

RED HAT  
**SUMMIT**

**LEARN. NETWORK.  
EXPERIENCE OPEN SOURCE.**

June 11-14, 2013  
Boston, MA

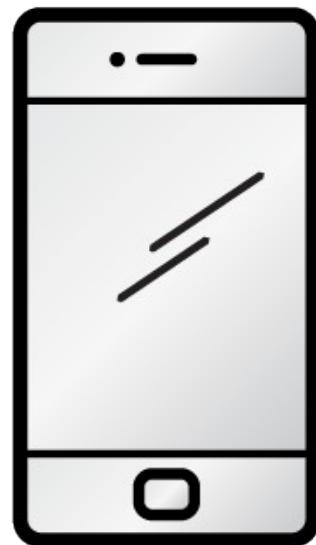


# Get the Most Value Out of Your Red Hat Subscription

Lance Phillips  
Sr Director, Strategic Customer Engagement  
Red Hat  
June 12, 2013

# The Challenge

What if you could continue to use your cell phone without paying for the service agreement if you are unhappy with the experience?

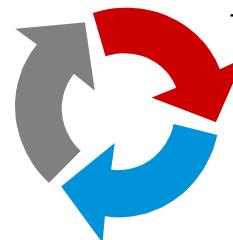


# Red Hat Support

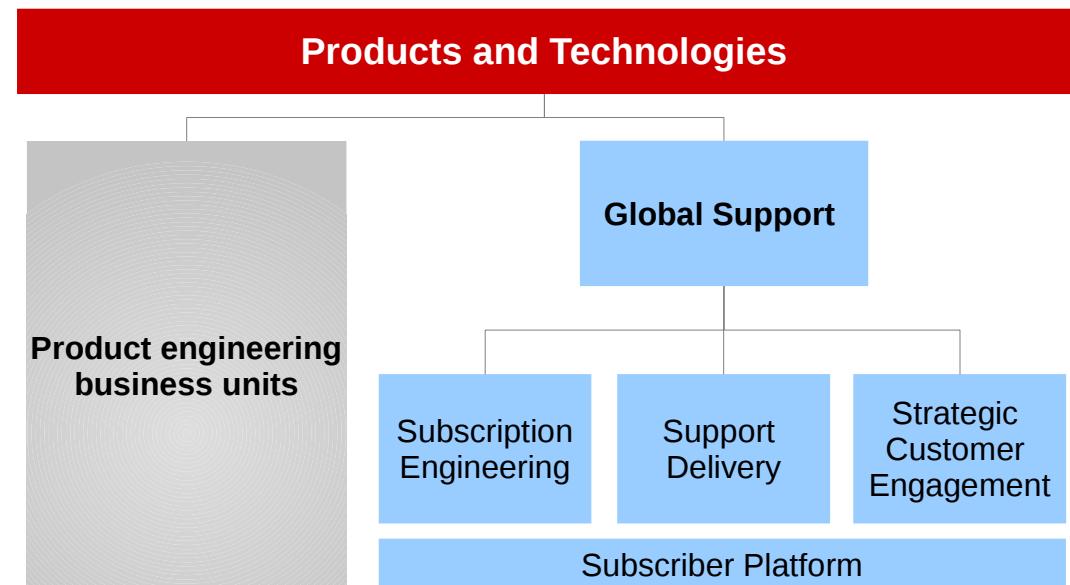


Industry renowned experts operating in over 30 countries worldwide.

**Participate** in the creation of your IT platform – a collaborative process led by Red Hat with many partners.



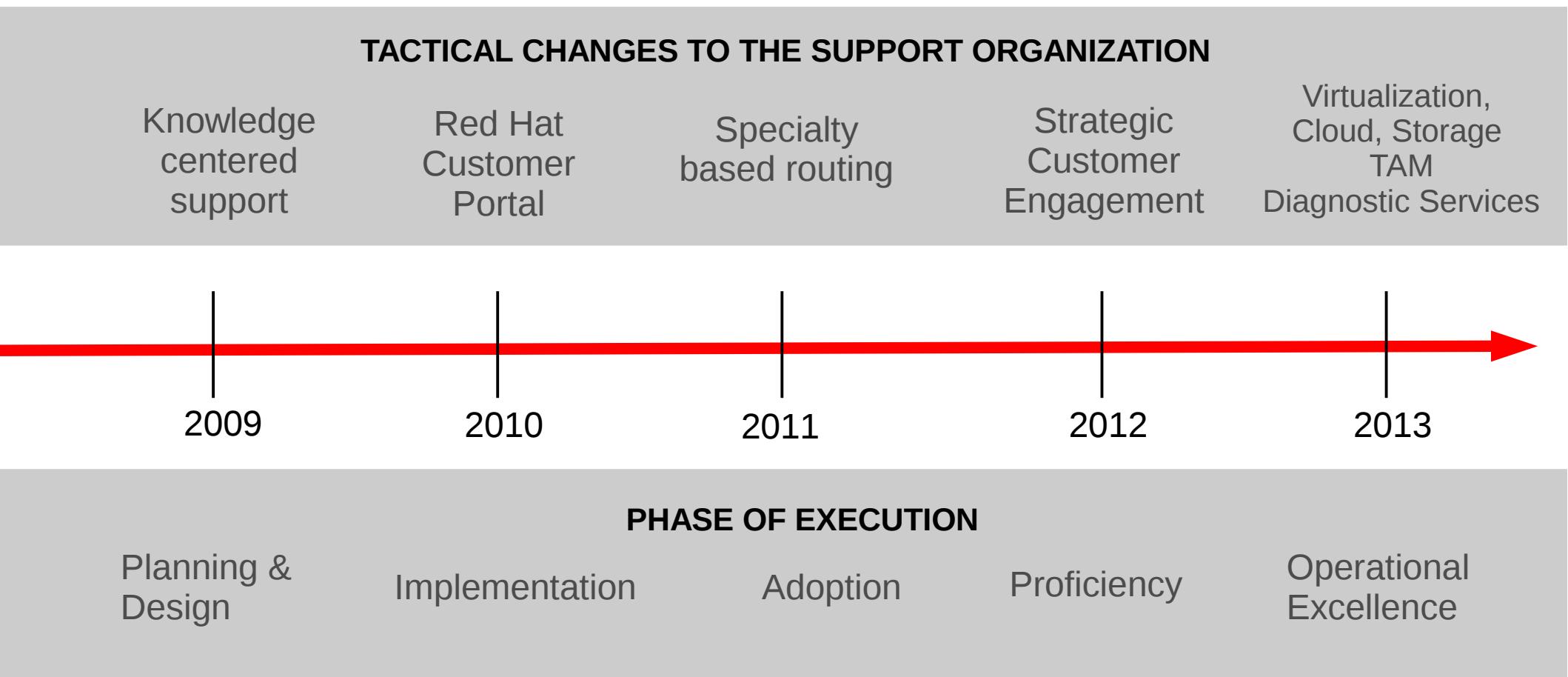
Red Hat Support is **uniquely positioned within the engineering organization**, creating a more direct route for customer-driven product improvements and faster engineering related fixes.



**Collaborate** with Red Hat on the design and planning of your deployment.

**Operate and maintain** your enterprise IT deployment with Red Hat expertise.

# Red Hat Support... Focus on Operational Excellence



# PLAN

# DEPLOY

# CONNECT



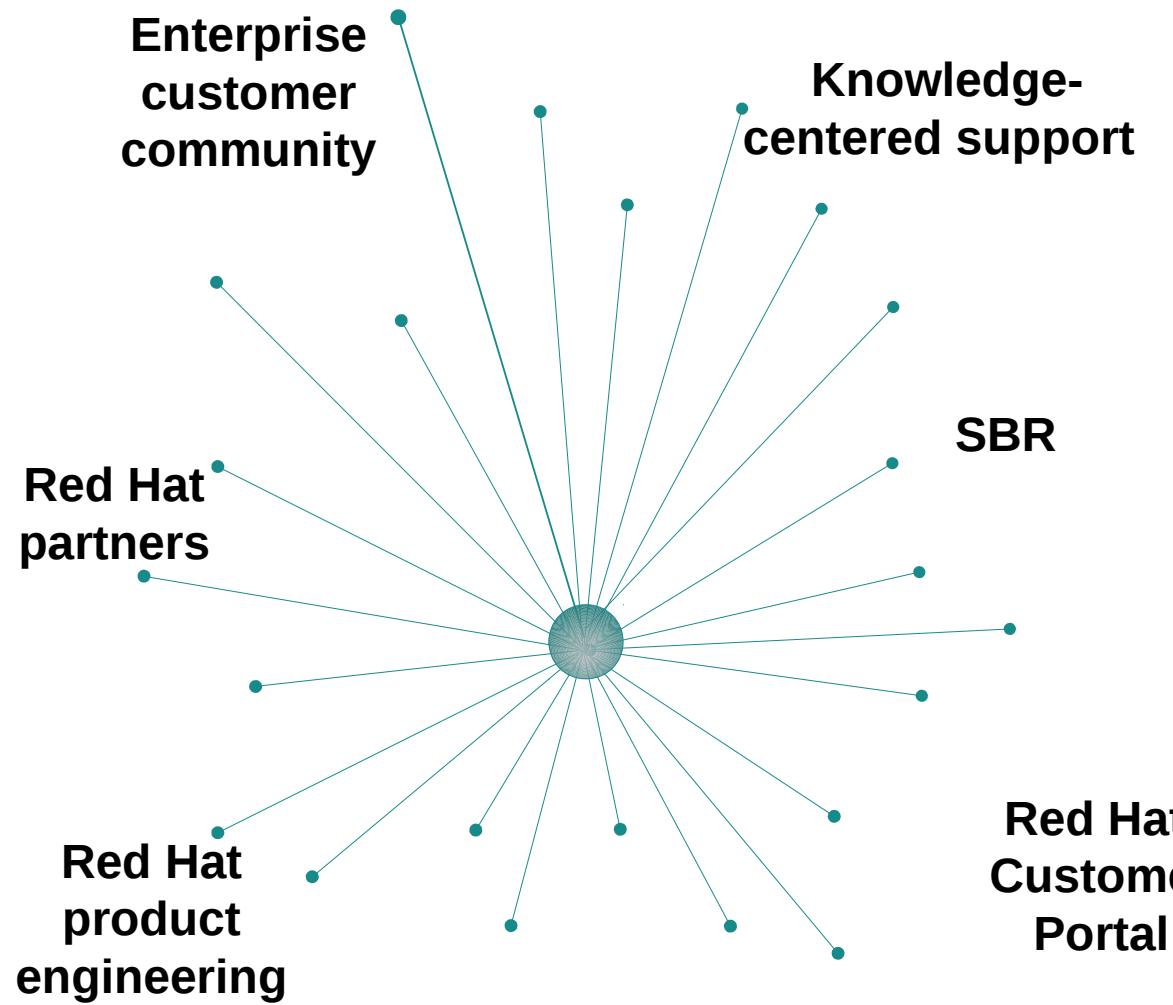
## GSS EARNS SUBSCRIBER LOYALTY.

Red Hat's Global Support Services provides more than a break-fix interaction.

We offer a collaborative relationship with our customers through all phases of planning, testing, deploying, maintaining, and upgrading their IT infrastructure.

# Supporting success. Exceeding expectations.

Red Hat Support **connects** customers to our entire ecosystem of expertise.



**Knowledge-centered support** and the **SBR** model enable Red Hat Support to lead the industry in providing faster and better solutions with easy access to Red Hat expertise.

The **Red Hat Customer Portal** connects subscribers to Red Hat experts, partners, and the enterprise community. Expertise at your fingertips from the source you know and trust.

**Plan | Deploy | Connect**

[access.redhat.com](http://access.redhat.com)

# Subscription engineering

Don't deflect. Engage with a great digital experience that provides real value

The role of subscription engineering:

- Makes our product experience a unique Red Hat experience
- Develops additional services that add value to our end users and differentiate us from our competitors
- Determines how we turn our market position and expertise into a sustainable and tangible core competency for the customer experience

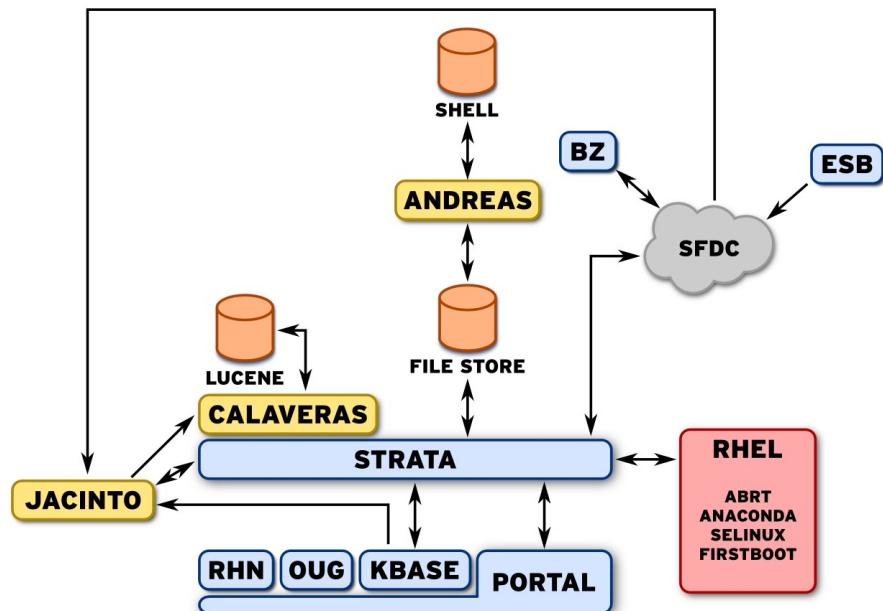


# Tools infrastructure: Value unique to Red Hat

Value of the subscription all in one location

## The Red Hat Tools Infrastructure:

- Makes KCS available to you
- Analyzes errors that occur in the field
- Provides Red Hat infrastructure for you to collaborate
- Indexes issue resolutions continuously
- Provides errata and updates to systems
- Coming soon – In product diagnosis of errors



# Recommendations

## Open a New Support Case

Product & Topic	Case Details	Case Created
<p>Red Hat Enterprise Linux 6.3</p> <p>problem with scsi device</p> <p>when adding a new LUN, I get the following error message:</p> <pre>ASC=0x4 ASCQ=0x1d</pre> <p>what is wrong?</p>	<p><a href="#">Edit</a></p> <p><b>Recommendations</b> POWERED BY ANDREAS <small>BETA</small></p> <p><b>How to decode Key Code Qualifier (KCQ) information returned from a SCSI Sense Key?</b> <a href="#">org/wiki/SCSI_Request_Sense_Command</a> This is a message the OS is receiving directly from the storage hardware (target).</p> <p><a href="#">View full solution in a new window</a></p> <p><b>How do I interpret scsi status messages in RHEL like "sd 2:0:0:243: SCSI error: return code = 0x08000002"?</b></p> <p>The return code consists of four parts and is returned by the scsi mid-layer. Note that the return code can sometimes appear truncated, that is has less than 4 parts, as leading zeros are sometimes...</p> <p><a href="#">View full solution in a new window</a></p> <p><b>"LUN assignments on this target have changed" kernel warning messages after LUN reconfiguration at storage array.</b></p> <p>The message indicates a command has been sent to a LUN whose LUN mapping has changed on the target. The command completed with a check condition since the target could not be sure the command was ...</p> <p><a href="#">View full solution in a new window</a></p>	

# Strategic customer engagement

Bringing increased value beyond just break-fix

## PLAN

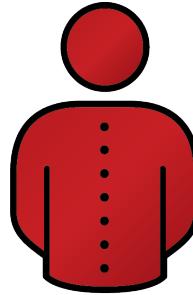
- Reference architectures
- Architecture reviews
- Product roadmaps
- High-touch Beta offerings
- Focus on issue avoidance

## DEPLOY

- Migration guidance
- On site assistance
- Red Hat Management visibility
- Tuning and configuration guidance
- Multi-vendor assistance

## CONNECT

- Customer Portal - private customer communities
- Lunch-n-Learns
- Webinars
- Regular service reviews
- Named resource to build a stronger relationship



## **TECHNICAL ACCOUNT MANAGEMENT (TAM)**

### **HAS IN-DEPTH KNOWLEDGE OF:**

Industry best practices

Your unique technical environment

Current and future Red Hat products

Your business and change management processes

The best internal and external resources to solve issues

Red Hat's product portfolio, acting as Subject Matter Experts

GSS001



## HOW CAN MY TAM HELP ME?

Visibility into current  
and future Red Hat products

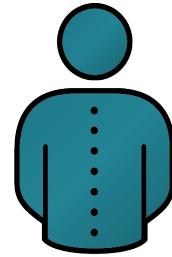
Proactive planning  
and technical reviews

Advisor and advocate

Primary point of  
contact for Red Hat and  
multi-vendor support

Regularly scheduled  
reviews and on-site visits

Industry best practices



## **SUPPORT RELATIONSHIP MANAGEMENT (SRM)**

### **OWNS YOUR CUSTOMER EXPERIENCE:**

You wish to escalate any type of issue

You have questions about your account

You feel Red Hat is not meeting your expectations in any aspect of the partnership

You would like a regular service review

You wish to provide Red Hat with information regarding the prioritization or business impact of a support case or issue

GSS003



## HOW CAN MY SRM HELP ME?

Owns overall Red Hat experience SRM Version

Tracks all support activity to ensure tickets are moving towards resolution

Single point of contact for managing any and all escalations

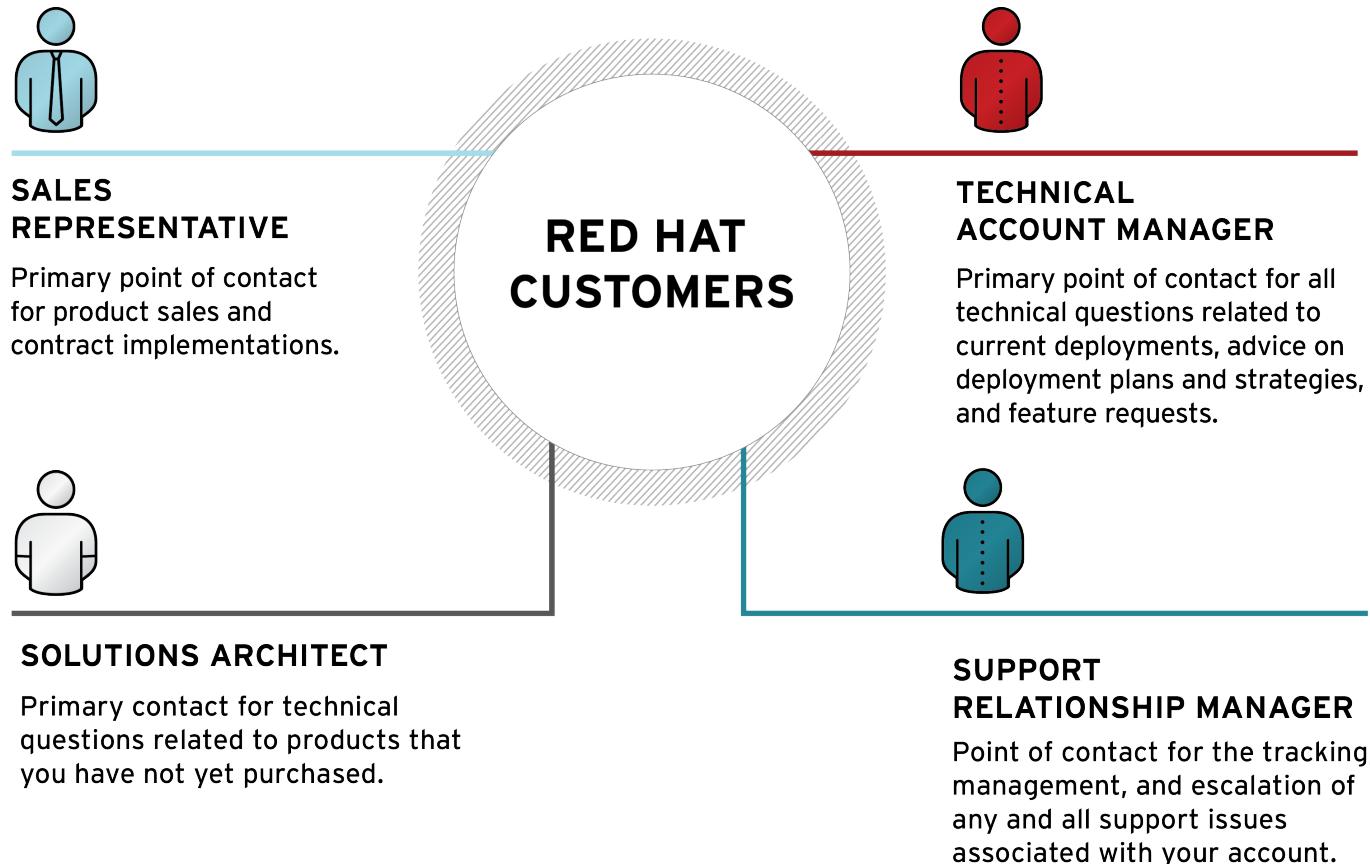
Coordinates Red Hat engagements and interactions for any critical issues

Liaison within Global Support Services

Helps coordinate service reviews

# Tying It All Together: The Virtual Account Team

Focused on the customer relationship



GSS005

# Help us...help you

Know how to engage us... Know how to escalate

**TECHNICAL ACCOUNT  
MANAGER & SUPPORT  
RELATIONSHIP  
MANAGER WORKING  
HOURS ARE  
9 X 5**

Please don't reach out to your TAM or SRM after hours or on the weekends

## **LEVERAGE GLOBAL 24/7/365 PHONE:**

**For urgent or high impact issues, call in to our global support line.**

That line is staffed 24/7/365 and will automatically direct to the current on call follow-the-sun support center

## **KNOW HOW TO ESCALATE:**

For urgent / high impact issues, call the 24/7/365 line to ensure GSS is properly engaged.

If GSS is not properly engaged, escalate the issue up the GSS management tree

# Red Hat Support Stories: Calls with our CEO





# Thank You!

## Contact Info:

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