

# SUPPORT ACCOUNT MANAGER (SAM)

Complement your NetApp® SupportEdge Customer Success service by purchasing the Support Account Manager (SAM) offering<sup>1,2</sup>. The SAM service and delivery can be modified based on customer needs and adjusted to their infrastructure requirements as mutually agreed.

The SAM offering provides 5 holistic areas for customer success. The specific services provided by the NetApp SAM are listed in the “Service details” section.

## Offering description

### Proactive advisory

- Security vulnerability assessment guidance
- Technical risk mitigation and Support Bulletin advisory
- Solution Best Practice and Health Assessment
- Lifecycle Management Advisory

### Upgrade and change readiness

- Heightened awareness and support for planned maintenance events
- Recommend stable software release revisions that are personalized to your environment
- Identify upgrade caveats, interoperability requirements, and warnings

### Customer enablement

- Guidance to enable successful technical support interactions
- Educate on tools, policies, training opportunities, and communications related to your NetApp solutions
- Identify new value or efficiency opportunities

### Support advocate

- End-to-end case and escalation management, including 24/7 escalation management for Priority 1 cases, oversight for Priority 2 to Priority 4 cases, and trend review
- Service Incident Analysis
- Facilitate and share root-cause analysis

## Offering structure

SAMs are located globally to cover our worldwide customers. The Support Account Manager offering is available for purchase at six price bands, depending on the number of systems or units (depending on product) that are covered:

- 1 to 10
- 1 to 20
- 1 to 75
- 1 to 150
- 1 to 300
- 1 to 400 (dedicated Support Account Manager representative)

Other available ways to purchase the SAM service include:

- SupportEdge Expert (SAM is included)
- SupportEdge AdvisorPlus (SAM is included. Note: available for Public Sector customers only)
- Security Cleared<sup>3</sup> and U.S. Citizens on U.S. Soil (USCUSS) options are also available

## Service details

The customer is responsible for providing NetApp with accurate install base data for systems managed by the Support Account Manager (SAM). Some deliverables may be impacted by the enablement of AutoSupport, specifically deliverables that utilize AutoSupport-based reporting and heuristics to determine exposure to potential risks.

- Scheduled service and support review meetings.
  - Minimum meeting cadence is monthly for all bands, excluding 1 to 10, 1 to 20, and Expert where cadence is quarterly.
- Document customer requirements, processes, and environment.
  - The SAM maintains records, reports, and CRM case alerts which are internal instructions to Support, key contacts, and other documentation that enable successful lifecycle management and seamless interactions between customer and NetApp.
- Facilitate planning to achieve desired customer outcomes.
  - The person providing the SAM service will consult with the customer to create a customer success plan and identify milestones and key progress indicators that aid customers in achieving goals with their product(s).
- Voice of the customer input.
  - SAM submits and tracks requests for feature, process, and documentation enhancements on behalf of the customer, along with advocating for them with internal groups.
- Security vulnerability assessment guidance.
  - The SAM reviews SAM reporting, Advisories, and vulnerabilities with the customer to determine mitigation strategies.
- Technical risk mitigation and Support Bulletin advisory.
  - During regular service review meetings or ad hoc due to a Support Bulletin or Quality program, the SAM will notify the customer of risks or quality messaging relating to systems that require attention to maintain system availability and reliability.
- NetApp solution best practice and health assessments.
  - The SAM uses the Health Assessment report to review configuration, capacity, and operational best practices to assess where alignment can be made to improve the customer's product experience.
- Lifecycle Management advisory.
  - Notifications about Customer Communique, upcoming EOS events, IB reviews conducted using internal technical resources, telemetry and install base data, and SAM insights.
- EOS and Entitlement reporting.
  - SAM performs customer-specific health assessment and leverages internal tools to provide visibility and milestones to the customer about their install base.
- Heightened Awareness and support for planned maintenance events.
  - SAMs coordinate awareness of upcoming maintenance events with NetApp Technical Support and follow a proactive case process to ensure timely engagement should support be necessary.
- Software Release Recommendation.
  - On an as-needed basis, the person performing the SAM service assists the customer in identifying a stable target software release via email or other communication.
  - The SAM utilizes bug databases, product bulletins, proprietary internal SAM tools, quality forums, and deep knowledge of the customer's environment to determine the most stable software release. Note: This function is not provided by any other services by NetApp.
- Upgrade Planning Consultancy
  - SAM reviews NetApp Interoperability Matrix, Hardware Universe, Release Notes, Documentation, and Digital Advisor's upgrade planning, if applicable, to deliver an ideal upgrade process.
- Release recommendations and bug tracking.
- NetApp software upgrade plan.
  - The SAM will provide consulting assistance to the customer for software upgrade plan creation.
- Guidance to enable successful technical support interactions.
  - NetApp Support process review. As required, the individual providing the SAM offering service educates the customer, via remote presentation, on standard NetApp support processes.
- Education regarding customers' NetApp products and infrastructure is provided during Service Review Meetings or via other mutually agreed-upon communication methods as required.
  - NetApp policies and policy changes
  - NetApp communications and documentation updates
  - Product training
  - Productivity tools, Support site, and Digital Advisor

- Identify and Improved Value or Efficiency Opportunities.
  - SAM will leverage Digital Advisor-related capabilities along with their in-depth knowledge of the account to provide capacity trending, storage efficiency opportunities, cloud recommendations, and spotlight high-value benefits of new software releases.

## Case management

### Priority 1

- There is oversight of cases properly escalated to Priority 1 status on a 24/7 basis by way of NetApp CRM notification alerts, augmenting communication of the NetApp Technical Support Center and other internal organizations (Engineering, Logistics, etc.).
- Priority 1 case management coverage is provided by the person providing the primary SAM services during normal local business hours. Coverage outside of normal local business hours is provided by an after-hours team.

### Priority 2 – Priority 4

- Oversight of Priority 2–Priority 4 case escalations is provided during the performance of SAM services during the fulfillment location business hours.
- Cases are reviewed for actionable trends.
- The SAM services include review of customer cases with the NetApp Technical Support Center to ensure appropriate case progression. The customer is expected to follow the standard Technical Support Center escalation processes and best practices.

### Service incident analysis

This is performed only on request from the customer or account team and will include:

- Review of the designated case or cases
- Action plan proposal to minimize repeats
- Education of customers on NetApp support process.
- The Service Incident Analysis is limited to Priority 1 cases and can be delivered via a Service Incident Analysis document. Service Incident Analysis is targeted for delivery within 5 business days of NetApp's receipt of the written request.

### Facilitate technical root cause analysis.

- Upon a validated customer or account team request, the SAM offering will provide the customer with a technical root cause analysis of Priority 1 cases, detailing failure events and follow-on steps to remediate recurrence.
- The technical root cause analysis will be delivered within a Service Incident Analysis document.
- The analysis is limited to Priority 1 cases and does not include hardware root cause analysis.

1. A SupportEdge contract is a prerequisite for the purchase of the SAM offering.

2. The SAM offering is subject to the additional conditions, requirements, and limitations:

- The SAM offering is available only with respect to genuine NetApp brand products. Actual deliverables from this offer may vary by product and may change over time.
- A customer in any NetApp geography can purchase the SAM offering in a different geography by selecting the appropriate part number.
- The SAM offering services are a shared resource and may be performed or delivered by any of NetApp's qualified personnel at any given time. Except when purchased in the 1–400 System Price Band, the SAM offering services are not necessarily performed by a single individual dedicated solely to a customer account.
- The services and offerings described herein are subject to, and, limited and governed by the NetApp, Inc. Support Services Terms for the relevant geographic region, available at [www.netapp.com/us/how-to-buy/stc.html](http://www.netapp.com/us/how-to-buy/stc.html) ("NetApp Support Services Terms"). The NetApp Support Services Terms are subject to revision or modification on a prospective basis at NetApp's sole discretion without notification to the customer.

3. Security Cleared means that the NetApp representative performing the SAM offering services will possess the appropriate security clearance as required and identified by the customer, to perform the particular task to which the NetApp SAM individual is assigned. NetApp's obligation to provide a Security Cleared SAM is expressly conditioned upon the customer's (a) prior completion and delivery to NetApp of the NetApp Restrictions Document, and (b) providing NetApp a complete DD-254 form or equivalent justifying the requested level of clearance. The SAM Security Cleared service is available only in selected U.S. and European locations as determined by NetApp.



Contact Us

### About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. [www.netapp.com](http://www.netapp.com)

