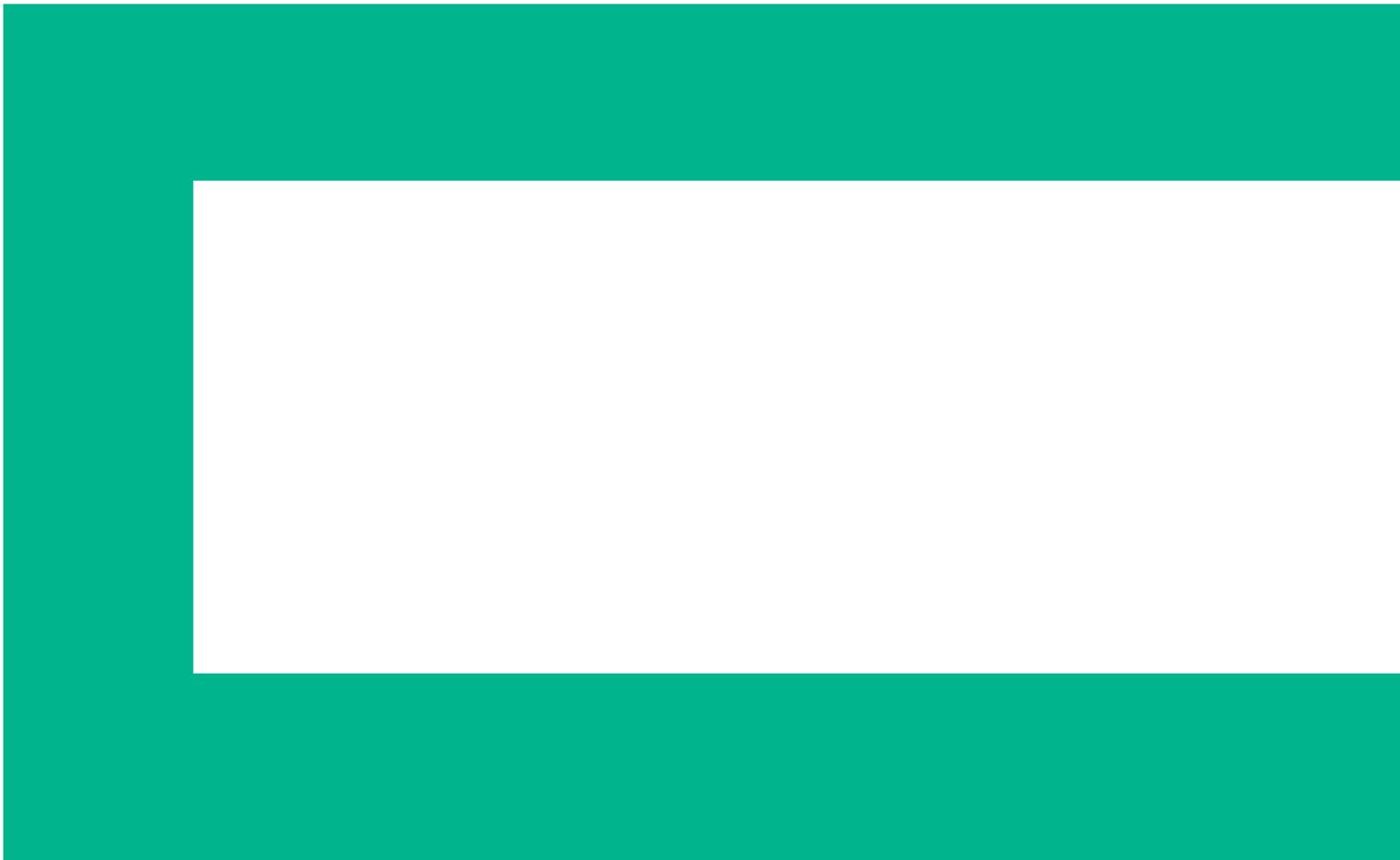


# Why relationship-based support makes good business sense

Accelerate your goals with HPE Datacenter Care



A burgeoning digital economy and buzz around IoT means business must innovate faster than ever before. Stepping up to personalized support is now a necessity.

### Support evolves with the times

With today's rapid pace of business, windows of opportunity close rapidly. To meet complex customer demands, consistent innovation is essential. The burden is on IT to uncover every advantage to expedite the delivery of new processes, apps, and services. IT may only need to look to an established fixture: their trusted support partner.

IT support services have come a long way. Many identify the technical support with a first-line help desk to resolve specific issues and have necessarily evolved with the advent of the cloud, digital, IoT, among other trends. While resolving technology issues via a call center remains an important piece of the support picture, by far, it is no longer the only service. With today's dynamic business environments, IT is critical to business success and must handle more complex technologies from more vendors, and at hyperspeeds. Relationship-based support is a service that IT and business are finding valuable.

This kind of support offers personalized and tailored services tailored to a customer's environment. It's designed to help achieve the speed, agility, and performance needed for faster innovation. Support that offers such attributes is one that can flexibly handle both ongoing tactical data center activities as well as help IT transform to meet future business requirements and transformation.

### People do make the difference

Personalized support begins with a knowledgeable assigned team with full knowledge of how technology is used to meet business goals. Such support professionals understand the big picture of the heterogeneous IT landscape, with full knowledge of best practices, processes, tools, and technologies.

A local, assigned account support manager works side-by-side with IT staff and has complete knowledge of the organization's data center technologies. They are a regular presence and partners with the customer's IT team.

Many customers are often unaware of the hidden benefits of optimized support that can be tailored to exact needs and with flexibility to be changed as IT and the business transforms. For example, when a customer is exploring a new technology they're unfamiliar with, a support manager tied to a large global organization can access specialist expertise. The relationship between IT and the customer's assigned team is a key to cultivating game-changing ideas and solutions.



Figure 1. HPE Account Support Manager (ASM)





HPE Datacenter Care is Hewlett Packard Enterprise's answer for relationship-based support led by the HPE Account Support Manager, or ASM. The following account from an HPE ASM is a typical scenario:

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"I've been an ASM with HPE for over twenty-five years and most of that time on-site with a single customer. Most people view me as a company employee as I participate in strategic IT planning sessions. I'm aware of business goals and technological challenges. Although my original role was to work alongside the data center operations team to maintain a stable and high-performing environment, I have been asked to take on a number of responsibilities due to my access to experts and industry best practices throughout the global HPE organization. I often act as a 'human portal' for access and information and a sounding board for new ideas and innovation strategies.

In-depth knowledge of the customer's environment means I must have their back 24x7. I know every piece of hardware and software running in the data center. If there's a performance issue, I'm aware of it in real time, not after the fact. As the single and main point of contact, I work with the extended HPE support team to resolve issues quickly. Maintaining today's critical workloads across a complex multivendor IT environment is a high priority to a proactive approach to support. Close collaboration with various IT teams is a huge advantage in anticipating issues before they occur. Downtime in a data center means loss of services, and revenue."

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## HPE Datacenter Care: support with few limits

Dealing with disruptive technology may not be the most challenging problem an organization will face on an ongoing basis. People and process issues can hamper productivity: a management tool not set up or fully exploited, difficulty in resolving complex incidents, or identifying security exposures in virtualized environments, changing management processes, firmware and software revisions not current or compatible, poor capacity planning and utilization, or untested changes put into production. Routine tasks, maintenance, and other issues can consume far too much time, attention, and money that no organization can spare. That's where HPE Datacenter Care delivers real value when HPE handles identified issues.

HPE Datacenter Care brings a flexible, relationship-based approach to the support and management of a heterogeneous IT environment. HPE experts help guide transitions and transformations focused on innovation and market relevance, while helping to get the most from the current IT environment. Since these services are modular and tailored to exact requirements, they are cost-effective. An accountable, single point of contact provides end-to-end resolution to help improve uptime and maintain peak performance. It also provides access to experts, with the local account team, as well as from the global Customer Support Center, and to HPE Centers of Expertise (CoE). These professionals orchestrate service delivery, actively collaborate with other technical resources, and fully own a case through final resolution.

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“It is literally just one single engagement. HPE takes full accountability. They're running support from start to finish and giving us updates from across our multivendor platform.”

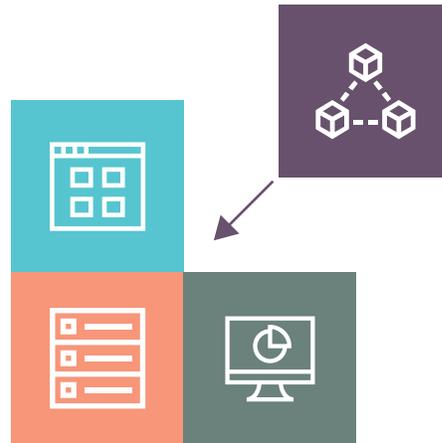
– Colin Miles, IT director, Technical Services, Virgin Media

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The HPE account team and call center staff form a solid support experience, headed by the customer's assigned ASM. The full account team handles both HPE and multivendor issues to facilitate the interoperability of hardware devices and software or a technology covered by the CoE such as Cloud, OpenStack®, infrastructure automation, SAP HANA®, NFV, multivendor, hyperscale computing, and more. With the smooth operation of the existing IT environment, the HPE team can advise and assist with new infrastructure initiatives.

HPE Datacenter Care helps resolve critical issues by assigning a Critical Event Manager that owns the issue from start to finish. Issues can be quickly escalated to Hewlett Packard Labs for fast re-creation and resolution. This also applies to software where experience and extensive alliance partnerships come into play. HPE Datacenter Care single agreement applies to all components, and tailored to meet IT and business goals with the appropriate level of support.





**Figure 2.** HPE Datacenter Care service

HPE services are built from standard, globally available modular components to meet specific business needs. By knowing the levels of hardware and software support needed for each device in the data center, including multivendor devices, HPE experts map out the complete support picture according to the importance of a device, from less important to business critical.

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“For years, the SAP® systems we host ran with zero unplanned downtime. HPE Datacenter Care supports us in sustaining and continually surpassing the very high service levels laid down in SLAs.”

– Robert Schuhmann, Managing director, FIS-ASP GmbH

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### **Proactive services help prevent issues**

A host of optional services can be delivered at any time during the Datacenter Care support agreement. These are discrete services that address either ongoing needs like firmware management, or one-time proactive support optimizations. Additional services that improve IT operations can be added such as innovative building blocks that can change the way IT is consumed, take on routine tasks, or help to automate the infrastructure. Choose from deliverables that can help proactively prevent issues with data center operations. Optimizing devices, managing firmware and upgrades, transferring ITSM knowledge, and advice on major data center changes are a few of the value-added services.

The proactive problem resolution with HPE Datacenter Care services not only applies to HPE technologies, but to multivendor technologies in the data center. This means one partner not only handles the entire environment, but is fully accountable. The value of this type of support is amplified further when considering even basic remote infrastructure monitoring and management can apply to the full operations of the data center.





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“We can tailor the HPE Datacenter Care service, matching the level of support to individual items of equipment.”

– Philip Brown, Third-party service manager, Agfa HealthCare

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### **Get more from today’s IT and evolve to the future**

HPE Datacenter Care helps IT evolve to meet the future challenges, not just to recover from the last set of issues. A wide range of services can be accessed through the HPE Datacenter Care account team. Innovative services that improve speed and performance facilitate key IT operations such as Cloud, DevOps, scale-out computing, and can even be applied to how IT is owned and consumed. As the need arises, for a new initiative, or for modernization or improvements, it’s easy to access new services that implement systems and software. Additionally, HPE advisory services are available for advice, transformation, and integration to accelerate initiatives is available. Lastly, education services are available to help make your projects successful, with a focus on people, process, and technology. Offerings range from management of change to consultative workforce analysis and transformation to technical training courses available for HPE and third-party products and solutions.



## What to consider with your next support decision

The experience and best practices are leveraged from more than 4,000 HPE Datacenter Care customers with 40,000 customer interactions each and every day.

Personalized and tailored support delivers services that meet exact technology and business needs. Unencumbered access to experts can bring assistance and advice for key technologies in real time. Not only are issues resolved faster, but a real advantage of elevated level of support is that they can be reduced and sometimes prevented. Using a single accountable support partner with 24x7 local and global reach and capabilities helps a business to build new specialties, alliances, and the innovative business models needed to meet customer demands.

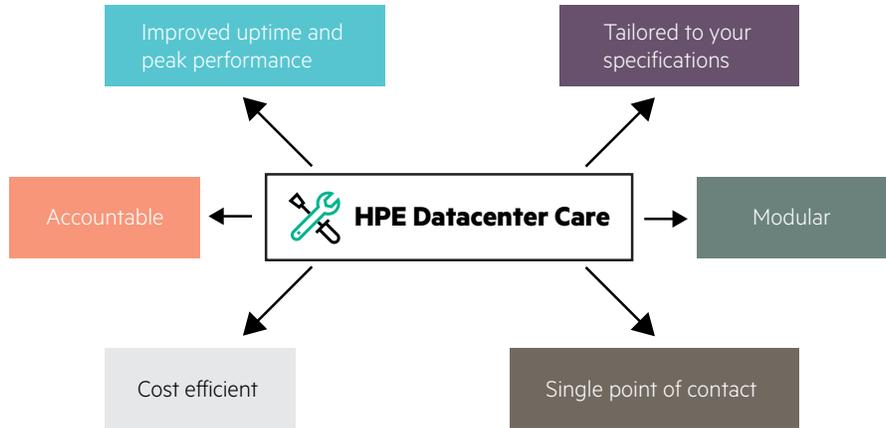


Figure 3. HPE Datacenter Care new style of support

HPE Datacenter Care is able to meet the changes and fluidity of dynamic markets. Receiving the right advice, knowledge, and services at the right time keeps an enterprise lock step with technology innovation that thrusts a business forward and improves customer experience. Traditional support no longer allows the modern enterprise to stay ahead of the business curve, reduce risk, improve productivity, nor save time.

The Business Value of HPE Datacenter Care<sup>1</sup>

- Three Year ROI **398%**
- **44%** less time spent on keeping the lights on
- **70%** fewer unplanned outages
- **67%** less revenue lost due to unplanned outages
- Average payback in **5 months**

<sup>1</sup> The Business Value of Connected Support. Rob Brothers, Elaina Stergiades, and Matthew Marden, Document #US42983717 © 2017, IDC



## Getting started

The design of the HPE Datacenter Care support experience is a collaborative effort. It provides stability needed for today's IT environment and business as well as, guidance for future transformation. An initial meeting with an HPE service expert will outline the scope of coverage, alignment of support with business needs, and identify people, process, and technology improvements.

Learn more at  
[hpe.com/services/datacentercare](https://hpe.com/services/datacentercare)



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