IBM Software
Accelerated Value Program

Rev Up Returns on Your Software Investment

The Power of PROACTIVE
Today’s tech-savvy customers are demanding better and quicker access to ever-increasing stores of information. IT organizations everywhere face this challenge with varying degrees of success. Some have deployed solution quickly, only to have them break down because of incomplete designs. Others are lacking the skills to fix problems when they occur. And still others are looking for ways to prevent problems happening altogether.

To help them achieve success, IBM Software customers turn to the experts from IBM Software Accelerated Value Program for proactive technical advance and assistance. With their help and guidance, customers around the world are building better, more stable systems, improving their understanding of product design and functionality, and increasing the knowledge and capabilities of their teams – all because of timely proactive advice and assistance.

What is the Accelerated Value Program (AVP)?
AVP provides customers with personalized, proactive, and prioritized support management and issue assistance from assigned senior IBM Support experts who know their software infrastructure and understand their business needs. AVP complements the help available through the standard IBM Support and Maintenance contract with activities like proactive PMR management, problem resolution advice and assistance, skills-sharing sessions, and access to product engineering, when needed.

AVP helps customers to resolve issues quicker, save money on support costs, and if needed, plan, execute and manage a personalized Support strategy focused on issue prevention. It also helps improve the availability of mission-critical applications and deployment times, while helping to optimize how in-house support teams work.

Highlights:
- Proactive Support Management and Assistance
- Assigned technical resources
- Prioritized call handling
- Skills-sharing sessions
- Personalized notification of tech notes and product roadmaps
Assigned AVP resources:
- Single point of contact for all issues and issue resolution activities, including issue management, escalations, and reporting
- Facilitate skills sharing activities, and manage the application of product patches and updates
- Act as a go-between for the customer, IBM product management and engineering

**Translating AVP into Actual Customer Deliverables**

Nothing speaks so strongly about the benefits AVP delivers as actual examples, as told by our customers themselves. It’s one thing for us to say AVP delivers value – it’s a whole other story when you read what a customer has to say about the help they’ve received.

A recent survey/study by the International Technology Group of a core set of IBM AVP customers quantified the returns on an annual AVP contract to average approximately 5.3 times the cost of the contract. In addition to return-on-investment numbers, this report also lists examples of the types of assistance and guidance provided by AVP, many of which are included here.

**For NEW APPLICATION DEPLOYMENT**

*Our assigned AVP expert… [as quoted by actual customers]*

- Organized IBM task force, including lab scripting expert, product architects/developers, product SWAT team and multiple IBM support teams; engaged with client on-site for review of current segmentation and infrastructure; analysis of deployment processes; assessment of roll-out plan and schedule
- Recommended actions to accelerate deployment; provided best practices on core groups, bridging, ODR rules and traffic routing; provided fixes to address potential failover issues; assisted in automation and scripting; tested configurations and resolved performance bottlenecks; made recommendations on overall architecture for improving stability
- Provided technical guidance and advice for a critical system project and addressed problem management, troubleshooting, and development and test issues

**For MIGRATION PROJECTS**

*Our assigned AVP expert… [as quoted by actual customers]*

- Assisted in developing a comprehensive migration plan, including documenting the environments requiring migration and the products needing to be upgraded; assisted in developing key migration strategies
- Provided best practices and 24x7 problem resolution during migration; coordinated IBM migration support teams
- Coordinated IBM development and operation teams to assist with migration planning, implementation, and testing; as a result, all applications were successfully migrated according to schedule and no post-production issues were experienced
- Facilitated migration, researching features relevant to customer requirements; created custom presentations; provided education to multiple development and operations teams; also researched product specifics that could result in migration problems; worked with customer to develop migration proof of concept
- Coordinated multiple teams from IBM development, L2 and L3 Support and other groups to prepare for and support migration efforts

**For PERFORMANCE OPTIMIZATION**

*Our assigned AVP expert… [as quoted by actual customers]*

- Identified limitation in core install that could prevent application scaling to handle large user population; engaged IBM architects to understand client environment and provide configuration recommendations
- Researched known issues that might affect performance and introduced IBM performance management specialists; recommended practices to improve and maintain performance
- Engaged IBM SMEs to review customer product implementation and respond to performance shortfalls; recommended areas of improvement that significantly improved system performance and also eliminated crashes affecting multiple applications
- Worked with customer teams to develop best practices for pre-production performance tuning and stress testing, preventing potential production outages for new application deployments
- Mentored staff on use of feature pack to increase performance
- Provided configuration best practices; improved application performance for high-volume workloads
- Helped develop model to analyze code and performance tune new applications; advised on use of code analysis tool to identify and correct potential performance bottlenecks
- Corrected process damaged during operating system upgrade; helped provide customized recovery documentation, in case of recurrence
- Provided instructions to prevent configuration errors causing outages to strategic operational systems; as a result, no further outages have occurred
- Analyzed downtime and concluded problems could be resolved by upgrading to a new version of product containing critical fixes; assisted in performing upgrade
- Performed in-depth research on bug affecting key payments application; provided information on the systems and verification of the bug and its subsequent resolution
- Prevented outages by providing information regarding a critical security flash

For AVAILABILITY OPTIMIZATION

*Our assigned AVP expert… [as quoted by actual customers]*

- Led effort to resolve issue that disrupted mission-critical system; performed extensive system analysis and coordinated cross-team testing; assisted in solution implementation
- Provided extensive guidance and expertise enabling immediate resolution of a critical system outage that disrupted operations; engaged SME to organize planning to prevent future outages
- Led effort to resolve problem causing application instability and hangs; conducted research on potential causes; analyzed performance data and settings; involved IBM SMEs and coordinated testing by customer and IBM teams
- Proactively resolved system outage, reducing application downtime by several days
- Involved IBM Lab team to help resolve errors disabling a key application; reduced time-to-resolution, minimizing business impact
- Responded to server hang – analysis indicated resource contention on physical server; resolved issue and provided a best practice to prevent issue recurrence
- Responded immediately to customer team concerns about security exposures via third-party network interface; identified potential exposures and provided custom documentation on security configuration to prevent future problems
- Researched product and alerted customer that unsupported versions were open to possible security exposure
- Developed firewall examples for use in future application development scenarios

For SECURITY EXPOSURES

*Our assigned AVP expert… [as quoted by actual customers]*

- Frequent periodic reviews of security advisories to alert customer to potential security vulnerabilities; in one case, customer was also prompted to request an ifix to address possible exposure
- Alerted customer to known security risk; provided immediate assistance to apply a fix and escalated to IBM security team to deal with unexpected difficulties when these emerged; ensured fix download availability for all deployed production versions
- Researched product and alerted customer that unsupported versions were open to possible security exposure
MISCELLANEOUS ACTIVITIES

Our assigned AVP expert… [as quoted by actual customers]

- Worked proactively with Service Delivery and larger IBM team to deploy onsite expertise to ensure successful complete of upgrades and ongoing maintenance activities; did whatever necessary to improve system stability; managed many critical situations
- Consistently followed up and through to ensure problem resolutions progressed and met services level expectations; engaged subject matter experts to help bring difficult issues to successful resolution; enlisted services or Product engineers to utilize best practices, conducted research and dealt with various database issues
- Provided quick and direct access to IBM technical expertise; managed issues as they occurred, preventing a series of time-consuming and costly deployment interruptions
- Used innovative tools to help team become more successful with their deployments; accelerated time-to-resolution and prevented the logging of additional support calls; enabled customer team to proactively address issues, preventing wide-spread and costly outages and productivity loss; collaborated closely with dedicated Product resource and IBM Support to identify areas where additional monitoring/debug capabilities would add value to the deployment
- Partnered with customer to become a trusted advisor, demonstrating extreme leadership capabilities throughout a 9-month project, lining up IBM resources, driving issue resolution, and being the main ‘worrier’ on-site

The solution

The Accelerated Value Program provides proactive support management and issue resolution assistance from senior IBM support experts who know your software and understand your requirements.

Accelerated Value Program helps reduce risk through:
- Priority access to information and high-quality assistance
- Assigned support resources
- Fewer issues and faster issue resolution times
- Improved availability of mission-critical systems
- Problem avoidance through managed planning
- Quicker deployments
- Optimized use of in-house support staff

For more information

To learn more about IBM Software Accelerated Value Program, please contact your local Accelerated Value Sales Representative at: ibm.com/software/support/accelerated_value_program/contactus.html