IBM Technology Lifecycle Services

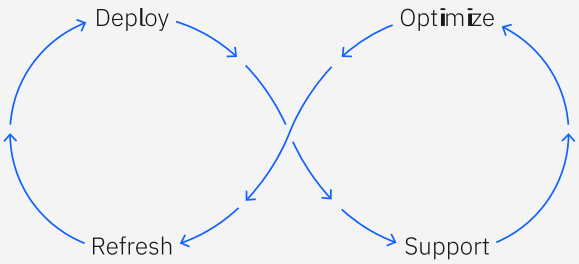
Optimize your infrastructure with technology lifecycle services

Table of contents

Leverage support and services across the data center for consistency and availability

Businesses in today's complex hybrid IT environment need services and support to take full advantage of new technologies, across data centers, cloud, and edge, while keeping their existing infrastructure up and running. Organizations want proactive and predictive capabilities to help predict and prevent unplanned disruption for both their IBM and their 3rd party vendor hardware and software. They need infrastructure services across the product lifecycle to proactively manage day-to-day data center needs, the health of systems, and their interoperability. These hybrid architectures need to be designed and planned to excel, but they must also be executed flawlessly across the product and solution lifecycle with precious few skilled resources available.

IBM® Technology Lifecycle Services offers infrastructure support and services for IBM Infrastructure products and leading third-party systems, software, and enterprise networking. We plan, deploy, support, optimize and refresh hybrid cloud and enterprise IT data center infrastructure, enabling organizations to drive consistency and high availability in the data center.



Deploy	Support	Optimize	Refresh
Preparation	Repairs	Monitoring	Planning
Installation	Firmware updates	Automation	Migration
Configuration	Software updates	Security	Disposal
	Tools	Performance	

Phases of the product and solution lifecycle

A changing IT landscape drives new expectations for support

The complexity of the data center today is driving increased expectations for IT support. In a hybrid environment, IT support can no longer work in product silos, but needs to ensure connectivity across the data center and that clients are getting the full value of their infrastructure investments. Reactive support is the minimum service requirement, while an increasing number of clients are looking for more proactive support that goes beyond fixing what's broken. The online presentation from IDC, *Market Analysis Perspective: Worldwide Software and Hardware Support and Deployment Services, 2021*, demonstrates the increased focus on customer value and the delivery of business outcomes, in addition to increasing expectations for AI-driven processes, remote support options and IT automation.[1]

According to IDC, "support market trends include the long shift to business process support, connectivity and using advanced technologies to deliver customer value."[1] In addition, the IDC MarketScape: Worldwide Support Services 2022 Vendor Assessment[2] provides a view of the top benefits of support services:

- Improved hardware performance and overall hardware satisfaction
- Faster incident resolution time
- Easier incident resolution (less effort for IT staff)
- Reduction in incidents due to proactive support services
- Lower cost of operations across the hardware environment
- Decrease in system downtime and crashes

IDC MarketScape named IBM as a Leader in Global IT Support Services.[2]

The information in the bulleted lists below is taken from the IDC's *Market Analysis Perspective: Worldwide Software and Hardware Support and Deployment Services, 2021*.

Customer experience

- Enterprises are demanding vendors help them "get what they paid for" in IT projects.
- AI and ML adoption is growing as industry shifts to "autonomous IT."
- Reactive support remains critical, but providers still struggle with delivery.

Drive to customer value

- Value must incorporate customer experience across the asset, not just support it.
- [The] shift from asset-based support to business process support continues.
- IT organizations struggle to define, measure and track the value of IT.
- SaaS vendors are well-positioned to lead this effort, but have yet to demonstrate proficiency.

Vendor support technologies

- Advanced support capabilities are a key advantage for OEM vendors.
- Asset-usage data [is needed] to determine adoption, upgrade potential and value realization.
- Predictive and preventive support delivery is a top priority for IT, driven by increased automation.
- In-product support for business users is a critical "next step" for software-support providers.

Connectivity and automation

- Accelerated shift to "smart" automated support delivery through usage and telemetry data.
- Augmented reality (AR) and virtual reality (VR) technologies will change how customers interact with support technologies.
- Vendors will retain an advantage, but struggle to retrofit extensive [heritage] infrastructure.

IBM believes these outcomes are achievable with an integrated data center support strategy that includes:

- **Predictive support analytics** that provide ongoing insights to clients about preventive maintenance, such as security and maintenance coverage alerts to help identify product lifecycle exposures specific to IT systems, prevent outages across hybrid IT environments and mitigate the risk of denials of support on expired contracts

- **Proactive support** that enables clients' IT staffs to focus less on the day-to-day maintenance of systems for things such as firmware and code updates or coordination of problem determination and resolution, and which faciitates priority problem resolution for mission-critical systems

- **Premium services** that help clients with data center orchestration as well as with day-to-day projects in the data center to allow IT staff to focus on strategic projectes.

- **Multivendor capabilities** that provide a single point of contact over the data center server, storage, software and networking, enabling clients to improve problem determination and resolution in a hybrid environment.

What is an integrated data center support strategy?

Clients following an integrated support strategy engage a trusted advisor to support most, if not all, of the products across the data center. Over the coming years, IT data center solutions will become increasingly sophisticated—further complicating the challenges articulated above. This will require clients to elevate their infrastructure support model from hardware-centric systems to complete workload-enabling solutions, integrating hardware and software in a solution-support model.

Clients following this strategy choose the level of service and tasks that they want their support vendor to handle across the lifecycle of their infrastructure products. That includes the choice between standard or proactive support. Support vendors can also handle services like cross-platform orchestration, management of vendors and IT assets, and availability management (to name a few).

IBM Expert Care and other support options

IBM's IT support strategy for IBM Infrastructure products starts with IBM® Expert Care. IBM Expert Care integrates and prepackages hardware and software support services into a tiered support model, helping organizations to choose the right fit of services—including the number of years of support, response times from initial contact to fix and the potential to include proactive care. It's designed to standardize support for IBM Infrastructure, delivering a simplified proposal at the time of purchase. IBM Expert Care is designed to provide more predictable maintenance costs and reduce deployment and operating risks. With IBM as the single source of support from reporting to resolution, clients have the opportunity to dramatically optimize system availability, reduce costs and unburden their staff to focus on business priorities.

Let's go through some of the most important features of IBM Expert Care, starting with some of the self-service capabilities that allow clients to get answers to their support questions.

IBM Technology Lifecycle Services provides many ways for clients to access support information, from IBM Watson®-fueled online free form search, extensive document libraries, online chat and support forums.

Now let's talk about predictive analytics. Predictive analytics are provided with IBM® Support Insights, IBM® Storage Insights or IBM® Call Home Connect, or all three. They deliver preventive maintenance insights such as maintenance coverage and security alerts to help identify product lifecycle exposures specific to IT systems, prevent outages across hybrid IT environments and mitigate the risk of denials of support on expired contracts. Find out more about how to register your assets to enable predictive analytics for IBM Infrastructure.

Predictive analytics help clients get ahead of potential issues, but leave the resolution to clients. With the Premium benefits of IBM Expert Care, clients will be assigned a highly skilled technical account manager (TAM). The TAM reviews the entire IT environment and is the client focal for any issue, focusing on proactive actions to prevent issues from happening and assisting with problem resolution. With recommended proactive measures, IBM can help clients mitigate the risk of unplanned downtime and maintain high reliability and availability of their systems. TAMs are different from traditional technical support specialists in that they develop long-term relationships with clients and are their organization's advocates. Moreover, they have direct collaboration with IBM product development and engineering labs and can deliver enhanced services to meet business objectives.

Enhanced response times enable clients to get support faster and IBM Expert Care offers different levels of enhancement. The first potential enhancement is from the standard 9x5 next-business-day onsite repair target to a more robust 24x7 same-day onsite repair target. In addition, Premium-tier clients benefit from enhanced 30-minute response time for Severity 1 and Severity 2 issues. This drives call prioritization in the queue for faster diagnosis and immediate repair action.

Remote or onsite code loads enable clients to keep their firmware and microcode up to date with one or two loads per year and are also available as part of the Premium benefits of IBM Expert Care.

Beyond IBM Expert Care

For IBM Infrastructure products that don't include IBM Expert Care, and for clients who opted for the Basic or Advanced support tier, there are additional support services available to provide more proactive support. Clients can get proactive support for IBM z16™ by purchasing Proactive Support for IBM Z®. This includes support services similar to those described above in the Premium tier of IBM Expert Care.

For IBM® Power® and IBM Storage clients on less recent product versions, or those who chose the Basic or Advanced support tier, Global Total Microcode Support service provides firmware and microcode updates on a once-yearly or twice-yearly basis, along with the possibility to choose between analysis only or analysis and update of code.

Many organizations, particularly those in the public, financial services and healthcare sectors, have regulations that require them to secure the privacy of personal information (PI) and sensitive personal information (SPI). Technology Lifecycle Services offers IBM® Media Retention Services are available for IBM Infrastructure and third party products. They allow clients to retain possession of the defective media when being replaced by way of a service activity. This helps to ensure proper controls associated with protection of PI and SPI.

IBM® Media Destruction Services provides lifecycle management and redisposition data management services across the data center, including destruction, data wiping, decommissioning and IT asset disposition. IBM provides expanded support for various drives, including components such as hard-disk drives, solid-state drives, flash storage, CDs, DVDs and more.

76% of CIOs surveyed said that improving IT reliability and resilience was of high or critical priority for the next 12 months.[3]

IBM® Hardware Support Extension service is available for clients who have end-of-service Power, Storage and zSystems and need to continue the support of these systems. After IBM has announced end-of-service for specified systems, IBM may offer limited support to include remote assistance from IBM's support center or using electronic access and onsite assistance. Onsite repair is subject to the availability of repair parts and skilled resources and doesn't include repairs that require software, engineering or development support.

Finally, IBM® Software Service Extension provides clients with ongoing support for IBM software that has reached its end-of-service date. This applies to Power software, Storage software, IBM® z/OS® software, zSystems product software and middleware software from IBM.

Multivendor Support Services from IBM

The hybrid nature of today's data center means that organizations have many vendors in their infrastructure. This creates a proliferation of focal points and increased complexity in isolating the problem source when issues occur.

A strategic support strategy includes vendor consolidation and integrated support management across the data center. According to Forrester in the Total Economic Impact of IBM's Hybrid IT Support report commissioned by IBM, leveraging IBM across both IBM infrastructure and other third-party vendors in the data center has helped clients to avoid incidents and outages thanks to factors such as proactive monitoring and alerting, increased accuracy of inventory and recommended proactive code updates and patches.[5]

In addition to avoiding incidents, some of the benefits noted in the Forrester report include:

25% Up to 25% reduction in IT support spending

21% 21% reduction in mean time to resolution (MTTR)

22% 22% reduction managing vendors

20% 20% reduction in time spent on hardware support

Let's take a closer look at the different types of Multivendor Support Services available.

Servers	Storage	Network and Security	Software
Dell, Inc.	Dell EMC	Cisco Systems	Red Hat
Fujitsu Ltd.	Hewlett Packard Enterprise Development LP (HPE)	Juniper Networks	SUSE
HPE	Hitachi, Ltd.	Palo Alto Networks	Microsoft Corporation
Lenovo	Oracle	F5	Oracle
Oracle Corporation	Pure Storage, Inc.	Fortinet, Inc.	
Super Micro Computer, Inc.	NetApp, Inc.	Riverbed Technology	
		Check Point Software Technologies	

Server, storage, network and security support services
IBM assigns a single point of contact providing remote and onsite support, parts logistics and billing for diverse OEM server, storage, network and security products. IBM provides worldwide reach for fast access to experienced technical support personnel around the clock, with a comprehensive set of hardware and software support services that help identify dependencies across clients' entire IT portfolios and delivery timely resolution.

IBM Support Services for multivendor servers and storage include predictive analytics provided with IBM Support Insights. Support Insights delivers preventive maintenance insights, such as security and maintenance coverage alerts to help identify product lifecycle exposures specific to IT systems, prevent outages across hybrid IT environments and mitigate the risk of denials of support on expired contracts. To use IBM Support Insights, clients must register their organization's assets and users.

IBM Support Services for enterprise networking
IBM's networking managed maintenance solution is designed to deliver enhanced availability and performance of client's network environment with software updates, hardware replacements, and around-the-clock support for enterprise networking hardware, applications, and operating systems.

For networking and security products, Support Insights also includes Intelligent Networking Support, which provides an additional layer of analytics and insights for network and security devices. Analytics is performed on the data collected from either vendor-provided collectors for Cisco, or NetApp or Red Hat® Ansible® automation scripts for others. This allows Support Insights to index exposures and provide a clear view of what needs attention in the context of network infrastructure. Alerts are provided not only for the familiar support contract coverage and product lifecycle gaps, but also as proactive notifications for critical security vulnerabilities and product defects, with recommendations on how to close exposures. Additional reports are also provided for performing delta analysis, hardware and software lifecycle planning, operating system distribution and conformance planning. Executive summaries that consolidate all information into an easy-to-consume format are also provided.

Software
IBM Technology Lifecycle Services also provides Multivendor Support Services for several software providers, including:

- Technology lifecycle services for Red Hat
- IBM Support and Subscription for SUSE
- IBM® Support for Oracle
- IBM® Support for Microsoft

Similar to the offerings mentioned above, software support services provides a single point of contact to manage support and maintenance.

IBM® Support for Red Hat and IBM® Support for SUSE also offer the procurement of Red Hat and SUSE subscriptions. All software products supported by IBM Technology Lifecycle Services rely on the IBM® Support Line. Support is delivered remotely and services are available 24x7 to answer how-to questions and address issues involving usage, installation, product compatibility and interoperability. We can also diagnose and isolate source-code defects.

Additional data center services

IDC predicts that in 2023 most business resiliency initiatives will "include modernization of IT infrastructure, automating IT service delivery, transforming IT operations, and taking active measures to maintain the security, integrity and availability of hardware and software assets that host business-critical data."[4] Overall, it's clear that as CIOs focus on digital transformation, they must balance their focus on maintaining high availability, security and resiliency of their mission-critical systems with a technology strategy that aligns to the changing needs of the business and business strategy.[3]

Infrastructure optimization and data center consistency start with experienced installation and configuration to mitigate the risk of configuraton issues that can lead to unplanned downtime. IBM can help clients plan and deploy IBM Infrastructure as well as enterprise networking solutions.

Best practices for high IT service availability include strengthening service management, tightening end-to-end execution, and leveraging data analytics techniques to enable a shift of technical support from reactive to preventative. The Enterprise Accelerated Value Program (eAVP) provides clients with a dedicated team of highly skilled service and technical leaders focused on service excellence and availability optimization through proactive orchestration at a worldwide, geographic and process level across the data center. IBM also provides priority access to highly skilled resources to support Incident and Change Management events. The eAVP offering infuses operational analytics through an enterprise dashboard. This is designed to provide a stronger, more consistent Incident and Change Management practice and contribute to a continuous improvement practice driving proactive prevention rather than reactive support.

> Increase business flexibility to repurpose IT budgets to other core areas of the business such as cloud, AI or IoT.[5]

IBM General Project and Delivery Management (GP&DM) provides clients with optional proactive and preventive services to help them go beyond basic maintenance service and support for both IBM Infrastructure products and other equipment manufacturers (OEM) products. IBM has designed these service options to help clients manage their often, complex hybrid cloud environments. These services can be contracted separately and for a limited project scope. The IBM GP&DM services consist of following separate modules:

Hardware and software delivery management: This service includes developing a Service Management Plan for communications, reporting, and procedural and contractual activities, performed on-site and remotely.

Change management: This is a set of services that includes managing installations, moves, adds, and changes (IMAC) of client's initial install base of systems.

Availability management: This is a set of services that includes coordinating preventive services, manage critical situations to resolution, and provide problem escalation assistance, with status updates.

IT asset management: It includes tracking installed machines (IBM and non-IBM) and programs in client's environment for reporting purposes.

Vendor management: This is a set of services which manages communications with client's contracted non-IBM vendors. IBM will also assist clients with managing commitments of vendors related to delivery of service and related service level objectives.

Reports and reviews: This service provides performance reports to analyze service performance and recommendations for improvement, and if applicable, product performance analysis.

Transition and implementation management: These are services that includes assigning an implementation manager to coordinate and implement the processes and delivery structures for service delivery (transition and implementation management) for the scope of the eligible services.

IBM Project Services for Infrastructure provides hardware-agnostic and software task-based services that are not included in standard maintenance support or remote technical support contracts. They address a variety of projects. Services are available for special events such as relocation, physical inventory inspection and even data center operations reviews. Education services for skills transfer can help clients who need to keep skills current in their IT staff. You have the flexibility to work with TLS to supplement your staff with labor and skills for most short-term data center projects.

Optimization services
Whether you're experiencing issues between systems and applications, worried about suboptimal performance or just looking for ways to get the most out of your infrastructure, IBM has the expertise to help with the right people, processes and technology.

Take full advantage of our deep expertise to optimize the performance of your IBM Infrastructure and 3rd party Enterprise Networking investment. From simple checklists to deep health checks, our experts can help you uncover suboptimal infrastructure scenarios and help you fix them. IBM experts leverage proven methodologies to help you optimize your IT infrastructure.

Refresh
As the product lifecycle reaches its end, it's time to refresh. Need help to manage your heritage equipment after the migration? IBM Asset Recovery and Disposition Services is a sustainability solution designed to help clients address the return, refurbishment, repair and remarketing of IT products. IBM Asset Recovery and Disposal Services enables a circular economy from packing to a sustainability ESG (environmental, social, and corporate governance) report.

Why IBM Technology Lifecycle Services

IBM can provide holistic support and services across a hybrid multicloud environment that helps you achieve your business goals. Our global IT maintenance infrastructure offers integrated hardware and software support services around the clock, in your local language, with access to service, parts, skills and vendor alliances.

By helping safeguard privacy, data and insights, we enable businesses to become smarter through intelligent systems and processes, which infuse our support processes. This balance makes IBM a provider of choice for the digital and cognitive integration desired by smarter businesses.

Our services rely on insightful platforms and tools. IBM Technology Lifecycle Services has infused AI into end-to-end support processes from client self-service (chatbots and question assistants) to internal automation (cognitive routing, prioritization and automated action plans), which can reduce total time to resolution by accurately routing the issue to the best-suited support professional and auto-prioritizing the case.

IDC reports that IBM's clients state that "the partnerships IBM creates at the higher levels of the C-suite allow IBM to truly understand the business needs of the customer and, in return, the C-suite of the customer has access to IBM executives."[2] IBM Technology Lifecycle Services prides itself on that deep understanding of our clients' infrastructure business needs, which enables us to assist our clients to get the most out of their infrastructure.

IBM Technology Lifecycle Services professionals have deep expertise in the technology industry.

13 K client-facing support specialists

19 K IBM and other OEM hardware and software products supported

77 K IBM clients served

130 countries across the globe served by IBM

1. Market Analysis Perspective: Worldwide Software and Hardware Support and Deployment Services, 2021, IDC, October 2021.
2. IDC MarketScape: Worldwide Support Services 2022 Vendor Assessment, IDC, March 2020.
3. Forrester's Buyers' Journey Survey, 2022. Base: 144 Purchase influencers
4. IDC FutureScape: Worldwide Future of Digital Infrastructure 2022 Predictions, IDC, October 2021.
5. The Total Economic Impact™ of IBM Hybrid IT Support, A Forrester Study Commissioned by IBM, January 2023.

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