# Novell® Premium Service℠

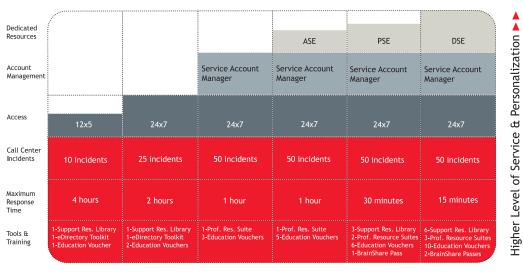TECHNICAL SERVICES BROCHURE

Novell®

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# Delivering Peace of Mind

In today's business, your employees, partners, suppliers and customers all require fast, personalized access to your business resources. When your business systems are down, your employees are idle, your customers can't complete transactions or get the service they need, and your partners' interactions with your business are interrupted.

Novell® recognizes the demands placed on your business and understands that high-availability business resources are directly linked to your company's success. Which is why we offer Premium Service℠: To ensure a smoother, more efficient business operation that helps you continue to maintain and develop profitable relationships with those that matter to your business.

## PREMIUM SERVICE OVERVIEW

Novell® Premium Service℠ is a tiered model of support offerings that allows you to select the level of support that makes the most sense for you and your business. Six levels give you a wide range to choose from. The first starts with general, baseline support for standard Novell product configurations. From there, services are added until, at the highest level, Premium Service gives you the most in-depth support available for highly customized solutions.

### Benefits

| | Premium 1000 | Premium 2000 | Premium 3000 | Premium 3000 ASE | Premium 4000 PSE | Premium 5000 DSE |
|---|---|---|---|---|---|---|
| Dedicated Resources | | | | ASE | PSE | DSE |
| Account Management | | | Service Account Manager | Service Account Manager | Service Account Manager | Service Account Manager |
| Access | 12x5 | 24x7 | 24x7 | 24x7 | 24x7 | 24x7 |
| Call Center Incidents | 10 incidents | 25 incidents | 50 incidents | 50 incidents | 50 incidents | 50 incidents |
| Maximum Response Time | 4 hours | 2 hours | 1 hour | 1 hour | 30 minutes | 15 minutes |
| Tools & Training | 1-Support Res. Library 1-eDirectory Toolkit 1-Education Voucher | 1-Support Res. Library 1-eDirectory Toolkit 2-Education Vouchers | 1-Prof. Res. Suite 3-Education Vouchers | 1-Prof. Res. Suite 5-Education Vouchers | 3-Support Res. Library 2-Prof. Resource Suites 6-Education Vouchers 1-BrainShare Pass | 6-Support Res. Library 3-Prof. Resource Suites 10-Education Vouchers 2-BrainShare Passes |

Higher Level of Service & Personalization ▲▲

Customized Configuration ►►

From baseline to top-line, there's a full array of benefits that define each level of support:

With six levels of Premium Service, you are able to choose a program that suits your business needs—whether that need ranges from occasional telephone support to a Dedicated Support Engineer who brings full-time support, knowledge and expertise to your organization.

At the foundational levels of support, Premium Service gives your business a lifeline you can access just by picking up the phone. At the highest levels, dedicated professionals work with you to forge a close and proactive relationship—where your business is their focus.

With Premium Service, you have the peace of mind so vital to your operations—knowing that should a support issue arise, you're covered. And that allows you to focus more strategically on your business goals.

### How do you decide which level of Premium Service to choose?

Weigh the cost of the problems or downtime you could experience against the cost of the resolution. For instance, if your systems are highly mission critical, choose a high level of service that provides 24x7 access and a dedicated resource. Here's why: Premium Service could mean the difference between your business being down for a few minutes or for an entire business day. When even a few minutes of downtime could potentially cost your business thousands, or even millions (see the heading, *What does it cost you?*), having Novell Premium Service more than pays for itself in terms of the level of support you select.

Review the benefits of each Premium Service component to determine the service level that's right for you.

**NOTE**: Choose your Premium Service package based on the level of service you need—not just the number of incidents. Once you have the right level of service, it's very easy to purchase additional incidents at any time if you need them.

### PREMIUM SERVICE BENEFITS

### Access

Access defines the business hours in which Novell is committed to address your networking problems. Choosing 24x7 access gives you Novell support at any time for critical issues. This round-the-clock access reflects the reality of the needs of today's businesses. 12x5 access provides access during the heaviest standard business hours (6 a.m. to 6 p.m. MST).

### Maximum Response Time

When you select the maximum response time necessary for your business, factor in how much is at stake when a system is down or seriously impaired.

### Dedicated Resources

With dedicated resources you have access to on-call or on-staff engineering resources who consider your business their top priority. Experience has proven that customers who purchase support packages that include dedicated resources have the highest level of satisfaction with their service. Having one or more dedicated resources on-hand offers very personalized service—an ongoing relationship with a specific person who mentors your staff and can

act as an advisor as well as a troubleshooter to your problems. These professionals have in-depth knowledge of Novell technologies and Novell Net Services solutions and are assigned to customers based on technology expertise. Dedicated resources offer the highest level of service for the most customized configurations. Already familiar with your environment, your dedicated resource(s) are able to resolve issues faster because they know exactly what they're dealing with—they are a continuing Novell presence in your workplace. As time permits, they can even make recommendations on critical issues like staff skills and training, can review your project planning, and do periodic health checks. There are three levels of dedicated resources—see the descriptions below for details.

| BENEFIT | ASE | PSE | DSE |
| --- | --- | --- | --- |
| Support Engineer Ratio | 1:6* (50 incident max.) | 1:3* | 1.1* |
| Specialties | 1 + eDir | 2 + eDir | 2+ eDir |
| On-site | Optional | Up to six days / year | Up to four days / week |
| Response | 1 hour | 30 minutes | 15 minutes |
| Hours of Access | 12x5 ASE (24x7 Call Center) | 24x7 | 24x7 |
| Proactive System Analysis | Optional | 1 | 2 |
| Service Summary Reports | N/A | Quarterly | Quarterly |

*Support engineer to customer ratio*

### Advantage Support Engineer

An Advantage Support Engineer (ASE) provides the first level of personalized support—a relationship that manages issues from recognition to resolution. ASEs are located in the Novell call center and are available over the phone during Novell Technical Service℠ core business hours of 6:00am to 6:00pm MST.

### Primary Support Engineer

A Primary Support Engineer (PSE) solves active problems and provides proactive maintenance on your network. With only three customer accounts, PSEs can give you more of their time, developing a more personalized technical support relationship with your business. PSEs visit their customers onsite periodically during the year and are available 24x7 by phone for emergency situations. Novell PSEs are located in major cities and near Novell field offices, allowing them to have a closer relationship with their customers.

### Dedicated Support Engineer

A Dedicated Support Engineer (DSE) serves and supports your business as the primary focus of his or her activities. Your DSE solves problems, performs proactive maintenance, works closely with Novell resources to resolve your issues, and works onsite at your business. There is no stronger support relationship available than that of the DSE, situated in your office and focused on your business systems' needs.

### Account Management

Personalized account management has proven to be one of the most valued features of Premium Service. Your service account manager is your advocate within Novell, developing a close working

relationship with your business to gain an in-depth knowledge of your technical support needs. Account managers advocate and coordinate the efforts of support personnel on behalf of your business. They ensure you receive and are able to use the support tools provided with your Premium Service contract. They make sure your needs are addressed, including:

- Ensuring that incidents are logged, prioritized and progressing appropriately
- Working with support engineers and management to facilitate the shortest-possible resolution time for your critical issues
- Hosting regularly scheduled meetings to discuss your support and satisfaction issues
- Coordinating and recommending optional services such as on-site support, scheduled standby, health checks, regional training opportunities and more

Optional onsite visits allows the service account manager to work in person with your IT staff in your office to become even more familiar with your system configuration, your business needs and your technology environment.

### Support Incidents

Each Premium Service level gives you a specific number of support incidents. How many incidents you'll need for the year, to cover your support requirements, depends on many variables:

- Complexity of your network
- Number of elements within your system that could experience problems (servers, applications, data stores, Web applications, portals, databases, etc.)

- Size of your IT staff
- How much money you spend calling in for support on an ad hoc basis
- How dispersed your network is geographically

### Technical Subscriptions

With the right tools your inside staff can quickly resolve problems occurring on your systems—saving time and money and allowing you to reserve your incidents for the most critical issues. Each Premium Service level includes a combination of the following annual subscriptions:

**The Novell Support Resource Library™.** Contains everything from support packs and technical information documents to Cool Solutions, *Novell Connection* magazine, Novell *AppNotes*, and product documentation. Powerful searches help you troubleshoot problems quickly and accurately. With the CDs and DVDs, there's no waiting for large files to download from the Web.

**The Novell eDirectory™ Toolkit.** Offers the perfect solution: one comprehensive resource for an eDirectory implementation, enabling you to operate, manage, and support your directory efficiently and effectively.

**The Novell Professional Resource Suite™.** An all-inclusive annual subscription that contains all of the popular Novell Product Toolkits, the complete Novell Software Evaluation Library™, and the Novell Support Resource Library.

### Training Benefits

With training, your staff is better able to identify potential problems—ensuring smoother, more

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*Each Premium Service level includes a combination of the following annual subscriptions:*

- *The Novell Support Resource Library*
- *The Novell eDirectory Toolkit*
- *The Novell Professional Resource Suite*

efficient systems. Each Premium Service level includes training benefits, including vouchers for Novell Training Services and BrainShare® passes. See the illustration on page 2 for details.

## ADD TO THE VALUE OF YOUR SUPPORT

### Novell Service Modules

Novell Service Modules are designed to give you additional help with mission-critical projects. Add a Novell Service Module to your Premium Service agreement any time you need additional services or to acquire a higher level of service during a specific period for planned activities. Novell has ascertained the most beneficial and recommended services for the implementation, optimization and scheduled maintenance of your business system—and developed Service Modules to help you with each critical phase. Each module starts with a baseline offering at a baseline purchase price, and each can be customized and scaled to meet your needs.

**Novell Net Solutions Services Module**: Designed specifically for customers who are implementing the newest and most highly customizable Novell solutions (Nsure™, exteNd™ and Nterprise™). This module ensures that you have the right resources at the time you need them to assist you with your unique configuration.

**Implementation Services Module**: Let the experts at Novell implement upgrades and migrations for you. Getting it right the first time is invaluable when it comes to implementing business systems technologies. To get you up-and-running smoothly, Novell offers the Implementation Service Module—

walking you through your upgrade or migration with project management, analysis, and piloting. Novell supports you throughout the entire process, allowing you to quickly take advantage of your new technologies and to leverage all the rich features that can make such an immediate competitive difference for your organization.

**Proactive System Analysis Services Module**: If you want to know where your business system stands in relation to peak efficiency, this service module gives you the answers—and a definitive roadmap of how to get your system to its peak. With this analysis, you not only deflect unseen problems proactively, you optimize your existing investment to a fine degree—one that pays productivity and efficiency dividends for your company.

Novell Technical Services will be developing additional modules to meet the needs of new technologies and new business challenges as they arise. For a list of the most up-to-date service module offerings, visit **www.novell.com/ services/premium**.

### Other Premium Service Options

**Novell Remote Services**: The ultimate proactive and preventative service, Remote Services gives you the peace of mind that comes from having an experienced team of service experts watching over your system all day, every day. The service includes: monitoring, daily health checks, performance and design assessments, and detailed reports. To learn more about Novell Remote Services, visit **www.novell.com/remoteservices**.

**Additional Dedicated Resources**: As your technology investments increase in complexity, you may need additional dedicated resources to cover the skill sets needed to optimize and troubleshoot your system. Customers with offices or systems in multiple locations, or those that have highly evolving systems, have seen the benefits that additional focused resources can provide.

**Scheduled Standby**: Schedule a support expert when you know you may need one—like when you're making any system change or doing routine maintenance you'd like a little help with: Anything that could pose a risk to your operations. The standby support engineer is available to you two hours in advance of your planned activity, so you can discuss exactly what you're preparing to do and your support engineer can advise you on the best course of action. By devising and properly planning a strategy with a Novell expert, you can accomplish your tasks quickly, avoid surprises, and have a Novell engineering expert on hand should trouble arise.

**Onsite Support**: If your chosen level of Premium Service does not include onsite support, you may purchase that service option separately. Or, if you already have onsite support included in your Premium Service contract, you can easily purchase

additional days of onsite support as you need it. Use the Onsite support option to augment your staff, to give you a Novell presence during specific projects, or for emergency onsite problem resolution.

**Additional Incidents, Subscriptions, and Training**: As your needs change, purchase additional incidents, subscriptions, and training services at any time.

For more information regarding optional support services, go to **www.novell.com/ services/premium**.

### WHAT DOES IT COST YOU?

There are a lot of ways to ensure that your business system never goes down. Clustering, for instance, gives your business a highly available network you can count on. But clustering and other high-availability solutions only cover you for the catastrophic failures of a server or data store. What happens when issues arise with other aspects of your business technologies? How many hours will you be unable to process transactions or get to customer information?

Premium Service was built for these contingencies—to get your system services back up quickly. To measure what kind of support response time your business can live with (or can't live without), take a look at what downtime costs for these industries, by the hour:

- Brokerage...................$5.6—$7.3 million
- Credit Card.................$2.2—$3.1 million
- Pay-per-view ..............$67—$233 thousand
- HomeTV shop .............$87—$140 thousand

- Catalog sales...............$60—$120 thousand
- Airline reservations .......$67—$112 thousand
- Teleticket sales...........$56—$82 thousand
- ATM fees ...................$12—$17 thousand

*Source: Stratus Corporation*

In comparison, the cost of investing in rapid-return support is negligible—a vital investment in your business that pays off almost immediately. While your business may be smaller or less transaction-intensive than these, you still need to measure what an hour's downtime can do to your profits—and then weigh that against the advantages of your Premium Service investment.

### WHY BUY SUPPORT?

The demands facing IT organizations today are far more complex than they were ten years ago—and now, IT staffs are expected to prepare their business system infrastructures to not only optimize business opportunity today, but to lay the foundation for competing effectively in the coming decades. With such complex responsibilities to address, |the last thing you need is to fight daily fires with the system.

Also, IT investments are becoming more expensive: The network is the nexus of business today, the foundation that drives business processes and practices in today's world. That's an enormous investment, not just in terms of cash spent, but also in terms of what the network now means to the daily success of the businesses that run on them. IT decision-makers must protect that investment—and optimize its effectiveness: Keeping your business systems—and all of its services—available for business and informational transactions is the first line of IT defense. And yet, to make the most of that investment, the expense of qualified IT personnel should ideally be directed to optimization, not repair.

Last, IT has to leverage its existing systems investments as much as possible. This means putting a lot of effort into repurposing proprietary systems toward a streamlined, integrated-services system that supports new business processes—many of which must be delivered over the Web. The cost of constantly mending that system—of preventing IT from focusing on leveraging it towards better, more effective uses—is always higher than the cost of purchasing support.

With Novell Premium Service, IT organizations can build trusted relationships with the award-winning Novell support team—and get all the support you need while freeing up your resources to maintain and optimize the network for concrete, revenue-driven business uses.

### NOVELL SOLUTIONS

At Novell, we measure our success by the strength of your profits. And we judge our effectiveness by how we impact your bottom line. This results-driven approach forms the foundation for Novell business solutions that enhance and improve your existing systems, allowing you to meet new business requirements more quickly and make sure every dollar you spend on technology translates directly into lower costs and higher revenues. Four Novell solutions families make this possible:

#### Novell Nsure

Novell Nsure solutions take identity management to a new level. Combining award-winning products, customer-driven services and committed business partnerships, Novell Nsure gives you the power to control access so you can confidently deliver the right resources to the right people—securely, efficiently and affordably.

Novell Nsure places a robust identity and access management foundation at the heart of

your IT infrastructure. This foundation unifies identity information and policies across all the different systems in your organization. It safeguards your resources from intruders. And it allows you to present your customers, partners, and employees with a dynamic combination of information, resources, and processes—all based on their relationship with your business.

## Novell Nterprise

Novell Nterprise is an innovative family of products that gives you the power to enable and manage the constant interaction of people with your business systems—regardless of who they are, where they are or what time of day they need to interact with your company.

Novell Nterprise offers an approach to traditional network and collaboration services that is open, effective and safe. Only Novell Nterprise offers a consistent workspace for users, regardless of where they are or what device they're using to access the services offered by your business systems. This innovative "any time, anywhere, anything" system decouples Net services from any specific platform—allowing you to add value across many different systems, in any technology environment.

## Novell exteNd

Open, standards-based Web services give you the power to unify your technology environment and the freedom to create more effective business solutions for your customers, partners, and employees. Novell exteNd makes the process of developing these Web-based applications fast, simple and cost-effective.

With Novell exteNd, you can create a services-oriented architecture that liberates business func-

tions and information from their limited, single-purpose platforms. This transforms existing resources from virtually any system into standards-based Web services—without disrupting the functions they already provide. That allows you to store these services, repurpose them, and recombine them into open, process-driven applications that unify your technology systems and extend them beyond the boundaries of your organization.

Novell exteNd makes it easy to orchestrate processes across your whole organization—and have them appear as a single, integrated business solution. It protects the technology investments you've already made. And it gives you an easier, more consistent way to integrate your business systems.

## SUMMARY

Your systems are the backbone of your business and they have to operate at peak efficiency all the time. For that, you need the highest level of customized software support you can get: You need Novell Premium Service. For every dollar invested, you save money by:

- Reduced downtime with quick, effective support
- Return on investment with fast resolution
- Access to expert technical information that allows your staff to solve problems quickly and easily
- Optimizing your network so it better serves your business on a daily basis

For information about Premium Service pricing and how to order Novell Premium Services contracts or any service options, contact your Novell sales representative or visit **www.novell.com/services/premium**.

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You may also call Novell at:

1 888 321 4272  US/Canada
1 801 861 4272  Worldwide
1 801 861 8473  Facsimile

**In Europe, the Middle East
and Africa:**
(44) 1344 7241000 (English)
(49) 211 5631 3131 (German)

**Novell, Inc.**
1800 South Novell Place
Provo, Utah 84606  USA

www.novell.com

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