide you with modifications (Hot Fixes) to the commercially available Microsoft product software code to address critical problems in response to break-fix support requests. Hot Fixes are designed to address specific problems, and are not regression tested.
- You can request Rapid Onsite Support Services (ROSS) with highly-experienced technical resources. The tasks may vary depending on the situation, environment, and business impact of the issue.

With Problem Resolution services, your IT team can resolve issues in the Microsoft® environment more quickly. This reduces the time spent fighting fires and enables your IT staff to focus on more strategic projects and issues.

2.4 Support Assistance

Support Assistance offers planning and infrastructure advisory services that reduce the cost of systems management and support, and keep your systems operational. Support Assistance identifies operational risks and addresses potential problems before they occur. This proactive approach to problem-solving provides operational efficiencies, optimizes performance, and maximizes uptime.

These services offer prescriptive guidance on a variety of issues — from answers to basic "how-to" questions—to best-practices discussions related to deployments, migrations, and operations in your IT environment.

Some key features of Support Assistance include:

- Access to Microsoft® product and technology experts to provide best practices in deploying new solutions quickly and correctly; and reduce support and maintenance expense.
- Strategic advice on the operation of technology solutions, based on Microsoft's proven experience.
- Resolution of multi-vendor issues through TSANet, a network of vendors who share resources to facilitate problem resolution, regardless of where issues originate.

Your Technical Account Manager provides the Support Assistance services, or coordinates access to other subject matter experts, as necessary.

2.5 Advisory & Proactive Services

Microsoft Services appreciates your selection of the recommended Premier services designed to increase the efficiency and dependability of your IT infrastructure. In addition to those services identified, you can apply your Support Assist hours towards additional proactive services to meet your evolving requirements. Here are just a few examples of the services available:

Risk and Health Assessment Program for Active Directory [ADRAP] (53 hrs, tier 1, Domain Controllers 1-30)

This engagement provides insight into the current health of an organization's production Active Directory environment. This multi-day engagement uses a variety of tools to collect data and statistics of the most important aspects of a Windows Active directory: directory replication, name resolution, group policy and SYSVOL consistency, backup and disaster recovery, Microsoft Exchange DSAccess (new tool), and the overall health of domain controllers.

Exchange Migration Readiness Assessment (44 hrs, 4 days)

The Exchange Server 2010 Migration Readiness Assessment "EMRA" is a 4-day on-site engagement offered by Microsoft Services. The EMRA 2010 focuses on providing:

- A structured assessment of the existing Exchange 2003 and or Exchange 2007 infrastructure, evaluating the organizational readiness for your transition to an Exchange Server 2010 messaging infrastructure.
- Formal knowledge transfer sessions with staff that covers the various Exchange 2010 features, functionalities and technical differences of previous Exchange versions that will arm the individuals with the level of product education to maximize their effectiveness and productivity during the design and deployment planning phase.
- Detailed reporting on areas of risk relating to a smooth transition to Exchange 2010. Reporting contains data that may be used in sizing exercises for your Exchange 2010 requirements from a topology and hardware perspective based on existing factual client usage data.

Windows 7 migration tools / best practices / strategy planning and assistance (24 hrs, 2 days)

Premier Field Engineer custom onsite engagement.

3 Proposed Premier Services

Microsoft® Premier Support services can actually drive down the costs of maintaining your IT infrastructure. That fact, coupled with Microsoft® Services' competitive fee structure, offers a strong overall value proposition for your organization.

For an appointment to discuss options and the best Premier Services and Support agreement for you, please contact:

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