

# TIBCO DirectConnect

## The Gold Standard for Support Services

### TIBCO DirectConnect Program Benefits

- Named point-of-contact within Support provides personalized, consistent, and timely responses to TIBCO product issues across the customer's organization.
- Facilitates proactive approaches with the customer to ensure the customer's readiness for TIBCO product changes and new TIBCO product releases.
- Coordinates resolution of TIBCO product issues across all TIBCO products and the customer's TIBCO applications.
- Mobilizes TIBCO resources for accurate and responsive TIBCO product issue resolution.
- Gains an understanding of the customer's use of TIBCO products and the related business drivers.
- Provides centralized management and reporting of critical product support issues.
- Gold Support customers receive global DirectConnect support from local DirectConnect Managers.



DirectConnect Managers take an active role in planning and ensuring the success of your use of TIBCO products.

### Let TIBCO DirectConnect Be Part of Your Organization

TIBCO customers who have made a substantial investment in TIBCO software can streamline and accelerate their deployments and product issue resolution with TIBCO DirectConnect<sup>SM</sup>, the gold standard in TIBCO Support.

Participants in the DirectConnect program receive a named point of contact, a TIBCO Support expert who takes an active role in planning and ensuring the success of your use of TIBCO products. The DirectConnect Manager conducts regular focused status meetings with personalized reports and coordinates and mobilizes TIBCO resources as they are needed to resolve customer Support issues.

DirectConnect Managers are drawn from the top ranks of the TIBCO organization and have years of experience and success assisting TIBCO customers utilizing TIBCO products in complex environments. With a direct channel to TIBCO Support, Engineering, and Product Management organizations, they help you achieve your goals in the most time-effective and cost-effective way, overcome technical and procedural issues that arise, and transfer TIBCO knowledge to your staff.

TIBCO's software, service, and support programs have evolved over the years in response to customer requirements for highly scalable, reliable, secure infrastructure software. By working with a TIBCO DirectConnect Manager, you can be sure that someone is proactively planning for your success and on-call to address product issues that arise during planning, implementation, deployment, and maintenance of TIBCO software.



## DirectConnect Manager

- Named point-of-contact within TIBCO Support.
- Ensures readiness, responsiveness, and coordination of product support issues across the customer's enterprise and mobilizes TIBCO resources to resolve critical customer product issues.
- Acts as key interface between the customer and TIBCO Support, Engineering, and Product Management for product issue resolution.
- Understands/documents customer's technical environment and communicates this internally to TIBCO Support, Engineering, and Product Management.
- Provides proactive management of service quality, problem response, and restoration targets.
- Coordinates TIBCO response to issues, going onsite as required to address Severity 1 issues.
- Provides personalized status reports with clear actions for reported customer support items.
- Assists customer in defining the business case for product enhancement requests.

## The DirectConnect Approach

TIBCO DirectConnect Managers become familiar with your technical environment and infrastructure and how you are using TIBCO products. This information is documented and communicated to TIBCO's Support, Product Management, and Engineering organizations to accelerate resolution of product issues.

By understanding the customer's technical environment and use of TIBCO software, DirectConnect Managers can help organizations plan for upgrades and deal quickly with issues of any severity. By providing status reports and onsite reviews, DirectConnect Managers can help streamline planning, implementation, deployment, maintenance and change management.

### Initial Activities

1. Meet with key players to gain a deep understanding of customer infrastructure and systems environment and the customer's business drivers.
2. Document customer's technical environment.
3. Develop a customer-specific product support plan including communications procedures, personalized and customized reports, and schedules for regular status meetings.
4. Familiarize/instruct the customer with TIBCO Support processes and online tools.

### Ongoing Activities

- Develop, maintain, and communicate to TIBCO details about the customer's technical environment regarding product support issues.
- Facilitate operational support, analysis, and planning for product upgrades.
- Manage all support issues from initial reporting to resolution and provide proactive/value-add services to anticipate and prevent issues from occurring. DirectConnect Manager will direct the TIBCO response to high severity production issues, which may include onsite coverage for unresolved Severity 1 issues.
- Conduct status calls/meetings and periodic onsite product support reviews.
- Facilitate delivery of TIBCO product information and TIBCO product demonstrations.



**DirectConnect  
Managers are drawn  
from the top ranks  
of the TIBCO  
organization and  
have years of  
experience and  
success assisting  
TIBCO customers.**

### Do You Need DirectConnect?

TIBCO offers a wide range of support options, geared to the complexity of your TIBCO deployment, resources within your IT organization, and other factors. Companies that benefit from a DirectConnect Manager typically need or want the following support services:

- I need ongoing technical support advice regarding operations, product upgrades, and upcoming product enhancements and fixes.
- I need someone who fully understands my technical environment and use of TIBCO products to resolve product issues quickly.
- I want a named point-of-contact in TIBCO Support who can provide personalized management and coordination of all product support issues across my organization.
- I need fast, effective coordination and resolution of product issues and personalized and detailed product issue status reports.
- I would like to have a closer connection to TIBCO Product Management and/or Engineering teams by participating in a TIBCO DirectConnect Forum focused on my organization's product support issues and other product-related topics of mutual interest.
- I have multiple development teams and need to maintain a core competency center.
- I need global DirectConnect support provided in my region for more timely support assistance.



**TIBCO Software Inc.**  
**(NASDAQ: TIBX)** technology digitized Wall Street in the '80s with its event-driven "Information Bus" software, which helped make real-time business a strategic differentiator in the '90s. Today, TIBCO's infrastructure software gives customers the ability to constantly innovate by connecting applications and data in a service-oriented architecture, streamlining activities through business process management, and giving people the information and intelligence tools they need to make faster and smarter decisions, what we call The Power of Now®. TIBCO serves more than 4,000 customers around the world with offices in more than 20 countries and an ecosystem of over 200 partners. Learn more at [www.tibco.com](http://www.tibco.com).

[www.tibco.com](http://www.tibco.com)

Global Headquarters  
 3303 Hillview Avenue  
 Palo Alto, CA 94304

**Tel:** +1 650-846-1000  
 +1 800-420-8450  
**Fax:** +1 650-846-1005



## TIBCO Support Levels

	Updates Only	Bronze	Silver	Gold
Typical Customer Profile	Only requires updates to products and no interaction with Support	Requires updates to products and Support during normal 8 hour (customer time zone) business days, Monday - Friday via Support website or telephone	Requires updates to products and 24 x 7 Support via Support website or telephone	Have high value, business critical applications, large investment in TIBCO, multiple projects across multiple groups, global deployment and operations, and a need for named point-of-contact within Support; also requires updates to products, fastest Support response and resolution times, and extended product maintenance time
Prerequisites	None	None	None	\$2M minimum cumulative license base required
Support Coverage Time	N/A	8 X 5, Monday - Friday	24 X 7	24 X 7
Technical Support Contacts	N/A	3 or more *	5 or more *	10 or more *
Maintenance for Prior Releases	6 months	6 months	6 months	18 months
Severity 1 Response / Target Resolution Times	N/A	4 hours / 48 hours	4 hours / 48 hours	1 hour / 36 hours
Severity 2 Response / Target Resolution Times	N/A	4 hours / 5 days	4 hours / 5 days	2 hours / 3 days
Global Support	N/A	N/A	N/A	1 Lead DirectConnect Manager 1 DirectConnect Manager in each of the 2 other global regions
DirectConnect Manager Services	N/A	N/A	Add-on options: DirectConnect On-Demand DirectConnect Premier	DirectConnect Premier included

\* Based on cumulative license fees

## DirectConnect Options

	DirectConnect On-Demand	DirectConnect Premier
Typical Customer Profile	Using a new TIBCO product to them, having upcoming production go-live, a new customer, etc. that requires a named Support contact for a specified period of time	Have high value, business critical applications, large investment in TIBCO, multiple projects across multiple groups, global deployment and operations, and require a named Support contact to provide consistent, coordinated, customized Support over extended period of time
Prerequisites	Silver Level Maintenance Support	Silver Level Maintenance Support (Included with Gold Support)
DirectConnect Manager Services	Included	Included (Gold Support includes Global DCM services)
Support Period	Provided in and to be used in 1 month increments (To be used within 1 year)	1 year
Additional Technical Support Contacts	None	2
Onsite for initial and quarterly meetings, or to direct response for high severity production issues, or as mutually agreed	Included	Included
PSG Consulting Services and Training	N/A	1 Architect for 5 contiguous days 1 Consultant for 5 contiguous days Training (TLC or Virtual) for 1 person for 5 days (To be used within 1 year)
TIBCO DirectConnect Forum	N/A	Included

©2010, TIBCO Software Inc. All rights reserved. TIBCO, the TIBCO logo, The Power of Now, TIBCO DirectConnect and TIBCO are trademarks or registered trademarks of TIBCO Software Inc. in the United States and/or other countries. All other product and company names and marks mentioned in this document are the property of their respective owners and are mentioned for identification purposes only. 10-11052