

ScaleArc Technical Account Management Program

Designated Technical Account Manager

ScaleArc's database load balancing software enables zero downtime for applications in a database environment and enables an agile data tier that immediately improves availability and performance. ScaleArc software is generally deployed in a ubiquitous manner across application infrastructures, and to augment deployments, ScaleArc offers a Technical Account Manager ("TAM") program to customers. A TAM is a dedicated, highly trained single point of technical contact to your business that has extensive experience delivering and supporting ScaleArc solutions, and is equipped to troubleshoot and resolve complex issues quickly. The goal of the TAM is speed deployments and minimize downtime exposure for your business, either through proactive advice or by managing support requests through a dedicated contact who knows your ScaleArc infrastructure.



Proactive relationship management

Your TAM's first responsibility is to understand your business and how your database infrastructure interacts with it. This creates the basis for the TAM to keep you up-to-date with technical information relevant to your unique environment, to advise you on technical best practices or to educate you on troubleshooting methodologies and tools. Our intention is to add business value to the relationship and become a virtual member of your organization. This process begins with your TAM conducting an in-depth meeting to understand your technology and support requirements, which will be captured in the Customer Account & Support Plan and used as a framework throughout the entire contract period.

Dedicated advocate at ScaleArc

Your TAM will act as your advocate within ScaleArc, establishing communications with both ScaleArc product management and development teams. The TAM will be your voice within ScaleArc and will make sure that the correct priorities are given to any technical case you have open, and that your experiences with ScaleArc products and deployments are relayed to ScaleArc product management. The TAM can also get you early access to new releases and product betas, support you for extended evaluations, and offer you the ability to influence feature development.

Key Aspects of the Program

Part of your team

Regular status reports and reviews of ScaleArc performance are another part of the TAM's responsibilities. These reports and reviews can be customized to match your priorities and include statistics such as the

number of support calls opened, case status and resolution times. The TAM can also analyze your support trends, making recommendations to increase reliability and performance.

Single point of contact

Customers with a TAM-level contract can choose to bypass frontline and first-level support, opting to work directly with their assigned engineer. The TAM will actively manage all technical incidents and remain your primary point of contact until resolution. The TAM will prioritize cases based on your feedback and can assemble specialized resources within ScaleArc to achieve resolution as quickly as possible.

Working with your Technical Account Manager

The TAM Service has many different facets, which range from proactive technical advice to account management or reactive technical case work. ScaleArc recognizes the unique needs of every customer and will accommodate these within the framework set by the following components.

Customer Account Support Plan

The Customer Account and Support Plan is a comprehensive document containing a service plan for the entire contract period. It sets out the framework for the working relationship between your organization and your assigned TAM. The account plan is a living document that contains contact details for your team, the TAM and any virtual team members. Further, it describes customer expectations in relation to the contract and plans for future projects, as well as any milestones. It describes in detail all TAM activities such as case work, planned onsite visits and any other agreed deliverables. In addition, the TAM will capture the profile of your ScaleArc deployment. This will be used as a reference and means you will spend less time communicating historical and configuration information to ScaleArc Technical Support.

Supportability review of your application delivery infrastructure from ScaleArc

As part of the TAM program, ScaleArc can provide a supportability review of your ScaleArc infrastructure. The main focus is to audit your production servers or ScaleArc instances (physical or virtual) and compare the build against documented ScaleArc best practices. At the end of the review, a report is provided summarizing the findings and suggesting corrective actions for items of concern. A supportability review can be used as either a proactive measure or a starting point to provide definition to a problem.

Case incident analysis

If applicable, your TAM will conduct regular incident analysis reviews, typically on a monthly basis or as agreed in the account plan. The reviews will include any root cause analysis, case incident trend analysis and any major problem categories. This information is intended to be actionable, allowing you to improve your ScaleArc infrastructure and minimize system down time. Your TAM will work with you to classify the case incidents and determine if each is a:

- Customer induced fault – Opportunity for training workshops and coaching in support of best practices
- ScaleArc product issue – Opportunity to provide ScaleArc containment and corrective action where required
- Individual case – Post mortem reports will be prepared upon request or where issue severity and business impact warrant special review

Proactive technical advice

A main focal point for a TAM is issue prevention. This can be achieved by ensuring constant, open communication between you and your TAM, who will actively facilitate frequent formal and informal technical exchanges. Proactive deployment specific information will keep you informed about relevant hotfixes, known issues and upcoming releases that pertain to your environment.

Troubleshooting tools and methodologies

The TAM will make available a variety of troubleshooting tools, scripts and techniques to help you to reduce incident resolution time and increase your self-sufficiency in troubleshooting generally. This information can be

provided via onsite workshops, if required. It is also possible for the TAM to arrange Webinars on advanced configurations.

Business review

Periodic business reviews provide a forum to look at specific open cases, discuss root cause analysis on closed cases and, where required, adjust priorities or resources on either side for the remainder of the support contract in order to maximize business value.

Technical support onsite

For customers who require more than a dedicated remote service, ScaleArc offers tailored support bundles that allow the TAM to become a dedicated member of your staff, working at your location when necessary as either full-time or part-time. We can customize the right package for your business, whether you require a full-time assigned engineer or a mix of remote and onsite support. The onsite TAM service can provide:

- Critical issue intervention
- Targeted workshops to address specific technical needs
- Hands-on collaboration with your team to identify problem root cause and steps towards issue resolution

Summary: Unique Features of the TAM Program (above and beyond standard 24x7 support)

Advices on ScaleArc technical support features

Designated support engineer Priority access
to Escalation Team **Technical support**

training

Access to managed betas and early software releases Customized
services

Customer account and support plan

Builds executive sponsorship with insight into ScaleArc's strategy

Supportability reviews

Environment specific proactive technical notifications

Account management Scheduled onsite

meetings Scheduled conference calls

Quarterly or annual business reviews



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ScaleArc enables consumer-grade apps for today's digital business – apps that are never down, are always fast, and scale anywhere. ScaleArc's database load balancing software helps organizations of all sizes eliminate application downtime from database outages or maintenance, improve application performance, and scale database capacity – all without writing a single line of code. As a result, ScaleArc customers increase revenue, reduce operational costs, and accelerate time to market. Learn more about ScaleArc and its customers and partners at www.ScaleArc.com.

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