



# Perspectives on Global Technology Services

The world may be flat but it looks  
round to me...

John Hamilton  
*President,  
Service Strategies*

# Agenda

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- What is Global Support
- Global Service Strategy
- Virtualization v's Globalization
- Remote Support Tools
- Global Support Models – Examples
- Key Success Factors for Global Support



Tuesday, June 25, 2013



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# What is Global Support?

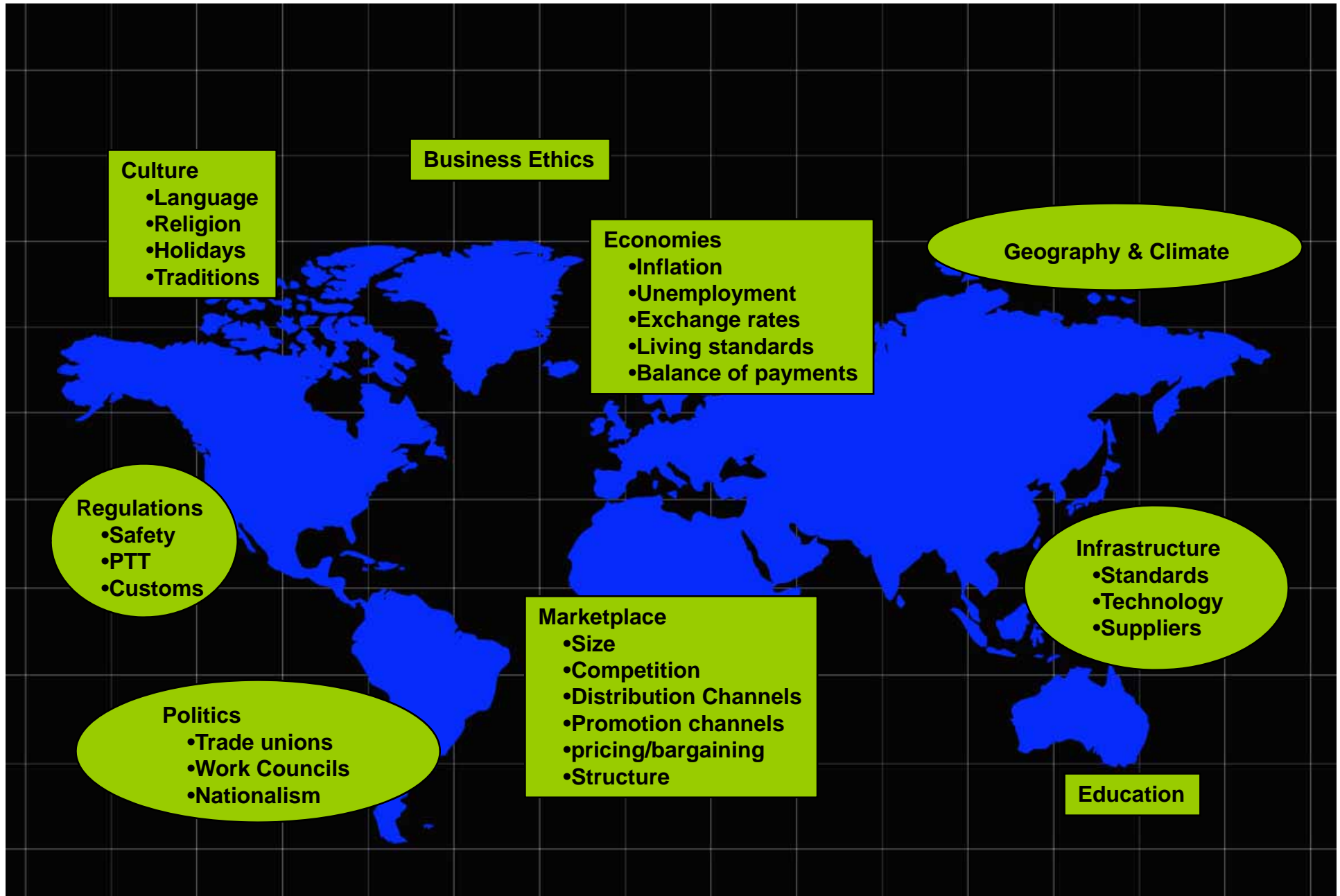
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**It is:** The methods and models you use to support customers who are based in countries other than the country where your primary support location resides.

**It is NOT:** Outsourcing, Offshoring

# Global considerations





# Global Service Strategy

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# Driving Forces – Corporate Strategy

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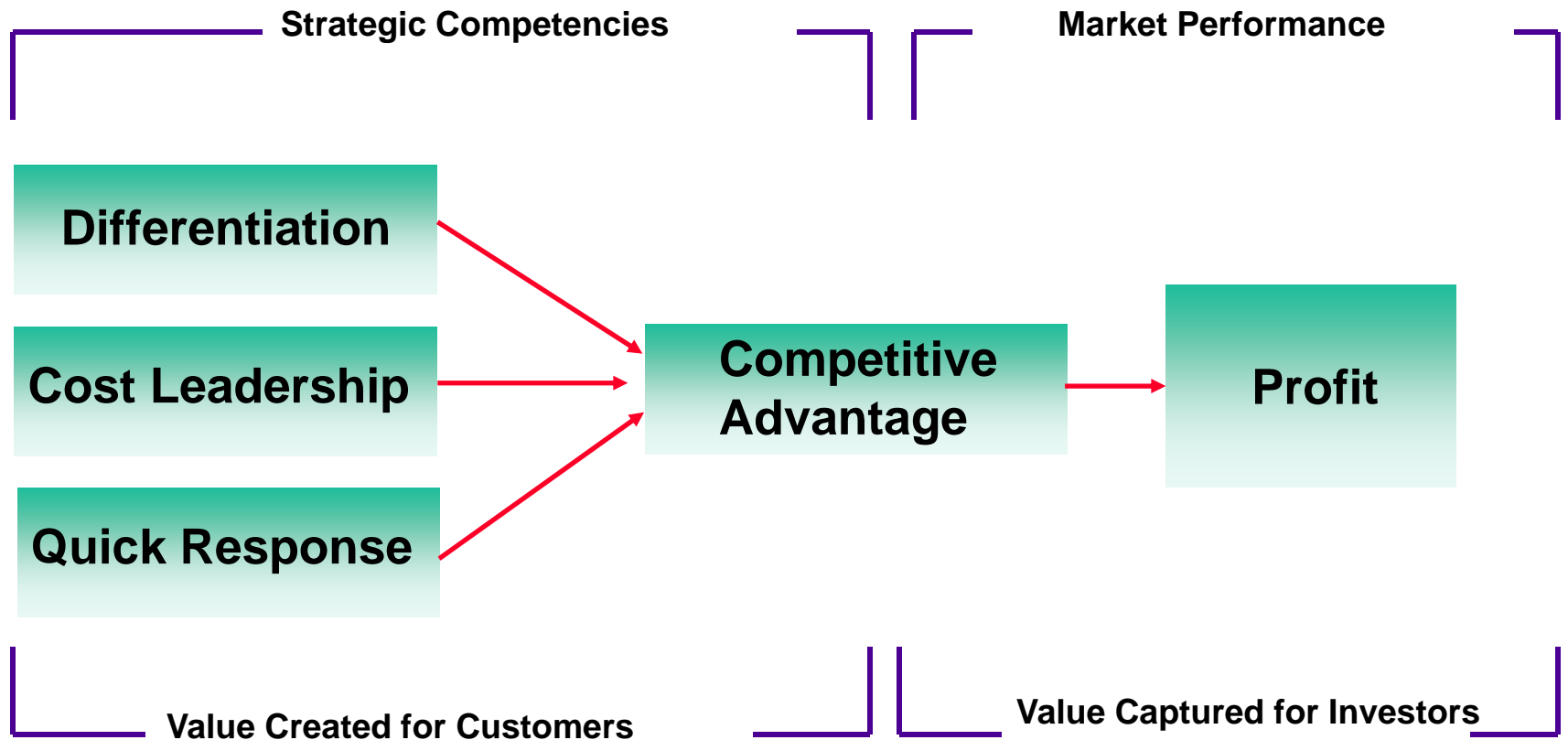
# What Things are Strategic to Our Company?

Ask yourself the following question:

- ❖ What do we do so well . . . that we are justified in going to the marketplace and asking for a profit?

The answers are those things that are **STRATEGIC** to your company.

# Global Support Strategy Aligned with Corporation

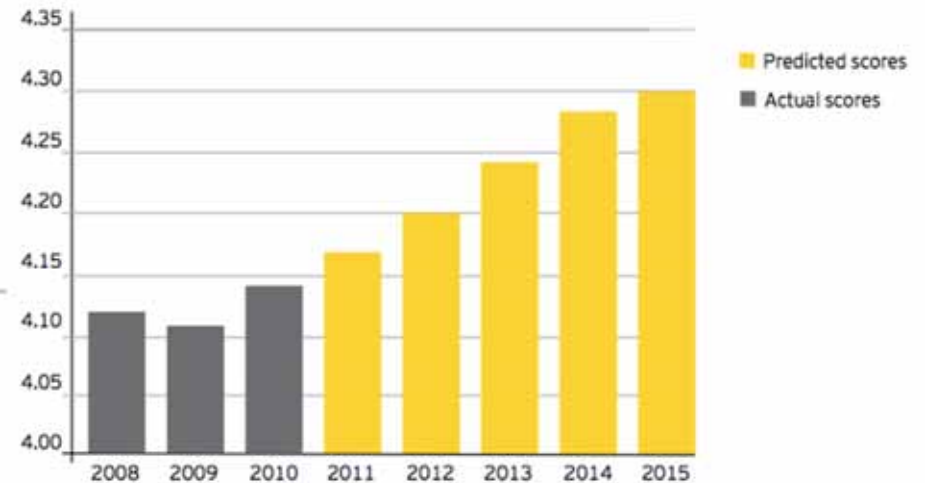


# Why does Global Matter?



## Depends on YOUR Market!

Figure 1: Overall average score for globalization



Source: Globalization Index 2011

Note: The Globalization Index measures the extent to which the 60 largest countries by GDP are connecting to the rest of the world in five key categories relevant to business.

# Having a PLAN is Critical!

**We Think Globally...  
While Serving You Locally.**  
X-IO's commitment to excellence takes us around the world.  
>> Click here for a Global Service Contact List



**Product Support  
Goes Global**  
Toll-free local phone numbers



**NINE  
STRATEGIES  
TO DELIVER  
POSITIVE  
GLOBAL  
CUSTOMER  
EXPERIENCE**



- Expertise Centers
- Business Process Services Centers
- Project & Support Centers
- Site Services

**Global Service Delivery**  
24 x 365  
Follow the Sun Support



**Americas**  
• Raleigh, NC

**APJ**  
• Singapore  
• Shanghai

CloudPaaS

CRM tracking tool  
Customer portal  
Cultural and language fluency  
Warm transfers

**GLOBAL CUSTOMER  
SUPPORT**



**It's not just a marketing piece and a local phone number!**

# Reasons to be global?

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## Strong

- **Global Enterprise Customers**
- **Market Size vs Local Language**
- **Goto Market Strategy**

## Weak

- **We acquired a company**
- **Cost Savings**
- **Sales Rep needs local support**

**It takes a PLAN that is mapped to the corporate Strategy.**

# Document Your Methodology

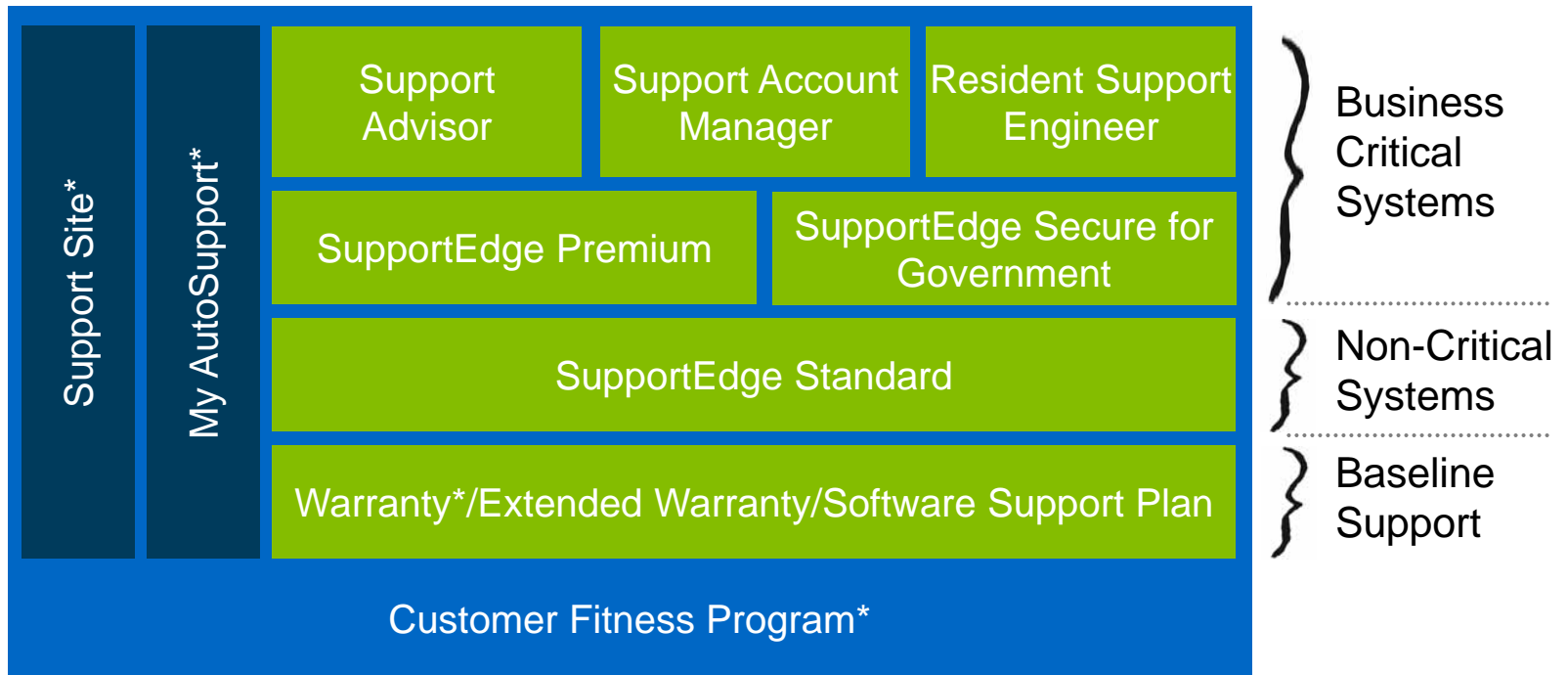


Globalization Model		
Level	Support Model	eService
<b>Level 4</b>	English Only Support, Local Business Hours	No special actions
<b>Level 3</b>	L1 Local Language from Partner, Local Business Hours.....	Chat in Local Language,
<b>Level 2</b>	Local Language support L1 Direct in Region, L2 in English	....
<b>Level 1</b>	Local Language support L1 & L2 Direct in Region, Escalations in English...	.....

Country Matrix		
Country	Support Level	Product
<b>Italy</b>	Level 3	UI Translated
<b>France</b>	Level 2	UI, Help, Doc Translated



# NetApp Service Offerings



† - The Customer Fitness Program, a 3-year Warranty, My AutoSupport, and the full features of the Support Site are included with each purchase

# Globalization/Localization Maturity



Maturity Levels	
Level	
<b>0 - Ignore</b>	English Only Support
<b>1 - Reactive</b>	Distributors or Partners handle localized support
<b>2 - Tactical</b>	Direct Localized Support country by country where market supports the investment
<b>3 – Regional</b>	Regional Support Centers
<b>4 - Hybrid</b>	Regional Language Centers, single “Flagship” Escalation Center
<b>5 - Global</b>	Multiple Flagship Support Centers distributed globally



# Model Drivers

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- **Corporate and Service Organization maturity**
- **Market size, sales penetration and timing**
- **Direct versus local partners/distributors, hybrid**
  - Outsourced or Outsourced to Permanent
- **Local Language requirements**
  - Front Line, L2/3, Knowledge Articles, Documentation, eService, Product UI, AT&T/Language Line
  - Technical vs. Language Skills
- **Process Maturity**
  - Follow the Sun
  - One Hop Escalations
  - SLA's vs Entitlement
  - Dispatch/Onsite
  - Partners
- **Tool Maturity**
  - CRM, VOIP, Dispatching, Parts/Stock, etc.

## Global Tools & Infrastructure

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- Common Support Tools
- Systems that Interoperate
- Common Problem Solving Methodologies and Processes
- Synchronous Product Distribution



## Virtualization vs. Globalization

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# Virtualization vs. Globalization

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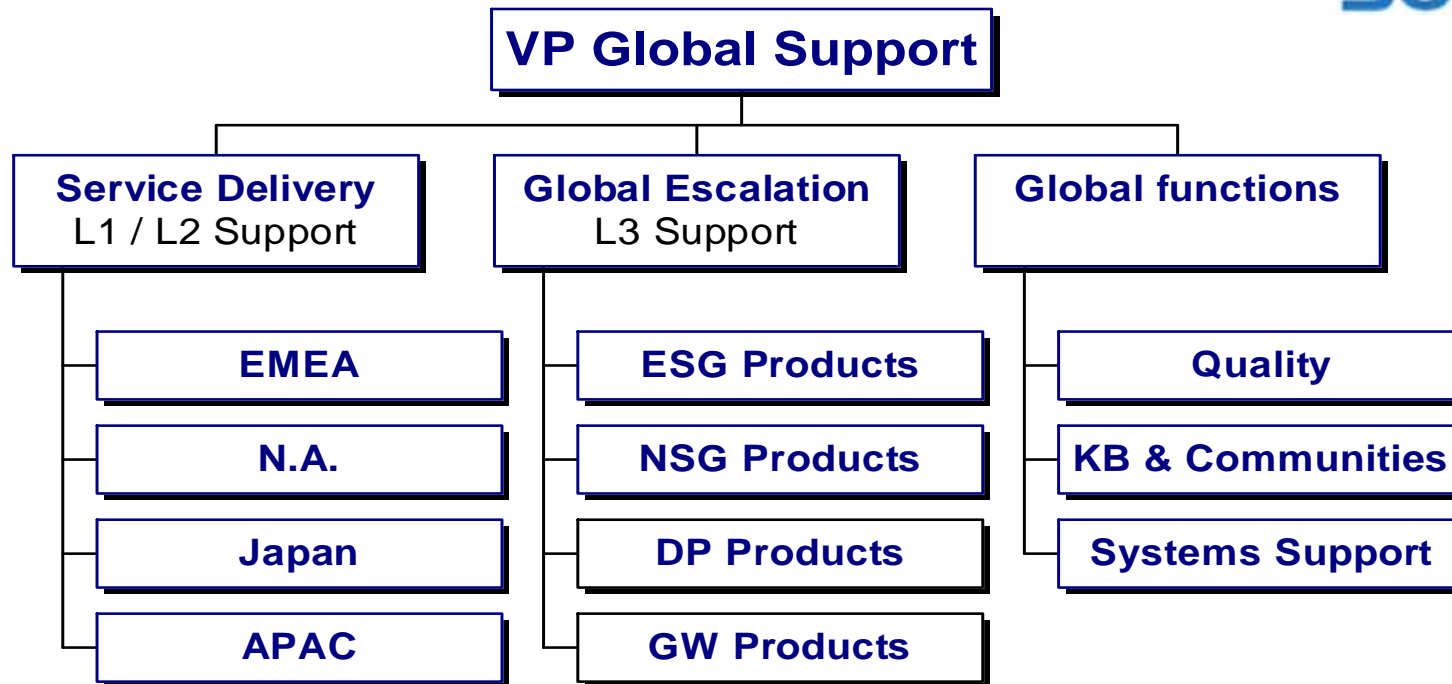
- Virtualized Services blur the line
  - Remotely delivered services – Outsourced AND Global
- eService Maturity is removing many global hurdles
  - Lessens requirement for in local support
  - Machine based translation for knowledge articles/solutions
  - ESL issues masked in Chat
- Cultural challenges are still there...but lessening
  - Organizational structures – Product v's Geographic

***“Going forward, we’ll see complete self-service and agility — as a user you should have the quickest, shortest path to getting whatever you want. This shift has been coming in bits and pieces, but now they’re coming together.”***

***Shekar Ayyar, Head of Strategy, VMware***

# Global Organizational Structure

SOPHOS

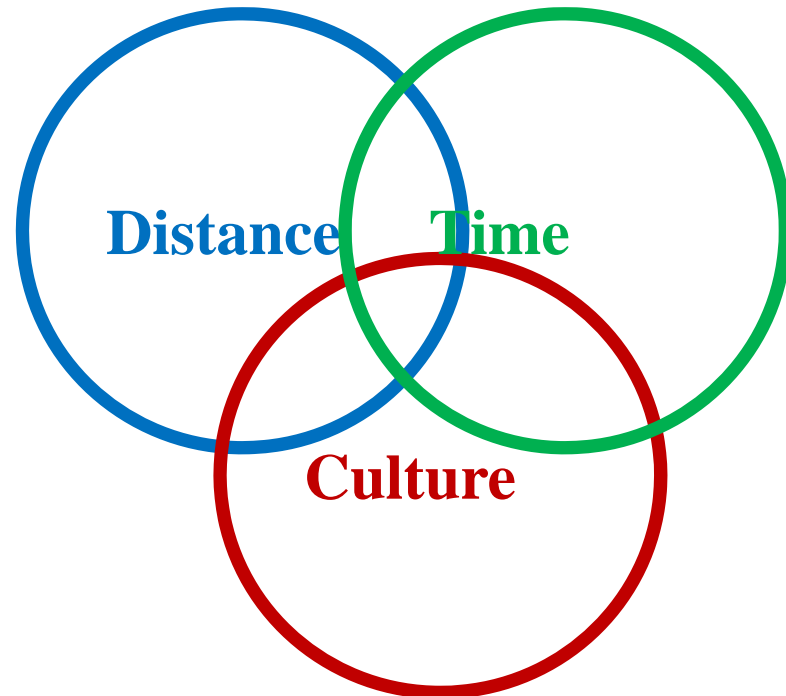


- Service Delivery, providing Level 1 & 2 support for all products
- Product specific Global Escalation teams providing Level 3 support; primarily located close to the corresponding software development teams
- Global functions

# Three Dimensions of Virtual Support

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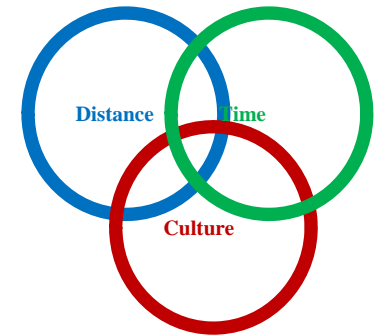
- Multiple Locations
  - Mobile Offices
  - Home Offices
  - Remote Offices
- Customers, Suppliers & Partners
  - Collaborative support
- Mission Critical 24 X 7 coverage



## Beam remote presence system



## Cultures around the world . . .







# Remote Support Tools

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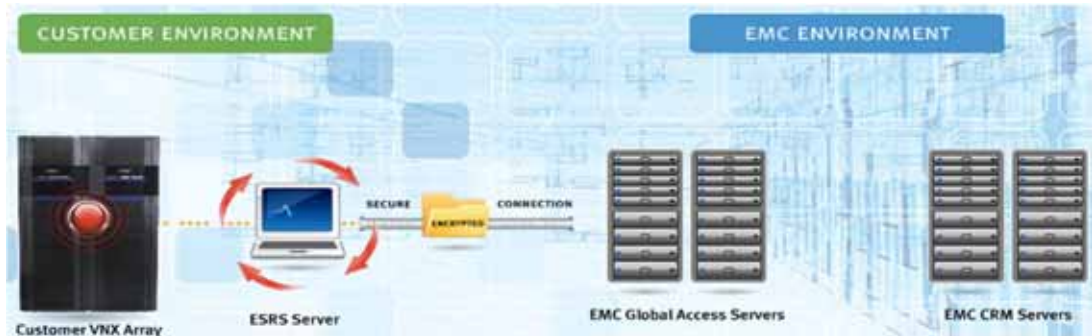
# Remote Support Tools - Evolution

EMC

confidence  
availability

## ESRS

EMC Secure Remote Support



[CLICK HERE](#)

NetApp

## Remote Support Diagnostics Tool

Simplified storage-issue resolution



### NetApp Support App

AutoSupport at Your Fingertips

➤ [Get the mobile app](#)



- **AutoSupport** – AutoSupport is an integrated and efficient monitoring and reporting technology that constantly checks the health of AutoSupport enabled NetApp systems. It's one of the most important and effective troubleshooting tools for our customers and NetApp support.
- **My AutoSupport** – My AutoSupport is a web based application that works in conjunction with AutoSupport to provide customers with information and tools designed to analyze, model, and optimize their storage infrastructure. My AutoSupport improves self-service support and operational efficiency of your NetApp systems. Our new mobile support app provides **predictive and personalized support** at your fingertips.
- **Remote Support Diagnostics Tool (RSDT)** – RSDT helps NetApp Support solve storage system issues without the need for customer staff intervention. Remote support automation also enables faster case resolution and helps minimize system downtime.



# My AutoSupport

Self-service automation portal: Analyze and manage your storage

- Global infrastructure in one view
- Visualize configuration at the company or device level
- Check configuration differences on the fly
- Generate SW upgrade plans within seconds
- Observe performance trends
- View on-demand system status and trend analysis
- Configuration, change, and event management tools

“My AutoSupport is very easy to access and provides at-a-glance **health checks and upgrade advises**. This data helps Sealy proactively prevent costly down time and data interruption.”





# Proactive Health Check at System Level

The screenshot shows the NetApp My AutoSupport interface for system SVLEXCHFLR06. The breadcrumb trail is Search > Ntap.IT > NTAP-IT-SVL-CROSS > SVLEXCHFLR06. The system is identified as SVLEXCHFLR06 (Serial#:30003178) based on the latest log from 09-Oct-2011. The interface is divided into several sections:

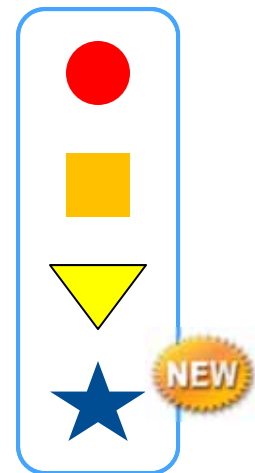
- System Tools:** Performance, Upgrade Advisor, EMS Log Viewer, Event Viewer [New].
- AutoSupport Tools:** Visualizations, Configurations.
- Configuration Details:** Hostname: SVLEXCHFLR06, Serial #: 30003178, System ID: 118055992, Model: FAS3070, OS Version: 7.3.3, Board Hardware: 2.4.0, HA-Partner: svlexchflr05.
- Health Summary:** A table showing various health indicators with user and average ratings.

	User rating	Average rating
Health Check Details	Warnings	2
	Notices	1
End of Support HW	Products	1
System Risk Details	Risks	1

- Checks for 80+ warnings and 600+ notices
- Disk, motherboard, firmware, clustering, hardware configuration, and software configuration issues

- Drill down highlights At-Risk-System details
- Severity code
- Risk category
- Risk details
- Date first detected
- Link to details and action plan KB article on NOW

*Based on recent weekly AutoSupport*





# Global Support Models



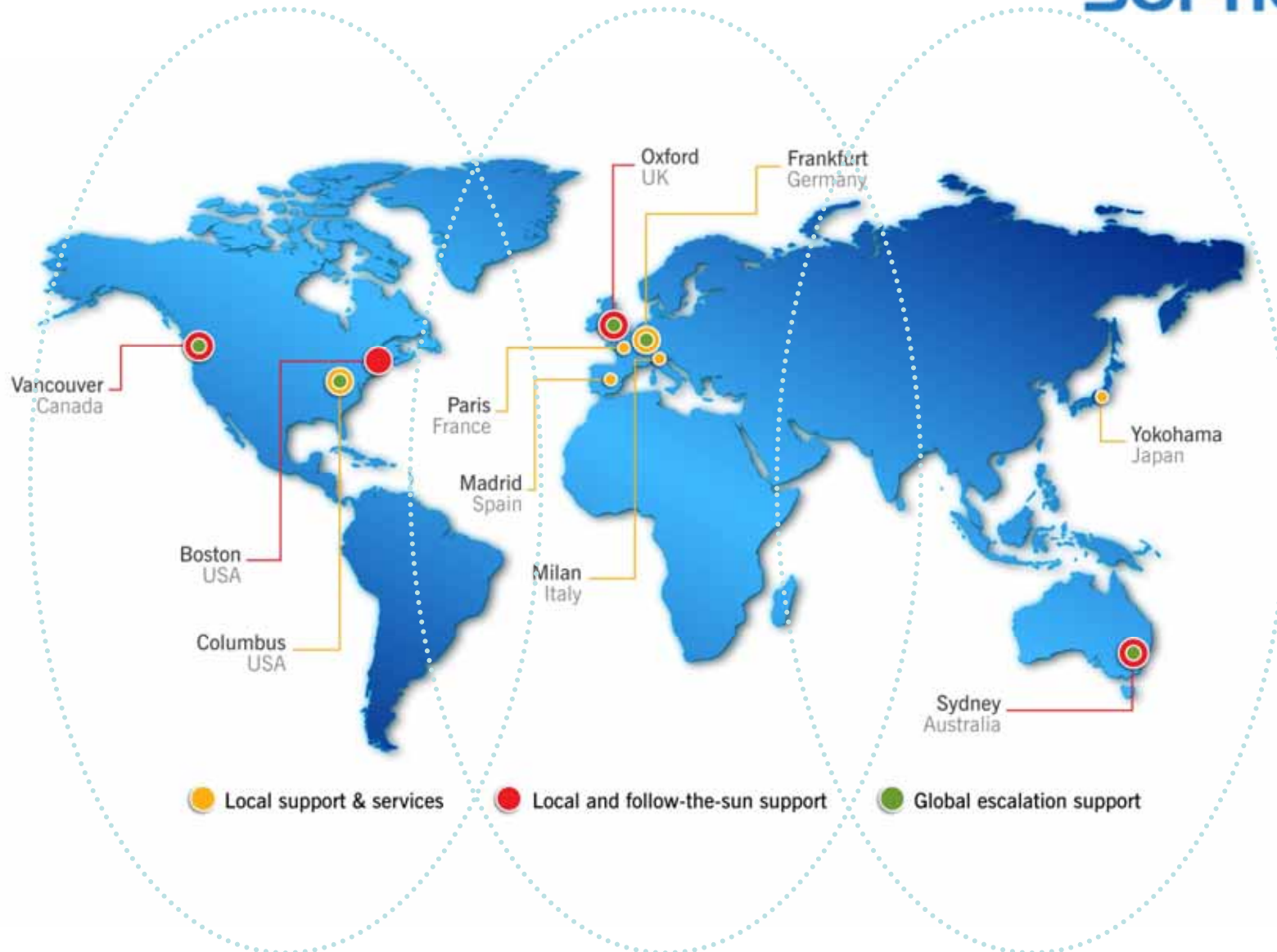
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# Follow the Sun



# Technical Support

## SOPHOS



## Follow-the-sun support – UK, NA, AU

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- Customers always call their local support centre
- All emails are routed to a Shared inbound queue
- Principal hours of operation established for each centre
  - Centre has responsibility for all incoming workload for their own region during these hours
  - Workload may be manually passed to other centres with overlapping hours
- Outside of principal hours:
  - Phone calls automatically routed to the current operational centre depending upon time of day
  - Emails are picked off the shared queue by the operational centre engineers
  - Queue must be cleared down by operational region at the end of their working day



# Follow-the-sun support – UK, NA, AU

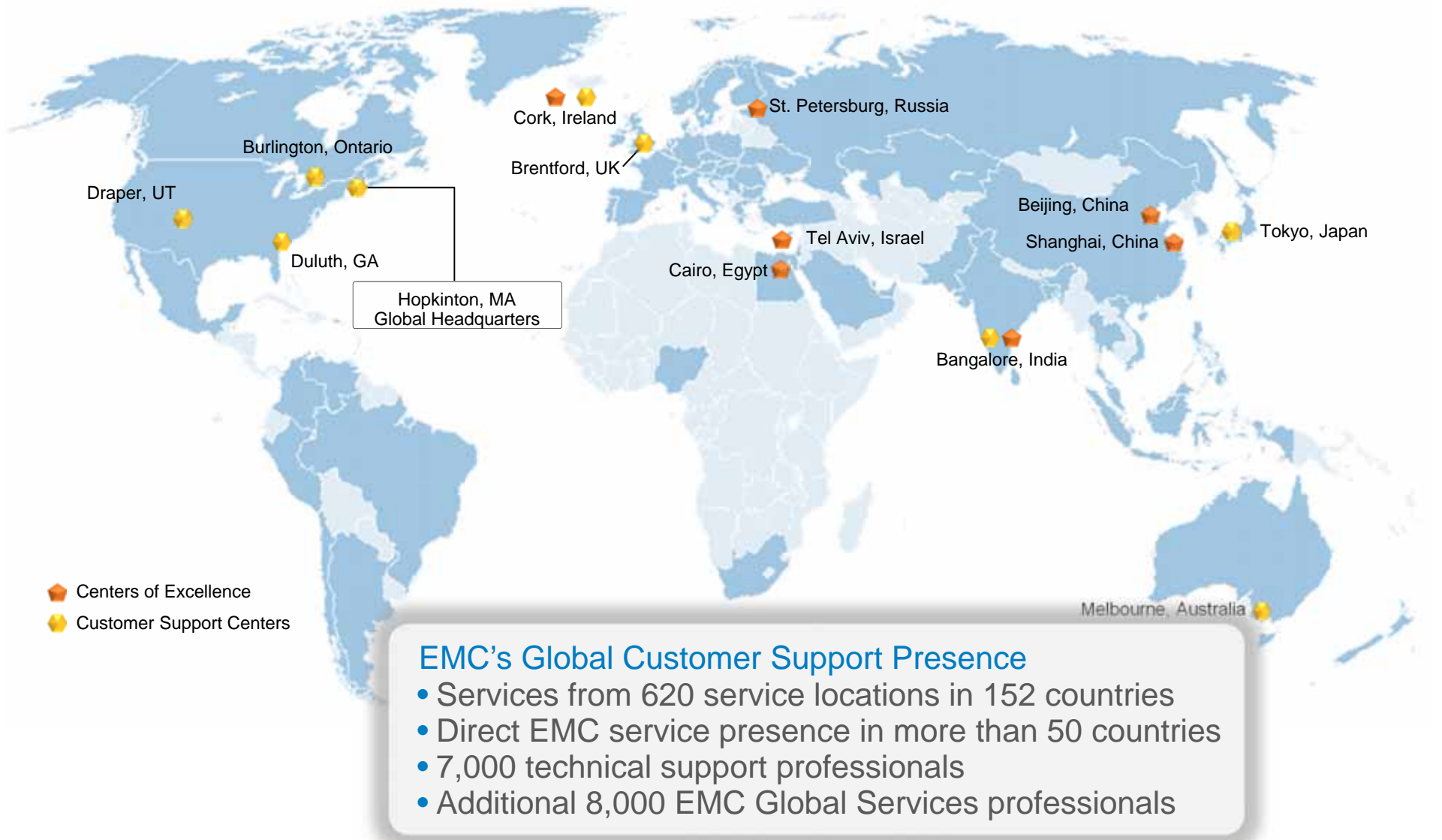
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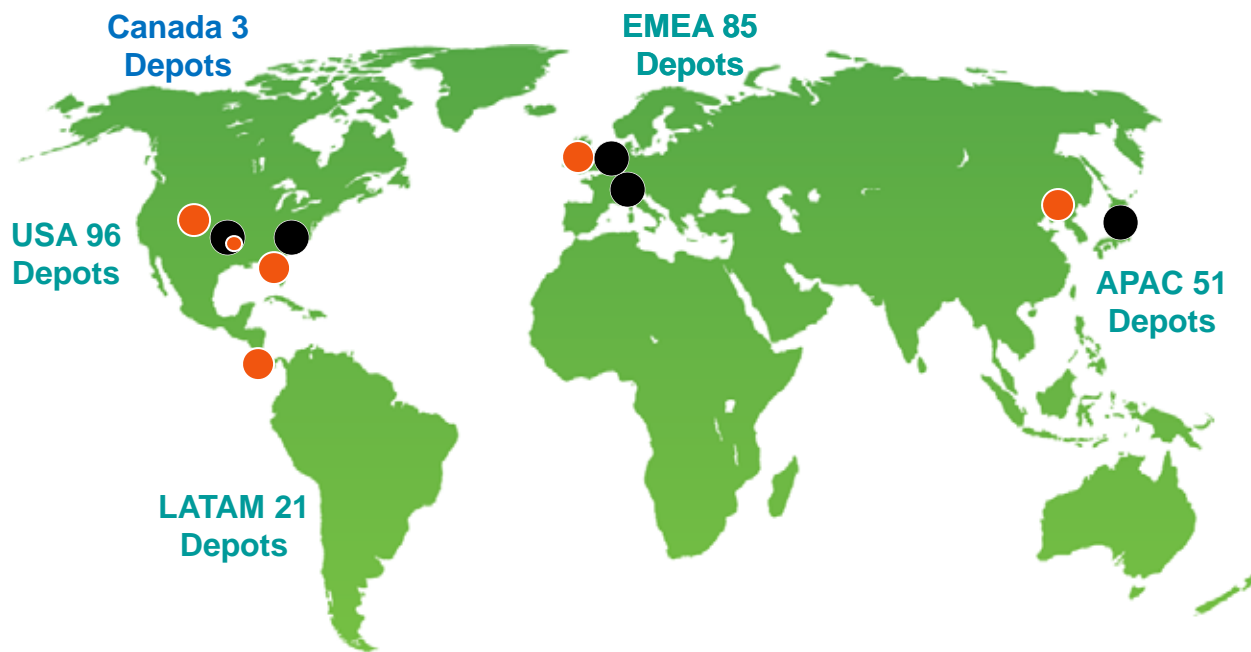


- Critical cases
  - These are handed over from one centre to the next to ensure continued activity 24x7
  - They are flagged in the case management system and listed on a handover email (with useful commentary)
- For cases routed to an out-of-region centre
  - Customer is given choice to
    - continue with support from the out of region centre (continuity of support engineer, or customer will be working late hours, etc.) or
    - Case can be pushed back to the regional centre local to the customer (matching customer operating hours, local knowledge & culture, etc.)



# EMC's Service Presence Around the World





- **Customers in over 100 countries**
- **Internal TRO compliance metric = 99.0%**
- **Parts Depot parts availability = 99.4%**

- **6 Technical Support Centers**
  - Dalian, China
  - Lake Mary, FL
  - Newcastle, UK
  - Orem, UT
  - Costa Rica
  - Wichita, KS
- **5 Escalation Centers**
  - Raleigh, NC – Flagship site
  - Amsterdam
  - Wichita, KS
  - Munich
  - Tokyo, Japan
- **256 Depots**
- **94 Dispatchers – local language capability & secure**
- **3 test & repair centers**



# Key Success Factors for Global Support

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# Key Success Factors for Global Support

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- Focus on global support quality
  - Scalable model to support future growth
  - Integrated, consistent use of systems
  - Provide simple front end access
  - Greater degree of specialisation, leading to:
    - More complete product coverage
    - Increased depth of knowledge
  - Consistent Service delivery
  - Common metrics and Customer Satisfaction measurement
  - Wider span of control, minimising management layers



*Any Questions*

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