

Support Account Management

Business challenges

Is your ServiceNow solution performing optimally? Are you adequately prepared to upgrade? Can your solution scale with future demand? Typically, companies do not have the bandwidth to address potential issues, perform preventative maintenance, or look for opportunities to improve service delivery and system performance. It is a challenge to resolve technical issues, implement critical changes, perform upgrades, and coordinate major events without expert guidance. ServiceNow's Support Account Management program has been designed to address these challenges.

The ServiceNow solution

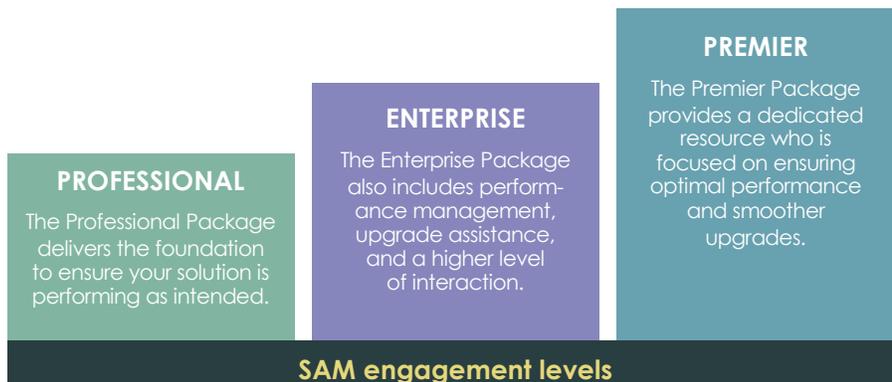
The Support Account Manager, or "SAM", acts as an extension of the customer's operations team. They work closely with the business process owners, administrators and technical resources to ensure overall customer satisfaction and success.

- **Advocacy.** The SAM is the customer advocate. Acting as a liaison between the customer's organization and ServiceNow experts, they work to deliver best-in-class recommendations that are aligned to a customer's strategies and business objectives.
- **Single point of contact.** The SAM manages open incidents through resolution and coordinates technical support issues on the customer's behalf.
- **Unique expertise.** The SAM understands and analyzes the environment and instance infrastructure, which allows them to provide educated, informed guidance.
- **Oversight.** The SAM coordinates with ServiceNow and customer resources to assist and provide guidance with issues, projects, and other significant ServiceNow and customer-initiated changes.

Collectively, these activities ensure that all decisions are weighed against the potential impact to a customer's business outcomes prior to deployment.

SAM Packages

ServiceNow's Support Account Management is available in three service packages to fit a customer's specific support needs. As the solution matures and expands, customer can upgrade to the next service package level.



Benefits

Proactive guidance

Make sure your solution can support your business in the next few years with help from a ServiceNow Support Account Manager (SAM). Your SAM can help you prioritize the support activities you need to do today to keep your solution going strong tomorrow. With a SAM, you'll have help preparing for upgrades, planning changes, and with oversight throughout the entire process.

Get more done

Don't become overwhelmed by keeping your solution up and running smoothly! Instead, let a ServiceNow SAM help you do more with less by showing you how you to manage your solution effectively. They'll make sure your issues are resolved to your satisfaction fast, so you can focus on the activities that will help your organization move forward.

Personalized support

Work with an expert who knows your environment as well as you do! When you work with a SAM, you are assured that you're following best practices as you manage your solution. Your SAM can also analyze your solution to make sure it's always available and performing optimally.

Mission-critical support

ServiceNow's SAM expertise and understanding of unique customer environments leads to effective management of strategic and operational plans. As a single point of contact for all support and cloud activities, such as: server maintenance, software upgrades and patching, and platform expansion, the SAM drives towards the highest levels of system performance and availability.

If critical issues occur, SAMs provide priority assistance and coordinate with additional internal and external resources as necessary. Upon resolution of the issue, the SAM works with experts to identify root cause and develop action plans, strategies or processes to avoid future occurrences.

Proactive and preventative guidance

Support Account Managers work to reduce disruptions to daily business operations and help prevent future

occurrences. Through remote monitoring and observation, the SAM analyzes instance usage, trends, and interoperability patterns to pinpoint opportunities to address potential issues before they impact a customer's environment.

Upgrade planning and oversight

SAMs provide guidance and support from the first planning meeting to the actual upgrade event and beyond. Upgrade Planning and Oversight includes critical processes such as a review of the instance configuration to identify areas of risk, a target release recommendation, review of known defects within the target version, and an overview and implementation of recommended best practices.

When needed, the SAM will engage additional technical resources for upgrade assistance and drive resolution of critical issues.

Quick return on investment

The SAM works to improve a customer's ServiceNow environment with established best practices and identifies opportunities to leverage new features and functionality.

The SAM provides regular reporting and status updates for high-priority incidents, detailed review, and explanation of root cause analysis findings, open incidents, problems and changes, utilization trends, and performance data.

The SAM identifies areas in need of improvement with action items and due dates to ensure issues are addressed in a timely manner.

Included:	Professional SAM	Enterprise SAM	Premier SAM
Active management to resolve incidents, problems, changes and enhancements quickly and maintain business continuity	✓	✓	✓
Escalation oversight and coordination to resolve issues quickly	✓	✓	✓
Improved performance and availability with reporting and frequent operational reviews	Bi-weekly	Bi-weekly	Weekly
Upgrades and major events successfully managed		✓	✓
Proactive identification of potential performance issues to reduce end-user impact		✓	✓
Dedicated resource focused solely on your solution			✓
SAM onsite visits	None	2x / year	4x / year

