

Top Ten Reasons Customers Choose a Service Account Manager

With a Service Account Manager, you have a Premium Support advocate at Micro Focus. A Service Account Manager is an extension of your IT team within our company who can simplify your job by helping you manage critical issues, prepare for future technology changes and get the most from your support benefits.

Why choose a Micro Focus® Service Account Manager? Here are ten good reasons:

- 1. A Service Account Manager (SAM) is your advocate, driving resolution of your critical issues.** During a crisis, having someone representing you and your business is invaluable. You can depend on your SAM to champion your priorities and ensure that our team understands how important your solution is to your business.
- 2. A SAM acts as an extension of your team to facilitate communication when problems arise.** When something goes wrong, business needs and communication demands can take you away from focusing on and solving the problem. Your SAM can drive communication with the key people at our company and facilitate communication with your company about the issue status, allowing you to concentrate on fixing the issue.
- 3. A SAM gives you a single escalation point for all your support issues.** Having one person to call in a crisis frees you up to manage the technical problem on site, while your SAM makes sure the right resources are engaged to quickly solve the issues.
- 4. A SAM reviews and manages your overall satisfaction with your solution.** Your feedback matters to us, and we always want to hear how we can help your business succeed. With a Service Account Manager, you have a champion to both deliver your feedback and to let you know how your feedback is being addressed.
- 5. A SAM develops in-depth knowledge of your support needs through close interaction with your team.** This understanding helps us help you. We can help you find and use the right resources. We can recommend the best fit for additional services to speed your solutions' return on investment (ROI). In short, your SAM becomes a trusted advisor to your IT team.

A Service Account Manager gives you:

- A name and phone number you can call to escalate an issue
- An advocate who ensures your support issues are resolved quickly
- An extension of your IT team with contacts throughout Micro Focus, ensuring your most critical issues get the attention needed

“Having a Service Account Manager is invaluable when we need to escalate an issue that is critical to our company. Our SAM is an advocate for us within Micro Focus and works on our behalf to ensure our priorities are given the attention they need.”

PAUL BEAUDRY

*Assistant Vice-President, Management Information Services
Richardson International*

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- 6.** **A SAM ensures your incidents are logged, prioritized and progressing appropriately.** Your SAM gives you personalized customer service by monitoring incidents and your overall support experience. With knowledge of your teams, current projects and key solutions, your SAM is able to give extra oversight that can accelerate issue resolution.
- 7.** **A SAM offers regular service reviews so you can learn how your team is using their support.** Most incidents coming in to our support center are for assistance in using the products, rather than to report product defects. With information your SAM provides in service reviews, you can see who is placing incidents, what products or solutions those requests involve and how long it takes to reach resolution. This intelligence can help you understand support usage, training opportunities and where additional consulting may be useful.
- 8.** **A SAM keeps you aware of key milestones in our product roadmaps.** With knowledge of your current and projected solutions and projects, your SAM helps you stay informed of crucial events and items of interest for your products.
- 9.** **A SAM is available for you.** Your SAM is available with a quick turnaround because constant solution stability is vital to your business. If something happens, you need to be able to reach your support advocate on short notice.
- 10.** **A SAM helps you minimize down time.** When your solution isn't working as designed, the lost productivity means you are losing money. With a SAM in place to quickly manage an escalation, act as your technical support advocate and drive swift resolution, you can drastically reduce your potential down time.



Contact your local Micro Focus authorized reseller, or call:

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