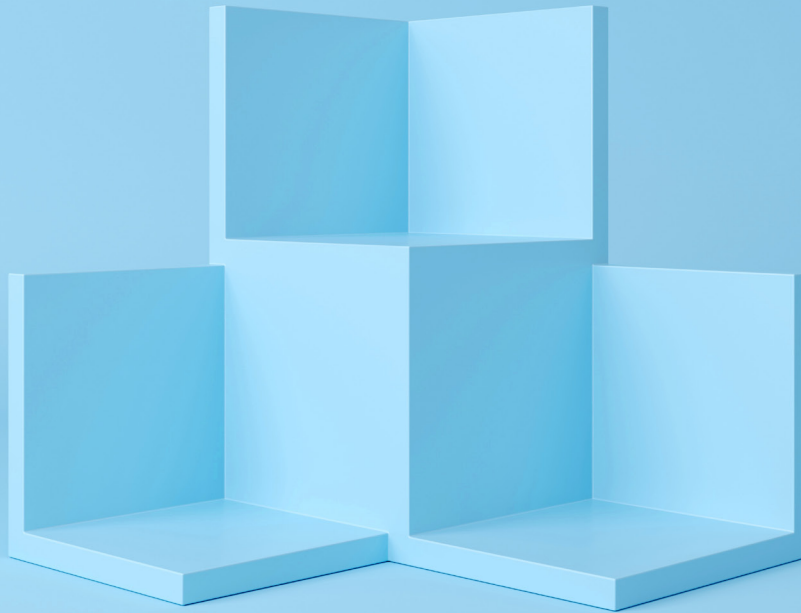# NetApp Support Account Manager (SAM)

■ NetApp

Improve storage operations and speed issue resolution with the help of a personal support advocate.

The challenge

The success of your business depends on how well your IT environment works for you. Resolving issues as they happen is not enough. To achieve maximum efficiency while minimizing risk, you need someone who thoroughly understands your operations and goals—someone who has years of knowledge and experience with NetApp technologies.

The solution

Enhance your support experience with NetApp's Support Account Manager (SAM), a personal support advocate committed to an in-depth understanding of your environment to help protect your business-critical operations. The SAM brings a deep knowledge of NetApp support processes to help you optimize the efficiency and availability of your NetApp infrastructure. It reduces operational risk, even when planning changes in your storage environment. Aligning a SAM with your business can help better control your operational costs and maximize the return on your storage infrastructure investments by delivering a comprehensive support experience that meets your specific technical needs.

Maintain business continuity with active management

The SAM works directly with your team to develop deep knowledge of your NetApp environment, business goals, and service history. This knowledge, combined with regular assessments of the health of your storage environment, enables your SAM to more effectively identify, predict, and quickly address potential risks before they become real problems. Customers with a SAM report up to 57% fewer disruptions.[1]

The SAM also educates your IT team on how to use the NetApp Support Site to determine infrastructure best practices and recommends the tools and resources to minimize risk and deliver greater storage system efficiency. As an "insider" to both your company and NetApp, the SAM can streamline communication of your business and technical objectives to the appropriate NetApp technical resources to drive more efficient results.

Key benefits

Maintain business continuity with active management

- Preempt issues and continually assess the health and resiliency of your storage environment.

- Minimize business risk through access to NetApp® best practices, tools, and resources.

Maximize uptime with faster resolution

- Enable higher levels of storage efficiency and availability with 24/7 oversight and periodic reviews of your environment.

- Achieve up to 33% shorter resolutions times for P1 cases[1] with the right technical resources.

Optimize efficiency and simplify support

- Empower IT staff to focus on driving business success rather than day-to-day problem solving.

- Optimize storage system utilization, efficiency, and consistency with detailed reporting, plus insightful storage best practices and upgrade advice.

Maximize uptime with faster resolution

The SAM acts as a liaison with various NetApp groups and resources to assist in providing the highest level of risk management and support services. By reviewing and overseeing all your NetApp support activities, the SAM can regularly advise your IT team on how to best maximize levels of efficiency and availability for your NetApp storage environment. With 24/7 oversight, your SAM can quickly identify potential risks and engage the appropriate technical resources to expedite resolution while keeping you informed of progress on every step of the way.

1 SAM Value Case Study.

Feature	Description	Benefit
Account management	• Conduct scheduled review meetings • Develop lifecycle management reports • Create NetApp system environment documentation	• Provides the management information needed to understand your NetApp environment • Facilitates active lifecycle management by making sure that all systems and components are fully supported and compatible • Enables IT staff to easily understand your NetApp equipment and entitlement status

Proactive support	• Conduct scheduled review meetings
	• Apply NetApp best practices by using:
	  – SAM reporting, case trending, and risk reports
	  – Direct lines of communication
		• Reduces risk and maximizes uptime by identifying and remediating potential issues before they cause a problem
		• Reduces business disruptions up to 57%
		• Provides detailed reporting on your NetApp install base to help you get the most from your storage investment
		• Reduces operational cost by allowing your team to focus on business imperatives instead of dealing with support incidents

Upgrade advice	• Assist with quarterly upgrade planning • Create a NetApp upgrade plan using the Active IQ® Portal tool and Upgrade Advisor • Identify upgrade needs for NetApp ONTAP® software and firmware revisions • Assist with execution of upgrades on NetApp controllers • Review standard analysis reports	• Helps make sure that you are running the appropriate software and firmware versions for your NetApp environment to minimize any system impacts from known issues • Reduces disruptions and risk by providing careful selection of software versions with deployment guidance assistance for performing upgrades • Provides you with the latest features and capabilities to optimize your NetApp environment

Table 1) NetApp Support Account Manager tasks.

Feature	Description	Benefit
Education	• Provide NetApp Support process overview • Coordinate appropriate resources for product demonstrations • Review patch and enhancement releases • Assess new employees' NetApp skills • Demonstrate NetApp's online support tools, including Active IQ Portal, knowledge base, and new web-based support offerings	• Helps your team navigate the resources available on the NetApp Support Site to perform self-support and manage support preferences • Maximizes the ability of your team to manage any support issue • Increases team expertise and reporting for fewer disruptions, improved efficiency, and lower operational cost
Reactive support	• Provide end-to-end case and escalation management, including support for customers' P1 processes and oversight of P2 to P4 case escalations • Conduct process postmortem • Perform root-cause analysis • Solve entitlement issues • Provide installed-base management assistance • Resolve Support Site access issues • Assist with special projects	• Advocates for you within NetApp to simplify support and guide you through the NetApp processes • Acts as your single point of contact to oversee support cases and expedite issue resolution • Identifies process improvements and actions that help to prevent or reduce the impact of future incidents • Makes it easier to maintain the right support on your systems with install-base management assistance and entitlement visibility and reporting

Table 1) NetApp Support Account Manager tasks.

Optimize efficiency and simplify support
A SAM takes the complexity out of supporting your storage infrastructure, enabling you to free up the valuable resources needed to drive your business success. With deep knowledge of NetApp and your IT environment, the SAM is strategically positioned to offer insightful storage best practices and upgrade advice that enable optimal storage system utilization, efficiency, and consistency, while minimizing risk in your environment.

Get started today
For detailed information about the specific deliverables for a SAM, see the SAM Service Description.

About NetApp Services
Whether you're planning your next-generation storage system, need specialized know-how for a major storage deployment, or want to optimize the operational efficiency of your existing infrastructure, NetApp Services and our certified partners have the expertise to help you.

About NetApp
In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. www.netapp.com

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