IBM Storage Expert Care

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IBM Storage Expert Care Services facilitates high availability with integrated hardware and software support services.

- Available for select IBM Storage Systems
- Around-the-clock hardware and software support services
- Managed by IBM from problem identification to resolution
- Tiered support services make it easier to choose the level of support needed
- Available for selection early in the configuration process for ease of procurement

New Way of Selling Storage Hardware and Software services together: IBM Storage Expert Care

Today we:

- Don’t have an industry standard approach to the Hardware and Software Maintenance and we are not competitive
- Sell the minimum services possible, don’t add anything unless we must
- Because of complexity, TSS engagement in initial sale is minimized

The goals of IBM Storge Expert Care services are:

- Simplify and standardize the FlashSystem portfolio – simple tiers with simple percentage of the Hardware sale price
- Attach more – Bundled services will drive higher attach rate vs. today's ala cart process
- Make maintenance part of the initial sales process
- Compensate Storage sellers on maintenance at initial sale
- Revenue sharing between TSS and Storage starting from the first year thru the lifecycle, eliminates the TSS peaks and valleys during EOS and/or technology refresh cycles
- Grow IBM’s revenue and profit

Why Advanced and Premium services are important?

Machines under premium contract have more than 2-times better experience than machines with base contracts

NPS scores were 10 points higher

Technical problems reported were resolved more than 2-times faster

Premium machines have 2-times lower outages

No business impacting events

2%

Of the Flash Storage Systems in US **with** Premium Contract experienced a failure, with no critical business impact events.

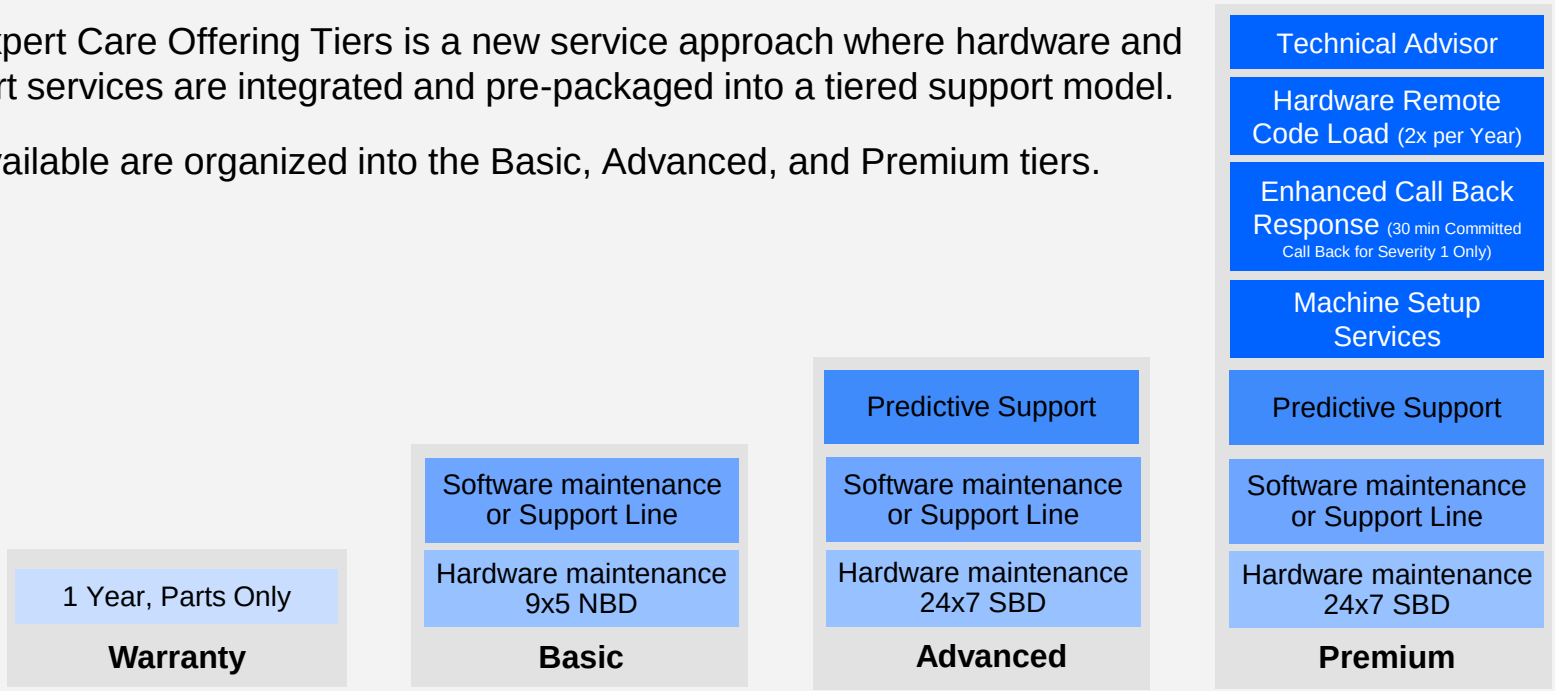
11%

Of the Flash Storage Systems in US **without** Premium Contract experienced a failure, out of which 34% had critical business impact events.

What are the IBM Storage Expert Care Services?

IBM Storage Expert Care Offering Tiers is a new service approach where hardware and software support services are integrated and pre-packaged into a tiered support model.

The services available are organized into the Basic, Advanced, and Premium tiers.



**Premium Support level will be announed in Q3 2021 with the new FS7200 & FS9200*

How do I identify an opportunity?

To determine whether your customer is adequately protected against software failures, ask these questions:

Do you know that in a critical situation, IT downtime can cost your business dearly?

What is the impact of a software failure on your business?

Are you looking for a proactive approach to problem solving?

Do you want to maximize your IT investment and get the best return?

Do you have the skills and resources to manage the technical support of your IT infrastructure?

Do you want a single point of contact or go-to person for your support needs?

IBM Storage Expert Care

Facilitates high availability with integrated hardware and software support services

Available for select IBM Storage Systems

Around-the-clock hardware and software support services

Managed by IBM from problem identification to resolution

Simple integrated and pre-packaged services

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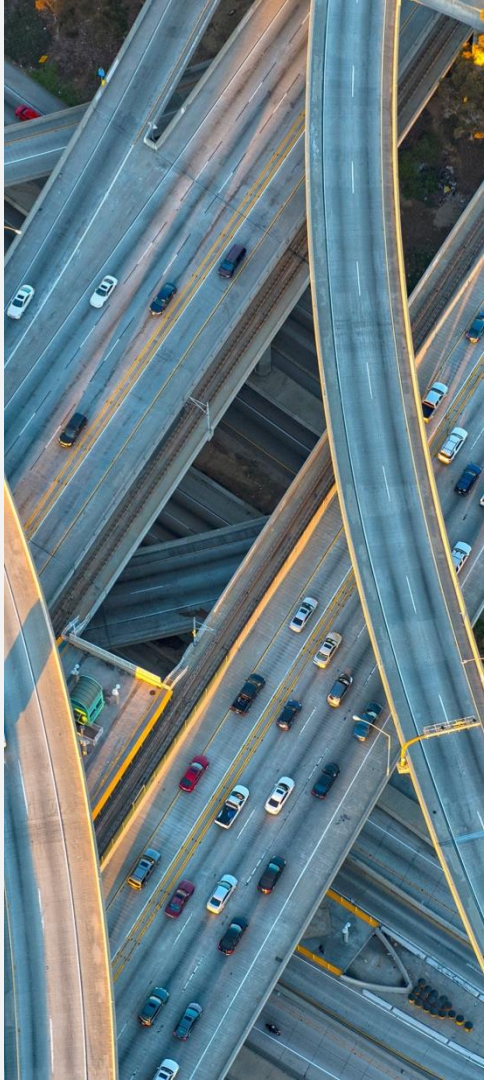
Predictive Support using IBM Storage Insights

AI driven insights to improve the health and performance of your infrastructure.

Cloud-based predictive analytics platform to assess the health, capacity and performance of your infrastructure.

Predict and prevent storage problems before they impact your business

Automate aspects of the support process to enable faster resolution of issues



Predictive Support using IBM Storage Insights

AI driven insights to improve the health and performance of your infrastructure

- Cloud-based predictive analytics platform to assess the health, capacity and performance of your infrastructure.
- Predict and prevent storage problems before they impact your business
- Automate aspects of the support process to enable faster resolution of issues
- Storage Insights is available for all Flash Systems and includes the ability of PMR ticket opening.
- Call home and health checker are pre-requisites for Storage Insights.



23 million telemetry points per SVC System collected every day



66% of System issues resolved automatically



Monitoring to help prevent problems



40% faster action plan after case is opened



1.3 Exabytes of capacity monitored in our data lake

Client’s opportunity

Maintaining uptime is critical to your business. You need to feel confident that your support model for your IBM Storage products facilitates high availability while optimizing system performance.

IBM Storage Expert Care Offering Tiers is a new service approach where hardware and software support services are integrated and pre-packaged into a tiered support model.

IBM Storage Expert Care includes service tiers that let you choose the right level of support appropriate for your systems. Our service tiers greatly simplify the procurement process.

The services available are organized into the Basic, Advanced, and Premium*.

These services are delivered by IBM support specialists with deep product knowledge.

With a virtually unmatched global support infrastructure of people, parts and technologies, IBM can be your single vendor with an enterprise solution for your products and support.



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Storage Insights *frees employees to focus on innovation by simplifying management and support*



With IBM Storage Insights, we have root-cause analysis of storage issues at our fingertips. It also helps with planning, giving us instant insight into how much capacity we have.

We've started looking at the recommendations that IBM sends us for optimization and best practices for our storage environment, based on data collected through Storage Insights.

- David Bywater, Senior Technical Specialist, Coventry Building Society

IBM Storage Expert Care Services: selling Hardware and Software Services Together



Hardware machine configuration FlashSystem 5200

Storage Expert Care Basic

Storage Expert Care Advanced

From 1 up to 5 years

One Configuration

Services Price = % of Product selling price

One Customer Proposal

- Services are standardized across Products and Geographies
- Easy and fair pricing
- Simplify the Customer Experience

➢ When configuring a new FlashSystem ask two questions with respect to Service and Support:
  - What level of Service and Support do you want?
  - How many years?

Competitive Insights

Pure

discounts support plans at a lower level (10% typically) than the system (55%).

NetApp and Pure

include advanced functions in all support levels. For NTAP, this includes patch and upgrade services; real-time cloud-based monitoring, including proactive support; and AI-guided problem solving

Dell

support pricing is extremely consistent and discounted almost identically to the system discounts

Dell EMC, NetApp and Pure

very focused on maintenance and refresh cycles and have systematic processes in place to refresh hardware in collaboration with maintenance teams

- *Base warranty/equivalent for IBM and competition are "HW Parts-only" ; No SW support*
- *All require a support selection on top of base warranty if they want a "Full support" option. (HW/SW minimum)*
- *Competitors: Present their support as two options, with two variations for each option*
- *IBM Proposal – Three options attached to Warranty: Clients buying Advanced or Premium service will receive 24x7 support*

Storage Insights - Competitive landscape

Competitors Advantages

- Fabric and server monitoring
- Number of machine learning AI issue fingerprints
- Data collection direct from device

Our IBM Advantages

- ✓ Storage Insights monitors a broad portfolio of Systems
- ✓ IBM Cloud provides a secure cloud platform that you can trust, e.g. HIPPA/BlueDiamond ready and GDPR compliant ibm.biz/insightssecuritypage
- ✓ IBM AI engine proactively identifies issues you don’t even know about
- ✓ Customized reporting
- ✓ Customized multi-conditional alerting to focus on what really matters.
- ✓ 3rd party support for select vendor systems

IBM Confidential

Call to action

- A new way of attaching Services & Support to Storage Systems.
- Three comprehensive Tier service levels from which customer can chose at the time of purchase of the Hardware product and can later easily renew or upgrade.
- Service price is a % of Product price
- Always include IBM Storage Expert Care with your FS5200 sale
- Upsell to Advanced (includes Predictive Support!)
- Add up to 5 Years
- Additional services can be added:
  - Committed Services
  - Proactive Support
  - Microcode Support
  - Media Retention



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