



## **MANAGED SERVICES:**

### **TECHNICAL ACCOUNT MANAGEMENT:**

The technical leadership that ensures successful managed services planning and delivery

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*Dan Rahko, SBT Partners Managing Partner shares his thoughts on the importance of the Technical Account Management function to the success of any small business managed services solution.*

## **Overview**

SBT Partners' role as a Managed Services Integrator implies that the small business IT annual plan, solutions roadmap, each managed services solution project plan, and the ongoing oversight of the solution's effectiveness remain independent of the support center. Clearly the best managed services come from global organizations that have developed support centers providing economies of scale and access to technical talent that the typical small regional or local provider cannot easily compete with. These service providers, however, do not sell their services directly to a small or mid-sized business. They work exclusively through companies such as SBT Partners.

Our infrastructure and support center partners provide first level monitoring and defense across the managed service solution. They do not manage the client relationship. Their purpose is not to develop a vision for IT growth that aligns with the client business strategy.

SBT Partners manages all aspects of the client relationship using an engagement model that is time tested, incorporating industry best practices to guide the client through planning and delivery.

## **The Technical Account Management Model**

The Technical Account Management (TAM) function is critical to the success of the SBT Partners-client relationship. The TAM acts as the customer advocate to the support center once the solution is deployed providing ongoing oversight of services and ensuring that any issues that are not resolved within the center are managed in conformance with the Service Level Agreement. The TAM has access to every incident through the use of sophisticated online tools and remains in constant contact with the client when incidents occur, serving as the liaison between client and support center. The TAM coordinates the onsite delivery of highly trained and experienced technical resources when those resources are necessary to resolve a problem that cannot be resolved within the support center. The TAM is responsible for quality of service and client satisfaction.

All important technical communication flows between the client and the TAM. TAM involvement begins during the front-end phases of the client engagement through interaction with the client as the primary technical advisor. The TAM assists in the creation of the IT annual plan and roadmap, develops solutions and ad hoc project plans, and ensures project deliverables are achieved. The TAM is also the owner of the required Stabilization and Turn-Up Phase that occurs prior to the establishment of the link to the managed services partner's support center. All desktops, servers, and network appliances are assessed, upgraded, and installed with monitoring "agents" so that the support center can efficiently monitor the performance of the environment as well as identify, track, and resolve incidents. If the environment is stabilized properly, the managed services solution is optimized for success.

Finally, the TAM will proactively schedule regular client meetings to review the status of the annual plan. During these sessions the TAM reviews relevant metrics to ensure the plan meets the expectations created during the Stabilization and Turn-up phase providing statistics, service call data, reports, and remedies that have been or will be taken to meet SLA requirements.

## **SBT Partners: Sustaining Client Value**

SBT Partners was established to provide managed services to small businesses. The founder and managing partner, Dan Rahko, brings over 10 years of experience in creating, perfecting, and implementing the managed services model. He has extensive expertise in the design and implementation of managed services solutions that include end-to-end infrastructure support, provided from within high performance data centers, as well as onsite IT service delivery and troubleshooting.

The SBT Partners' engagement model focuses on the client. As a Managed Services Integrator (MSI), we contract with an industry leading managed services infrastructure providers as well as other proven partners as required to build a client solution. SBT Partners provides our clients with a single point of responsibility for planning, deployment, and support. This model benefits our client by enabling cost savings derived from our partners' economies of scale while serving as the partner solutions integrator within the small to midsized business (SMB) market. A market they do not serve directly.

The IT Annual Plan, the starting point for any successful relationship with our clients, provides valuable strategic assessment of the client's IT environment and links all managed services to an IT Roadmap. The Annual Plan is updated yearly to meet evolving needs of the client. This IT Roadmap, and the assignment of a Technical Account Manager (TAM) as your single point of contact, is embedded in the solutions we offer. The choices that evolve from the Annual Plan across a variety of new IT areas provide exceptional opportunities to improve productivity and business growth while reducing costs.

SBT Partners cost effectively aligns technology with our client's core business strategy by introducing services you need, when you need them.