



The Security Division of EMC

RSA Customer Service Solution Brief

RSA Personalized Support



Many organizations require a higher level of technical service and program support in order to successfully address their information security challenges. To meet this demand, RSA offers the RSA® Personalized Support program. Designed to complement RSA SecurCare® enhanced service contracts, the program provides organizations with access to technical experts on a 24x7 basis and a strategic tailored support relationship guided by a highly qualified member of the Personalized Support team. The RSA Personalized Support program offers organizations a support relationship with RSA that encompasses the entire lifecycle – from initial product integration to ongoing implementation.

Personalized Support Options

RSA provides several Personalized Support options to address the varying needs and requirements of each organization. These options include:

Technical Account Manager

The Technical Account Manager is a dedicated advocate, a trusted advisor for product-specific technical support issues who keeps you informed of on-going support activity through knowledge-sharing, regularly scheduled review meetings and routine written and verbal communication. The TAM support option adds the following features in addition to Enhanced Support:

- An internal advocate who works with primary contacts at your organization,
- A designated point of contact for escalations and technical account management, providing frequent and focused communications and weekly reporting,
- On-site account reviews and personalized support to help develop a deep understanding of your RSA Infrastructure and business needs,
- Access to subject matter experts and high-priority case handling, and
- Ability to influence future product direction: RFE visibility, input into product roadmaps and beta/early access programs.

Designated Support Engineer

The DSE meets the support needs of RSA's largest customers and provides specialized technical expertise. The DSE is personally accountable for ensuring the fastest possible remote resolution to questions and problems for product specific issues. The DSE brings in-depth software expertise to your environment. The DSE support option adds the following features in addition to Enhanced Support:

- A single & direct point of contact for all your technical issues,
- Oversight of your technical support initiatives, troubleshooting problems and resolution of issues,
- Knowledge transfer to your staff,
- Combining in-depth knowledge of your environment with dedicated product line expertise, and
- Scheduled account reviews.

Onsite Support Engineer

The OSE option is designed to supplement in-house staff with a specialized, technical expert who will reside at a single customer production site for up to one year. The OSE brings in-depth software expertise to your environment, adding the following features in addition to Enhanced Support:

- A dedicated single point of contact on-site,
- Specialized RSA product expertise on-site,
- Priority access to other senior technical resources at RSA facilities,
- Scheduled business reviews, and
- Guidance on new releases and products.

“With RSA’s Personalized Support we have a dedicated account manager that normally responds to us within minutes. Given the number of customers we service this is imperative.”



Features

The RSA Personalized Support Program offers many additional features including:

Account Reviews. Comprehensive account review sessions allow the Personalized Support team members to better understand a customer's computing environment, applications and development and implementation plans. The sessions also help team members learn how to best address any ongoing support issues.

Assistance with Planning Migration and Upgrade Strategies. A Personalized Support team member works with each customer in planning enhancements and upgrades to the IT environment to help identify possible issues before they occur. The process takes advantage of the opportunity to review the customer's plans to include design documents and strategies that will ensure the best practices developed by RSA are passed along. RSA Professional Services can also be enlisted to work with internal personnel.

Executive Sponsorship. The Personalized Support Program assigns an Executive Sponsor to each organization. This is a significant benefit to customers, ensuring that their initiatives, milestones and issues are recognized and addressed at the Executive level.

Escalation Management. A Personalized Support team member will provide critical situation management to help ensure that emergency support issues are efficiently handled and escalated and critical systems are restored in a timely manner. A Personalized Support team member will also engage other RSA resources – including consulting level technical support engineers, engineering and product management professionals – to address any issues on the customer's behalf. Upon request, Priority 1 cases can be assigned a full investigation for review.

Remote Access and Diagnostics. Streamlining data gathering is a critical first step in investigating and resolving issues quickly and accurately. RSA Customer Support uses a variety of proven methods and best practices to simplify and expedite information gathering and issue diagnoses including VPN access and online collaboration tools. This allows issues to be resolved in a timely manner.

“Leveraging the organization, commitment, and most importantly, the people of RSA Personalized Support Services, has enabled my team to successfully implement, integrate, and operate many of the products offered by RSA”

RSA SecurCare® Support

RSA SecurCare Online is a comprehensive and secure customer portal that provides full access to a rich array of technical support resources including case management, documentation, a searchable knowledge base, downloadable product updates, news and security advisories and third-party implementation guides.

Customers will receive advance notification, via RSA SecurCare Notes and Alerts, of any upcoming release of patches and hot fixes for all of their RSA products, before they are made available to the general public.

Communications and Reporting

The RSA Personalized Support program provides a number of tools to ensure effective communication and reporting including:

Weekly Case Status Reports. RSA provides weekly case status reports, offering a summary of all outstanding cases and solutions to all resolved cases. Case status reports include details of ongoing issues, a summary of communication between the customer and RSA, contacts involved in the case, steps taken to resolve the problem and/or intended next actions.

Scheduled Meetings. A Personalized Support team member will schedule regular conference calls, at the request of each organization, to provide an update on all aspects of the services delivered. Topics to be discussed may include open case reviews, discussion/planning for upcoming projects/upgrades or details of future releases.

Exclusive Webcasts. Customers are eligible to attend valuable webcasts that may cover topics such as in-depth overviews of future releases, tips and techniques, and performance modifications for RSA products.

Collaborative Portal. Customers are provided access to a secure portal where information such as configuration files, hardware/software information and environmental designs can be managed.

User Groups. Customers are invited to participate in an exclusive user group where attendees will have access to lectures, white board sessions and hands-on labs given by Product Management, Engineering and Customer Support.

Proactive Hot Fix Notification. RSA is in a constant state of developing and improving its product lines which comes in the form of hot fixes and new releases. A Personalized Support team member will work with each customer to make a decision on the appropriate hot fixes to apply

The Ability to Influence Future Product Direction

Each customer of the RSA Personalized Support Program will be provided with the opportunity to influence future product roadmaps in a number of ways including:

Access to Product Management. A Personalized Support team member will engage RSA Product Management to provide each customer with previews of upcoming technology releases and a forum to solicit feedback on the direction of future product releases.

Request for Enhancements (RFE) – Enhanced Visibility. A Personalized Support team member will track and prioritize all open and pertinent RFEs, working closely with Product Management and Engineering Management, and communicate the status of these RFEs to the customer.

Third Party Integration. Each Personalized Support team works closely with RSA's Partner Development and Engineering organizations who maintain third party integration that is critical to each customer's business.

“The TAM service has been invaluable and has provided consistent support in the day-to-day business. More importantly, it has been there for those middle of the night emergencies. Our rep managed to get us through those critical moments in good standing – every time without fail!”



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