

RSA® Personalized Support Services

Service Account Manager for personalized strategic support

At-A-Glance

Customer Advocate – Your “go to” RSA advocate to help facilitate issue resolution, case management, case progression, escalation management, RFE reviews, planning, and your fastest route to Sr. RSA Leadership.

Communication, Reporting and

Planning – Trends data during ongoing touchpoints related to your environment and current issues.

Events and Early Access – Invitations to participate in special early access programs and Customer Advisory Council events at RSA Conferences.

“Leveraging the organization, commitment, and most importantly, the people of RSA Personalized Support Services, has enabled my team to successfully implement, integrate, and operate many of the products offered by RSA.”

Overview

The Service Account Manager (SAM) is the customer's seasoned advocate within RSA, and a champion of their business needs helping to ensure that the performance, features and functionality of their RSA solution aligns with their near-term and longer-term goals.

In response to product issues, SAMs provide proactive guidance and centralized service management to ensure that support requirements are quickly addressed. Customers benefit from personalized account oversight that includes a single point of contact, proactive planning and procedures and near real-time communication and reporting.

Key Features and Benefits

Customer Champion – As a customer advocate, the SAM ensures that the customer's issues are given priority handling within every channel of Support and Engineering. This includes leveraging the most knowledgeable senior resources to expedite solution delivery, whether it's in the form of an answer to a question, best-practice advice, a bug fix, or a Request for Enhancement (RFE). In all areas the SAM's oversight ensures that the customer receives an elevated level of service and priority.

Early Access – Enhancement requests and use case requirements are documented, tracked and shared with RSA Product Management for their consideration in product roadmap planning. SAM customers also receive special invitations to participate in roadmap reviews and early product release access programs and events, when available.

Case Oversight and Reporting – The SAM prepares tailored summary reports and conducts regular scorecard reviews to assess how effectively RSA's service delivery is meeting the customer's business requirements. The SAM also schedules regular status meetings to review open cases, confirming their business impact and assuring that any steps for resolution are proceeding efficiently. These ongoing reviews proactively highlight service trends and help to address any potential challenges to effectiveness.

Resource Coordination – The SAM shares preferred practices and coordinates with other Customer Support resources to facilitate planned activities such as patching, upgrades, expansions and migrations. This includes providing day-to-day support to resources such as Support Engineers as they work to rapidly resolve open cases.

Escalation Management – Acting as an Escalation Manager when necessary, the SAM also monitors escalated issues in order to ensure that additional RSA functions are engaged where appropriate, including Engineering and Product Management.

About RSA Customer Support

RSA's world-class global support organization can enhance your security solution with a comprehensive support plan that provides important security alerts, valuable upgrades, and access to expert advice. RSA provides the resources you need to quickly and proactively resolve product-related issues and questions to ensure business continuity. For more information about RSA Support and Services, see the [RSA Support page](#).

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