Red Hat & SAP Support Overview

2015 SAP SAPPHIRE NOW

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Senior Technical Account Manager

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Technical Account Manager

Upcoming teasers

- Red Hat... more than just linux

- Specialty Based Routing SAP Support Team

- SAP TAM

- SAP Linux Lab

- RH-SAP integrated support ticket system

- Customer Portal (Knowledge is Power!)

- Red Hat Access Insights

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@RedHatSupport
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RED HAT: WHAT WE DO

We offer a range of mission-critical
software and services covering:

| MIDDLEWARE | VIRTUALIZATION | CLOUD | OPERATING SYSTEM | STORAGE |

BENEFITS

- Flexibility

- Faster technology innovation

- Better quality

- Long-term deployment

- Better security—assurance

- Better price/performance

- **Open collaboration:** Products that meet customer needs

- **Shared development:** Accelerated innovation

CUSTOMER EXPERIENCE AT RED HAT

Red Hat is a subscription-based business model, so we have
to prove our value to our customer every day.

PROVIDE MORE VALUE

- Customers are at the front and center.
- Increase subscription value for our customers and partners.

CUSTOMER EXPERIENCE AND ENGAGEMENT

- All Red Hatters play a part in improving the experience of our customers, from sales to product development to support.
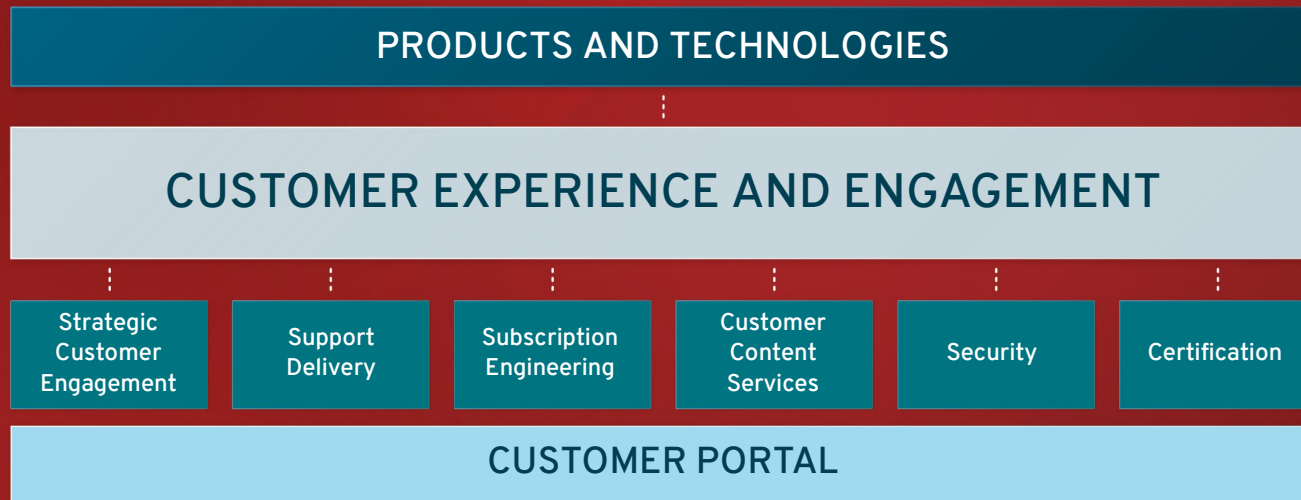
CUSTOMER LOYALTY

100% Customer engagement

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RED HAT CUSTOMER EXPERIENCE AND ENGAGEMENT

Red Hat Customer Experience and Engagement is uniquely positioned within the engineering organization, creating a more direct route for customer-driven product improvements and faster engineering related fixes.

PRODUCTS AND TECHNOLOGIES

CUSTOMER EXPERIENCE AND ENGAGEMENT

Strategic Customer Engagement	Support Delivery	Subscription Engineering	Customer Content Services	Security	Certification

CUSTOMER PORTAL

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STRATEGIC CUSTOMER ENGAGEMENT

STRATEGIC CUSTOMER ENGAGEMENT

Bringing increased value beyond just break-fix.

PLAN

- Reference architectures
- Architecture reviews
- Product roadmaps
- High-touch Beta offerings
- Focus on issue avoidance

DEPLOY

- Migration guidance
- On site assistance
- Red Hat Management visibility
- Tuning and configuration guidance
- Multi-vendor assistance

CONNECT

- Customer Portal— private customer communities
- Lunch-n-Learns
- Webinars
- Regular service reviews
- Named resource to build a stronger relationship

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TECHNICAL ACCOUNT MANAGEMENT (TAM)
HAS IN-DEPTH KNOWLEDGE OF:

Industry best practices

Your unique technical environment

Current and future Red Hat products

Your business and change management processes

The best internal and external resources to solve issues

Red Hat's product portfolio, acting as subject matter experts

SAP-TAM

HAS IN-DEPTH KNOWLEDGE OF:

TAM specializing in SAP support

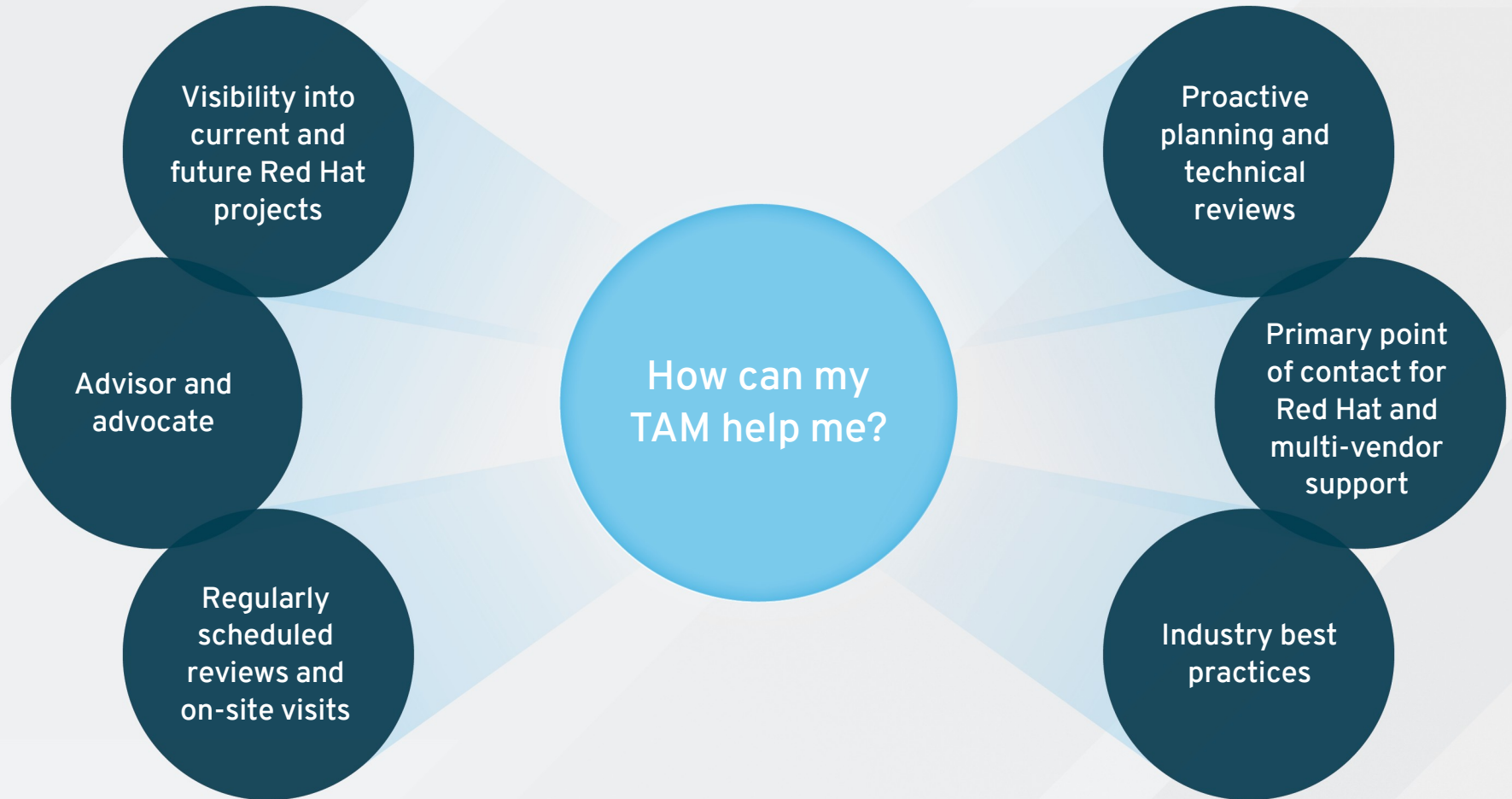A member of the Red Hat Global SAP support team

Proactive planning with Red Hat SAP related roadmap meetings,
and solution architecture reviews

Coordinate support services for ticket resolution
and joint customer escalation

Direct communication to engineering at the SAP Linux Lab

Provide recommended practices for SAP

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TECHNICAL ACCOUNT MANAGEMENT (TAM)

How can my TAM help me?

- Visibility into current and future Red Hat projects
- Advisor and advocate
- Regularly scheduled reviews and on-site visits
- Proactive planning and technical reviews
- Primary point of contact for Red Hat and multi-vendor support
- Industry best practices

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ALIGNMENT TO RED HAT PRODUCT PORTFOLIO

Technical Account Managers provide the specialized product knowledge
and industry expertise needed for your unique technical environment.

Currently, Red Hat offers TAM services for the following:

RED HAT®
ENTERPRISE LINUX
OPENSTACK PLATFORM

RED HAT® JBOSS®
MIDDLEWARE

OPENSHIFT®
by Red Hat®

RED HAT®
STORAGE

RED HAT®
ENTERPRISE
LINUX®

SAP®

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SUPPORT RELATIONSHIP MANAGEMENT (SRM)
HAS IN-DEPTH KNOWLEDGE OF:

You wish to escalate any type of issue.

You have questions about your account.

You feel Red Hat is not meeting your expectations
in any aspect of the partnership.

You would like a regular service review.

You wish to provide Red Hat with information regarding the
prioritization or business impact of a support case or issue.

SUPPORT RELATIONSHIP MANAGEMENT (SRM)

Owns overall Red Hat experience SRM Version

Single point of contact for managing any and all escalations

Liaison within Global Support Services

How can my SRM help me?

Visibility into current and future Red Hat projects

Coordinates Red Hat engagements and interactions for any critical issues

Helps coordinate service reviews
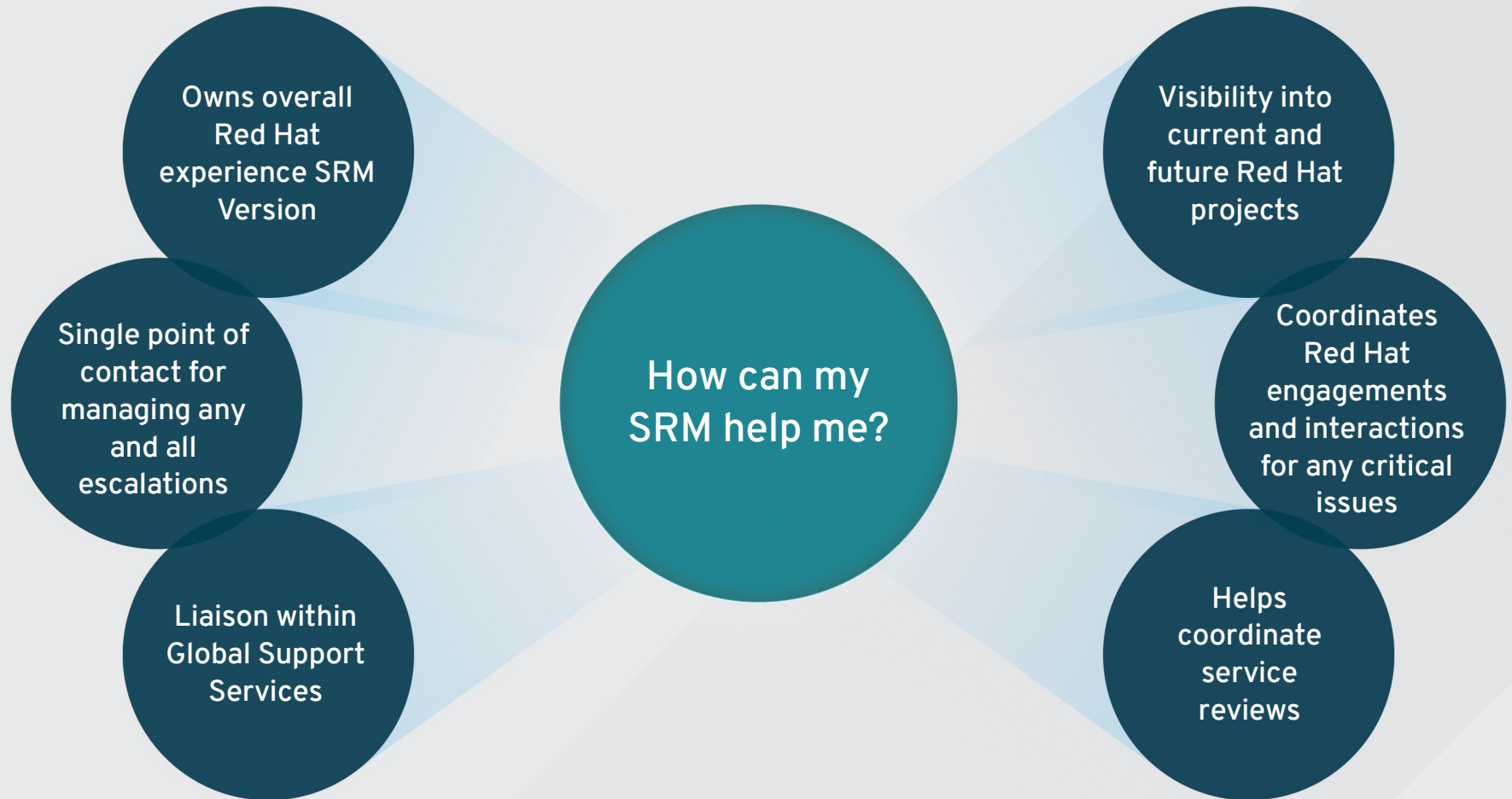
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ALIGNMENT TO RED HAT PRODUCT PORTFOLIO

Focused on the customer relationship.

SUPPORT RELATIONSHIP MANAGER

TECHNICAL ACCOUNT MANAGER

RED HAT CUSTOMERS

SALES REPRESENTATIVE

SOLUTIONS ARCHITECT

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CEE Support Structure for L1-L3

Integrated ticketing system – Customer has single support interface

Customer

- Customer identifies issue
- Customer opens ticket with SAP

SAP

- SAP responds to customer issue
- Ticket routed to SAP Linux Lab
- Joint troubleshooting with Red Hat and OEM on-site engineers

Red Hat

- Red Hat Global support services engaged via SAP global backbone
- Specialty Based Routing (SBR) model ensures SMEs work the issue
- Collaborates with SAP, OEM, and customer
- Red Hat SAP technical account managers
- Escalates bugs to engineering

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RED HAT CUSTOMER PORTAL AND RED HAT SUPPORT

RED HAT CUSTOMER PORTAL

Red Hat enterprise product information from a source you know and trust—planning through production.

PLAN → DEPLOY → CONNECT
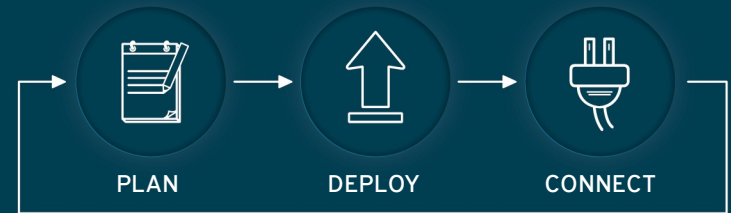
The Red Hat Customer Portal delivers the depth of knowledge and resources on Red Hat enterprise products that only Red Hat can provide.

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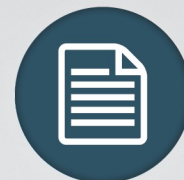
PRODUCT PAGES

We have moved away from organizing knowledge and resources by content type to, instead, organize content around products or topics. Product pages allow you to find all the resources you need to support your full product life cycle in one central location.
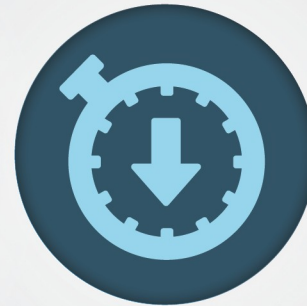
KNOWLEDGEBASE

Access the Red Hat Knowledgebase, find product documentation,
and collaborate with peers and Red Hat experts.

CASE MANAGEMENT

Create, track, and manage your support-case activity.

RESOLUTION

SUBMIT CASE

ENGINEERS COLLABORATE

CASE ROUTED TO ENGINEERS
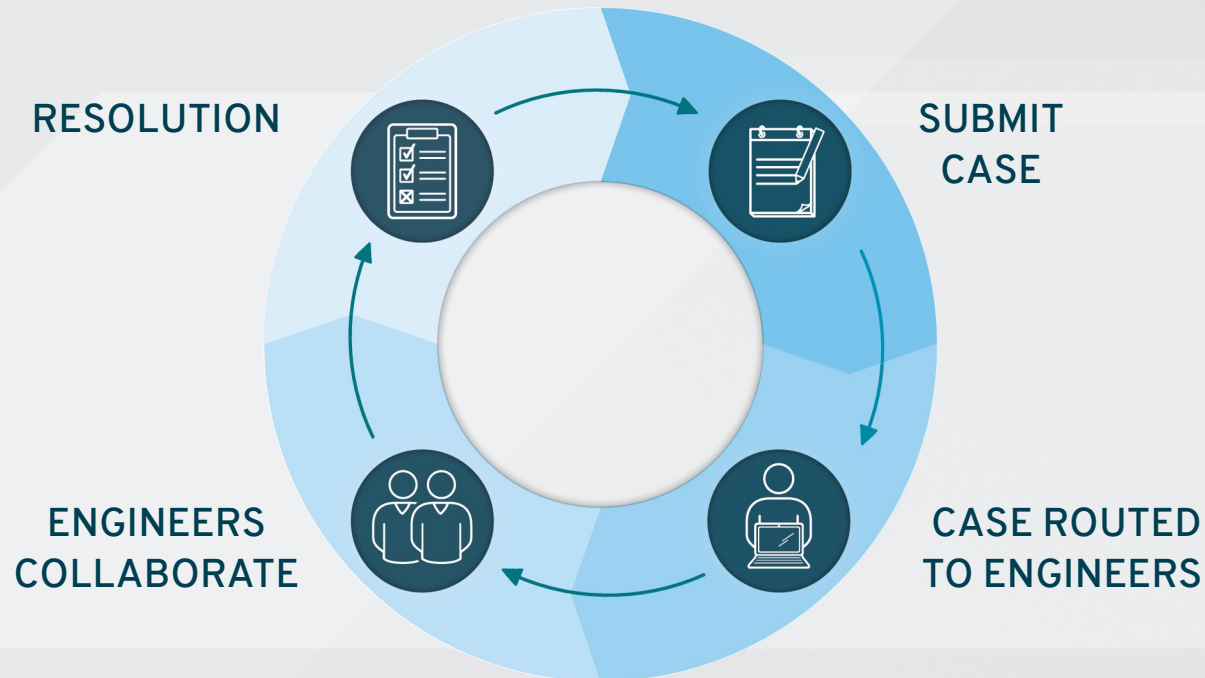
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REMOTE ACCESS SUPPORT

Red Hat's Global Support Services can initiate a remote support session to view and/or access a customer's computer. A remote support session can help us troubleshoot technical support issues by allowing for collaboration between multiple engineers for diagnostic purposes.

REMOTE TROUBLESHOOT SUPPORT

Customer

Red Hat Global Support Services

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MULTI-VENDOR SUPPORT

TSAnet and the Partner Certification Program enable Red Hat to take ownership of issues that involve our products as well as solutions from other vendors, giving you the assurance that your multi-vendor environment is supported.

CHAT SUPPORT

Chat support is available to all customers with an active support contract. Customers with a self support subscription can initiate a chat support session; however, only issues related to the Customer Portal, RHN, or entitlements will be supported.

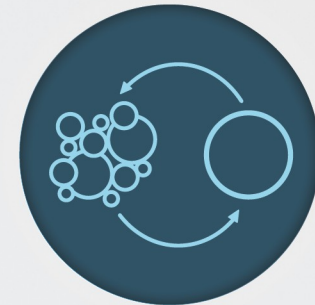# AUTOMATED SUPPORT SERVICES

AUTOMATED SERVICES

Find answers before you submit a case, access our growing library of web applications, and engage support without leaving the product.

Makes our product experience a unique Red Hat experience.
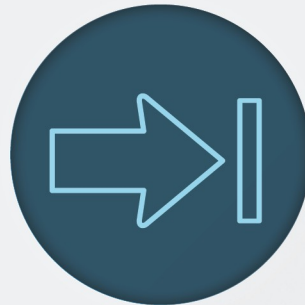
Develops additional services and features that add value to our end users.

Provides an opportunity to transform our knowledge and expertise into sustainable and tangible resources for customers.

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RED HAT ACCESS LABS

Red Hat Access Labs are tools within the Customer Portal that provide configuration and upgrade help, security auditing, problem diagnosis, and performance analysis. These tools are developed by Red Hat engineers to help customers mitigate and troubleshoot potential issues within their technical environments before they occur.
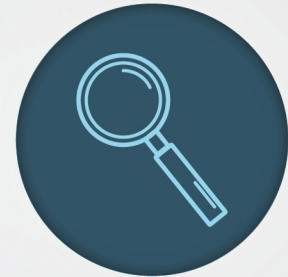
UPGRADE HELP

SECURITY AUDITING

PROBLEM DIAGNOSIS

PROBLEM ANALYSIS

RED HAT ACCESS PLUG-INS

Integrating Red Hat's subscription services and
diagnostics directly into Red Hat products.

DIAGNOSE

Access online diagnostic
services to easily identify
problems in error codes,
stack traces, and logs.

SEARCH

Conveniently access
exclusive Red Hat
knowledge and solutions.

SUPPORT

Create, manage, and
update your Red Hat
support cases.

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RED HAT ACCESS RECOMMENDATIONS

Search the Red Hat Knowledgebase while you type and our recommendations engine
analyzes the information you provide to suggest, in real time, solutions or helpful articles.
Try it at: https://access.redhat.com/support/cases/new/

1 SEARCH

Type and search the
knowledgebase.

2 RESULTS

Articles are suggested
in real time.

3 SOLUTIONS

Find an immediate
answer and solution.

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RECOGNITION

LEADER IN ONLINE SUPPORT

Award Winner 2011 — THE ASSOCIATION OF SUPPORT PROFESSIONALS — The Year's Ten Best Web Support Sites

Award Winner 2012 — THE ASSOCIATION OF SUPPORT PROFESSIONALS — The Year's Ten Best Web Support Sites

Award Winner 2013 — THE ASSOCIATION OF SUPPORT PROFESSIONALS — The Year's Ten Best Web Support Sites

Award Winner 2014 — THE ASSOCIATION OF SUPPORT PROFESSIONALS — The Year's Ten Best Web Support Sites

Read more about the awards and recognition Red Hat has received:
https://access.redhat.com/node/355633

RED HAT SUPPORT INDUSTRY LEADERSHIP

Red Hat is a Leader of Realized Benefits of Support Services

✓ Easier incident resolution
✓ Faster incident resolution time
✓ Decreased downtime
✓ Easier deployment of upgrades/updates
✓ Faster incident reponse time
✓ Lower cost of operations

IDC Multi-Client Study, Enterprise Software Support Services:
Utilization and Satisfaction Study, May 2012

Red Hat was identified as one of the top 5 providers for 7 support deliverables in the survey

Availability of upgrades/updates/patches

Availability of reactive on-site support

TOP FIVE

Reactive remote support

Price/cost of support

Ability to diagnose/resolve high severity issues

Technical expertise of support staff

Ability to collaborate with other vendors

Responses from a worldwide survey examining support satisfaction with the top 12 global software support providers

Thank you!
your takeaway

- Red Hat... more than just linux

- Specialty Based Routing SAP Support Team

- SAP TAM

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- Customer Portal (Knowledge is Power!)

- Red Hat Access Insights

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