

## RED HAT TECHNICAL ACCOUNT MANAGEMENT

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### VALUE OF RED HAT

Lufthansa Systems AG continues to use the expertise of Red Hat Consulting as-needed, with access to a dedicated Technical Account Manager (TAM) who is familiar with Lufthansa Systems IT landscape. The TAM provides immediate assistance and problem resolution on-site and assists with the planning of larger projects like the company's planned migration to Red Hat Enterprise Linux 6.

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### MAXIMIZE YOUR TECHNOLOGY INVESTMENT

Red Hat Technical Account Managers (TAMs) are specialized product experts who ensure Red Hat enterprise solutions meet and evolve with your business needs. TAMs work collaboratively with your IT department and our network of experts to strategically plan for successful deployments and help you realize optimal performance and growth.

A Red Hat TAM provides proactive guidance based on in-depth knowledge of your unique technical environment, industry best practices, and current and future Red Hat solutions. A TAM has specialized knowledge of all Red Hat product families, including platform, middleware, storage, virtualization, and cloud. Please talk to your sales representative to find out which TAM is right for you.

#### Key benefits of a TAM engagement:

- Gain a direct relationship with a senior technical resource who has an in-depth knowledge of your technical environment.
- Prevent issues before they arise with proactive planning and technical reviews.
- Gain visibility into current and future Red Hat products to plan for and meet your long-term technology goals.
- Receive priority access with product feature requests and fixes.
- Enhance the resources of your IT organization and improve efficiency in the operational execution of your technology initiatives.

### PROACTIVE SUPPORT

Build a relationship with an adviser and advocate through regularly scheduled reviews and on-site visits.

Your TAM is dedicated to helping you maximize your investment in Red Hat solutions. Your TAM provides proactive advice and guidance to help you identify and address potential problems before they occur. Should a problem arise, we engage our best resources to help resolve it as quickly as possible and with minimal disruption to your business.

### PERSONALIZED FOR YOUR ORGANIZATION

Your TAM is assigned by matching your technical profile with our engineer's product and industry expertise. That engineer, once assigned, shares knowledge with your team through strategic and operational planning sessions over the phone and at regularly scheduled on-site visits.

Your team will stay informed through a convenient single point of contact. One TAM owns all of your support issues and makes recommendations on system performance for ongoing improvements.

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**VALUE OF RED HAT**

CME Group was able to quickly transition its administrators' UNIX expertise to new Red Hat systems. CME Group also benefited from the skills of its dedicated Red Hat Technical Account Manager (TAM), who offers additional, ongoing Red Hat expertise to the exchange's IT team. A TAM is the first line of support and provides one point of contact through which CME Group can collaborate with Red Hat on new technologies and support needs.

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**PLAN WITH A TECHNICAL PARTNER WHO IS KNOWLEDGEABLE ABOUT YOUR ECOSYSTEM**

Your TAM is uniquely positioned to proactively help you plan the best technical solution that meets your short- and long-term technology goals and mitigates risks to your current ecosystem.

When you are ready for a new technology solution, your TAM will conduct architectural reviews to assess the best course of action and to avert issues according to your needs and environment.

Your TAM also gives you visibility and access to the latest Red Hat technology and development plans with product betas and personalized roadmaps.

**DEPLOY WITH CONFIDENCE IN THE BEST SOLUTION FOR YOUR NEEDS**

The depth of knowledge that your TAM has—about your technical environment, current and future Red Hat products, and Red Hat vendor relationships—gives you the added advantage of mitigating risks and gaining efficiency with each new deployment.

TAMs are able to leverage the experience and best practices of similar industries and infrastructures. They apply that expertise in each unique technical environment to ensure maximum performance and uptime.

**CONNECT TO THE NETWORK OF RED HAT RELATIONSHIPS**

Your TAM is a direct link to the support organization and your advocate within Red Hat. With a TAM as your designated resource, you have a single point of contact for access to product management and engineering for prioritizing feature requests and fixes.

Your TAM has an in-depth knowledge of your technical environment, backed by the relationships that Red Hat maintains with more than 2,200 independent software vendor (ISV) partnerships and more than 700 Independent Hardware Vendors (IHV). If a multi-vendor issue does occur, your TAM is your single point of contact for getting a resolution.

Visit the Red Hat Customer Portal for more information.

**Plan | Deploy | Connect – [access.redhat.com](https://access.redhat.com)**



## PLAN

### BEST PRACTICES

Your TAM is a seasoned professional with a wealth of insight into current industry trends and best practices.

### ARCHITECTURE REVIEWS

TAMs engage the best minds at Red Hat to validate your plans and configurations through technical architecture review programs.

### PRODUCT ENHANCEMENTS

Your TAM will serve as an advocate, promoting your needs and interests within Red Hat's engineering and product management organizations.

### EARLY BETA ACCESS

Your TAM will identify opportunities to impact future product direction, and shepherd you through the testing and validation process.

### SPECIALIST ENGAGEMENTS

TAMs have access to key technical talent throughout Red Hat, and can broker direct access when needed.

### LIFE CYCLE PLANNING

With deep insight into the Red Hat road map, your TAM can improve your organization's deployment and patching plans to take advantage of the latest enhancements in new and upcoming products.



## DEPLOY

### STRATEGIC CASES

Your TAM is automatically engaged on strategic, high-impact cases with designated TAM contacts. They'll involve specialists in the appropriate knowledge domains, and personally work cases to resolution as appropriate.

### CRITICAL SITUATION (CRITSIT) MANAGEMENT

During any critical situations, your TAM will coordinate resources, engage specialized expertise, drive the case's technical direction, and advocate for your needs within Red Hat.

### PROACTIVE NOTIFICATIONS

Using an extensive information monitoring network, your TAM will track new bugs,

errata releases, hardware and software advisories, new versions, process changes, and more. You'll receive proactive notification of changes that may impact your environment.

### HEALTH CHECKS

Periodic build health checks allow you to identify supportability challenges early on and understand the impact of any differences between the current build and the latest available errata.

### MULTI-VENDOR COLLABORATION

Using established, collaborative support agreements (or engagements on an ad hoc basis), TAMs end finger-pointing and own support cases until resolution—regardless of the number of vendors involved.



## CONNECT

### SYNC-UP CALLS

These weekly (or monthly) calls give us a chance to review recent cases, discuss ongoing projects, and ensure a high level of engagement with Red Hat.

### CUSTOMER COMMUNITIES

A private collaboration space hosted on the Red Hat customer portal serves as a central repository for announcements, proactive notifications, meeting minutes, and more.

### ON-SITE VISITS

Your TAM will periodically spend time with your team to understand changes in your environment and business needs. On-site presentations on a variety of topics are also available.

### TAM DASHBOARD

Quarterly dashboard reports show important support experience metrics that can identify potential issues.

### TAM NEWSLETTER AND WEBINARS

Our monthly newsletter provides a convenient snapshot of major product milestones, tips, tricks, and more. You can also attend regular technical webinars designed exclusively for TAM customers.

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## ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services. Red Hat is an S&P company with more than 70 offices spanning the globe, empowering its customers' businesses.

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## SALES AND INQUIRIES

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