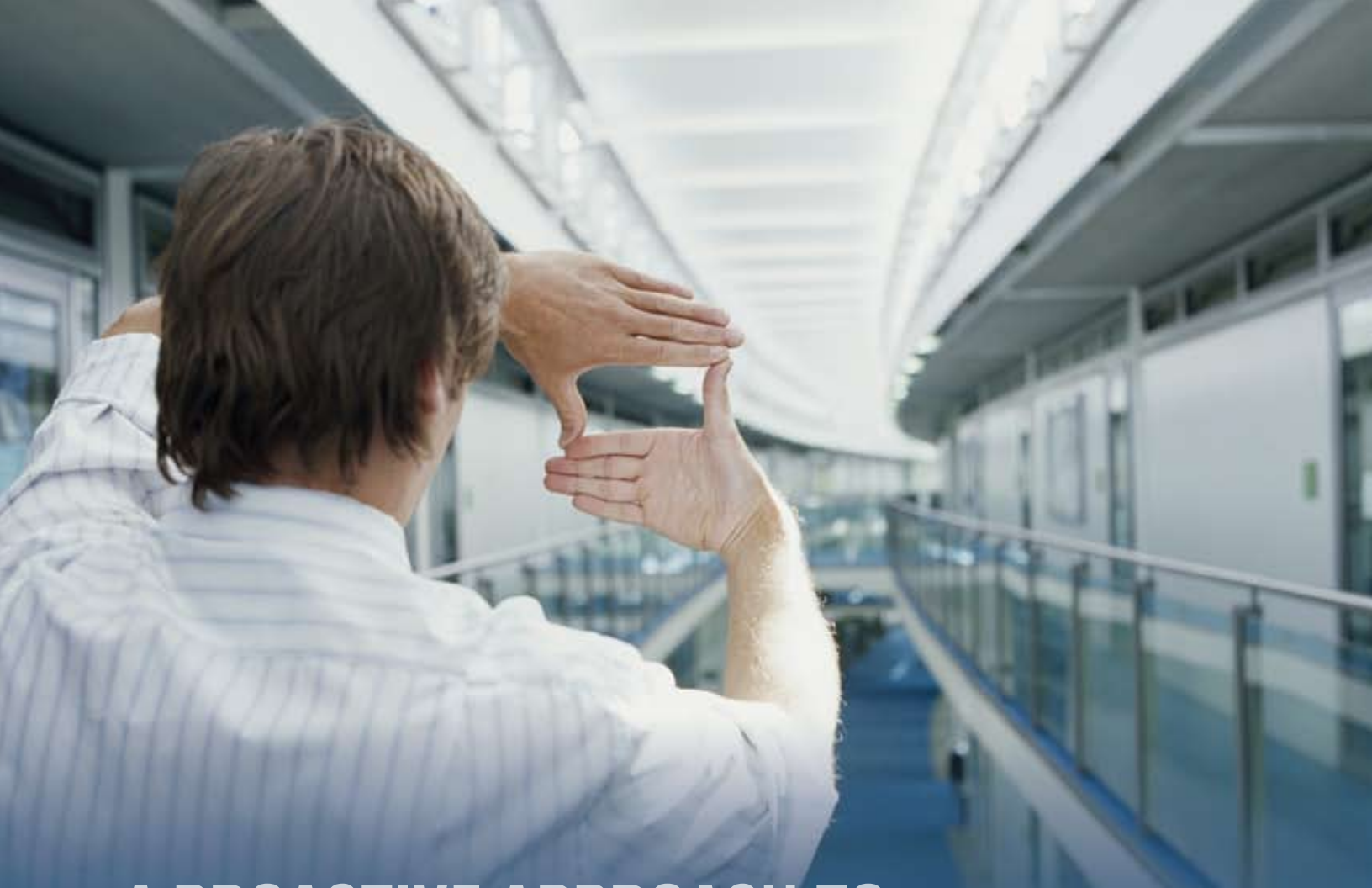




A trusted support resource can help you drive growth and innovation.

Maintenance and technical support services from IBM



A PROACTIVE APPROACH TO INFRASTRUCTURE SUPPORT

**YOU'RE NOT THINKING SMALL.
YOU HAVE BIG PLANS FOR GROWTH AND INNOVATION.**

The problem isn't ideas; it's making sure you have the support in place to execute your business objectives. To grow your organisation and innovate at the same time, you need a reliable, high-performing and cost-effective technology infrastructure.

Ongoing, comprehensive and proactive support of your hardware, software and IT environment is crucial because if your IT assets aren't working, neither are you.

Today's IT environments are extremely complex; multiple systems, platforms and vendors make up most organisations' IT assets. Reducing the complexity of technical support can

enable more effective monitoring and utilisation of these assets and improve their performance as well as help companies protect their investments.

Maintenance and technical support services from IBM are designed to enable you to respond effectively to changing demands, such as competitive and marketplace threats, expanding product or service lines, customer service demands, and regulatory mandates. Effective maintenance and technical support services can also help you enhance the quality of overall technical support for your organisation while helping you control costs.

IBM provides single-source technical support designed to keep your multivendor IT environment operating at peak performance. IBM takes a broadly integrated approach to hardware, software and multivendor support that offers you a way to simplify IT asset management. We have a proven track record of using our own infrastructure, intellectual capital assets and technology to automate support services. This commitment has allowed our clients to improve the overall efficiency of their operations and performance of IT.

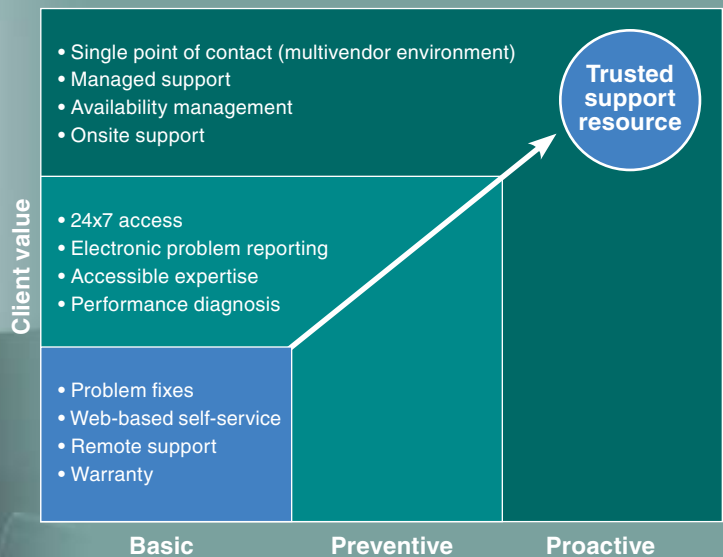
You can leverage IBM's global support capabilities and have services delivered when and where you need them, resulting in faster resolution of support issues to help keep your business running efficiently and reliably.

A trusted support resource

There's a misconception that maintenance and technical support services are only about onsite repair or that they are just an insurance policy for when something breaks. That might have been true in the past, but IBM's approach to environment support has evolved.

The onsite service repair person who was once commonplace is now often a last resort. Today, our proactive approach means that more than two-thirds of service calls to IBM are resolved remotely. And they're automated as well; the percentage of service calls initiated electronically is rapidly increasing as IBM clients are taking advantage of automation tools. This approach is designed to save you time and money and to improve the availability of your critical systems. Of course, we still have onsite repair services as well. Our skilled technicians can come to you if we can't resolve your problem remotely.

There is a tendency to think of service contracts as insurance policies for your environment, but an insurance policy typically only reimburses incurred expenses after there's been a problem. Maintenance and technical support services from IBM can not only help you repair and rebuild when you have a problem—using our global and localised support resources, including technicians, diagnostic tools and proven support processes—but our services are also proactive and designed to reduce and even eliminate incidents before they occur. And unlike other support vendors, IBM controls and directs the delivery of support services; not only do you have a single point of contact, but you can also have the confidence that your service will be applied consistently with the level of quality you expect from IBM.



A proactive approach to maintenance and support is the differentiating benefit of maintenance and technical support services from IBM.

Every IT environment is unique, and yours should have support services to meet your unique needs. To that end, maintenance and technical support services from IBM are available in a wide variety of contract terms, from our easy-to-use IBM ServicePac® program to customised contracts of variable length, service level and support activity. This ability to choose the right support for your environment is critical for making sure investments in infrastructure are appropriate and can respond to business demands.

IBM Hardware Maintenance Services

Your technology hardware components—mainframes, servers, desktops, laptops, mobile devices, network devices and peripherals—are the foundation of your environment that you depend on every day. Unfortunately, they are also potentially points of failure. IBM Hardware Maintenance Services provides customisable hardware support services for multivendor systems that help you receive timely problem resolution through a single point of accountability.

Our services for hardware support extend from base warranty support for IBM products to premium maintenance for IBM and non-IBM products. We can deliver specialised support for hardware, enabling you to customise support terms and response times to meet your unique needs and budget requirements. We can also manage the optimisation of your server environment by running proactive scans and making recommendations that support optimum performance.

The IBM difference is our significant experience in support of multivendor environments. We know that most organisations don't have a standardised infrastructure, so we leverage our global knowledge base and deep industry relationships while working with leading hardware vendors to develop proactive best practices that leverage our experience in managing and maintaining hardware for clients across industries and geographies. Many of our service contracts will also provide you with direct access to IBM laboratories, providing an opportunity to investigate the latest tools and technologies from a vendor you can trust.

Anticipated benefits:

- Support for both IBM and non-IBM hardware from a single provider
- Less risk of downtime and protection against outages
- IT staff focused on business priorities and objectives
- Greater business value return from IT systems

CONSOLIDATING HARDWARE SUPPORT

Profile: European government agency

Challenge: Manage complex, multivendor hardware assets sprawled across more than 3,600 sites

Solution: Using a variable cost structure, IBM provided dedicated maintenance coordination personnel to successfully coordinate maintenance services for more than 90,000 hardware components.

Results: Having a single source for maintenance and six levels of support allow this agency to better control costs and budget from year to year.





HOW WE DO IT

IBM Electronic Services is a leap forward in hardware support. It consists of two complementary components, IBM Electronic Service Agent™ software and a Web portal.

The IBM Electronic Service Agent software tool automatically monitors hardware system events and system inventory. This software can enhance warranty or maintenance agreements by improving hardware error reporting and providing regular transfer of system information (outbound only) to IBM support centers. This proactive, automated approach can help reduce the need for your internal staff to diagnose systems and report problems manually. In many cases, the Electronic Service Agent tool can discover hardware errors, determine necessary repairs and recommend replacement parts for installation before symptoms have been noticed and without any actions from client administrators.

The IBM Electronic Services Web portal integrates and presents the inventory data sent by the Electronic Service Agent tool. From the portal, administrators can view information specific to their environment at any time from virtually anywhere. The site can notify administrators of potential problems and allows administrators to search for fixes that only apply to their environments. Administrators can also submit reports of problems they may encounter with any covered hardware or software product.

IBM Software Support Services

Problems with software can be difficult to diagnose and may prevent your staff from spending time on core IT business issues. IBM Software Support Services provides remote assistance via the telephone or the Internet 24x7 as well as optional onsite support for IBM and select non-IBM software. This service provides deep product technical skills to help you quickly resolve software-related problems and maintain efficient operations. Clients may receive individual problem fixes or product-usage advice. Support services include basic software support, premium services and customised solutions to address your specific needs.

The IBM difference is our integrated and proactive approach to diagnosing errors and delivering corrections remotely. Through our predictive analysis tools and our vast knowledge base that is available to IBM service agents, we can resolve problems faster and more accurately the first time and prevent problems from escalating as a result.

Anticipated benefits:

- The ability to leverage IBM's deep technical skills to resolve software-related problems
- Increased operational efficiency and reduced downtime
- Access to IBM support technicians 24x7
- Reduced software support costs
- Reallocation of IT support spending

MANAGING A VIRTUALISED INFRASTRUCTURE

- Profile:** North American transportation and logistics services company
- Challenge:** Deploy and support a consolidated and virtualised server environment that requires regular addition of applications and virtual servers to support them
- Solution:** Maintenance and technical support services from IBM is a single point of contact for technical support issues and provides direct support for all the solution components.
- Results:** This client reduced the size of its server environment from 80 servers to 6 servers and saved an estimated US\$500,000 in hardware and software costs. And it improved the availability and performance of the server environment by engaging a single-source contact for technical support.
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IBM Solution Support Services

What's a solution? It's a combination of hardware, software and services designed to work in concert. If your solution is not working, you don't want finger-pointing; you want action fast. IBM Solution Support Services provides you with problem determination and resolution at the IT solution level, rather than at the individual piece-part level. This includes support for infrastructure solutions purchased through IBM, comprising IBM and non-IBM products, and consisting of both hardware and software components.

This comprehensive approach to support at the solution level, rather than at the component level, can help resolve problems more quickly and contribute to a more integrated IT environment. It helps simplify support by offering you one owner for all your support needs; this can minimise the need for you to manage multiple support providers.

The IBM difference is our flexibility—in solutions, resource allocation and delivery. We have a service plan to suit your industry, your needs, your technology. We have our own internal service expertise as well as an extensive network of IBM Business Partners and service providers that we can use to support your infrastructure within your budget.

Anticipated benefits:

- Technical support that resolves problems more quickly
- Optimised usage of IT products and services
- Increased IT environment availability
- Reduced support costs, allowing funding to be freed up for other IT investments
- Faster time to value for new IT investments

SUPPORTING A GRID SOLUTION

- Profile:** Portuguese biomedical research and education organisation
- Challenge:** Develop, deploy and support a grid computing solution capable of providing more than 600 gigaflops of processing power
- Solution:** IBM provides hardware maintenance on the grid components and remote technical support via a Linux® support line.
- Results:** This client reduced staffing requirements by 50 percent, improved the performance of applications and database queries, and dramatically shortened processing time for numerical simulations.
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IBM Managed Support Services

Sometimes, you just need somebody to handle your IT environment. You need it done right, no matter who the vendor is, who you purchased the assets from or where they are located. The IT environment must be maintained and supported despite its complexity. IBM Managed Support Services provides a single point of accountability for all technical support across your environment—including hardware and software products purchased from virtually any vendor. By first understanding your business needs, IBM will design a customised support plan to help you better manage risk and increase productivity and profitability. We can even be an advocate for you to address multivendor issues. By reducing the need for you to manage a variety of support providers, you have more time to focus on core business growth and innovation.

The IBM difference is our global reach and 24x7 availability. Our worldwide presence provides localised understanding of business practices, regional culture and language—delivered by employees in 75 countries who serve clients in 174 countries and speak more than 165 languages. These local support groups have access to IBM's technical knowledge base and support best practices to help enable a consistent support experience around the world.

Anticipated benefits:

- Support of complex, multivendor environments
- Access to a simplified and integrated delivery model
- Enhanced operational reliability and efficiency
- Reduced downtime
- Fewer maintenance expenditures and administrative costs
- Greater value from the IT environment

DELIVERING CONSISTENT END-USER SUPPORT

Profile: North American postal service

Challenge: Varied levels of internal expertise and a lack of uniform support processes contributed to poor service levels and efforts wasted on recurring problems

Solution: IBM Managed Support Services provides the organisation with dedicated help-line support, using a closed-loop process to manage calls end to end. IBM help-line agents handle about 11,500 calls a month.

Results: This client reduced the cost of IT maintenance calls by 30 percent for each minute and decreased monthly call volume by more than 50 percent as a result of knowledgeable help-desk agents and consistent recordkeeping.

Comprehensive maintenance and technical support

Your environment is critical to your business, and it needs to be supported. But your sole focus should be on improving your organisation through growth and innovation. Maintenance and technical support services from IBM can help you maintain the performance and value of your investments in IT.

Our global presence and resources allow IBM to provide support services around the world and around the clock, in your local language. We have more than 24,000 technicians and support personnel, many operating from one of the more than 100 support centers located around the world. Our massive, global support databases allow us to share a vast knowledge base with these technicians and your organisation, improving the ability to diagnose and remedy problems quickly and accurately.

As a trusted support resource, we have the expertise and commitment to service that you require.

For more information

For more information about maintenance and technical support services from IBM, contact your IBM representative or visit:

ibm.com/services/au or **ibm.com/services/nz**





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