



Service Account Management

With a Service Account Manager, you have an advocate within Novell who can simplify your job to help you stay on top of current issues, proactively assist you prepare for future technology changes and ensure you're getting the most from your support benefits.

At Your Service

Service account management is all about developing a great relationship with our customers to ensure we provide the most successful support experience. Your Service Account Manager (SAM) develops a close working relationship with your business to gain an in-depth knowledge of your technical support needs. With that knowledge, your SAM will act in your best interest to fully understand the business impact of your technical issues as your advocate with Novell. Depending on the hours established by your maintenance agreement or subscription, your SAM is available 12x5 or 24x7.

Get Started

Maintaining an accurate and up-to-date list of authorized contacts with the Novell support organization is critical to receiving the technical support you need, when you need it. Your SAM helps you become familiar with the Novell® Customer Center, where you will manage those contacts throughout the duration of your service agreement. And, your SAM will assist in maintaining

an accurate Novell contact and resource list, facilitate regularly scheduled calls to review contact lists and explain all of your support entitlements.

Leverage Innovative Novell Support Tools

Novell provides you with access to innovative support tools that are instrumental in keeping your systems up to date—and resolve even the toughest technical issues. However, these tools aren't much help if you're not familiar with them; so your SAM ensures that you fully understand how to use our award-winning website, including:

- *Searching the knowledgebase*
- *Leveraging technical documentation*
- *Posting questions in the support forums*
- *Diagnosing issues using the Novell Support Advisor*

As new tools become available from Novell, your SAM will ensure that you are aware of these capabilities so that you can take full advantage of them.

- **Solutions:**
Novell Services
- **Products:**
Service Account Management

A Service Account Manager (SAM) is your personal point of contact with Novell to ensure that your problem or concern is quickly resolved to help you get your systems back on track and back to work as quickly as possible.

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Increase Your Overall Productivity

Time is money. And when your systems are down, or critically impacted, you need help fast. When this happens, your SAM coordinates the efforts of the appropriate Novell support staff on behalf of your business. Your SAM will verify that service requests are logged, prioritized and completed appropriately. He or she will also work with support engineers and management teams to facilitate the shortest possible resolution times for your critical issues. Whenever you feel there is a need to escalate an issue, your SAM is your point of contact and will ensure your concern is quickly resolved to your satisfaction—while keeping the wheels of progress moving so you can get your systems back on track and your end users back to work as quickly as possible.

Effectively Plan for the Future

Not only will your SAM react quickly in times of need, he or she can also proactively assist you as you plan for future technology projects, train your staff and more. Your SAM will host regularly scheduled meetings or conference calls to review your support history. During these service reviews, you'll be able to discuss support challenges and your SAM will help resolve these concerns. Based on your history and feedback, your SAM will make observations or recommendations for training opportunities, process improvements, health checks, on-site visits and other activities that will improve your business. As you discuss future technology plans,

your SAM will recommend, schedule and coordinate any number of projects related to your plans, such as consulting services, scheduled standby, on-site support or anything else that would help make your project successful.

Make Your Voice Heard at Novell

Your SAM is a great mechanism for providing feedback for improvements at Novell. We welcome you to provide suggestions through your SAM regarding topics such as product development, sales, marketing and support. Because your SAM is your personal advocate with Novell, this feedback is delivered promptly to the respective groups within Novell. In addition, your SAM acts on feedback provided through customer satisfaction surveys to ensure our processes are always improving.

The Bottom Line

Service Account Management has proven to be one of the most valuable customer services Novell provides. Your SAM will understand your business needs, as well as the hard-working gears of the Novell support organization, to ensure we provide you with the best possible support experience—quickly and easily.

Learn More

If you're interested in having your own SAM, talk to your local Novell salesperson or partner today.



Contact your local Novell Solutions Provider, or call Novell at:

1 800 714 3400 U.S./Canada
1 801 861 1349 Worldwide
1 801 861 8473 Facsimile

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