

**Service mission/target market** Digital claims to have the experience, expertise, and resources to help customers in all phases of planning, designing, implementing, and managing of information systems. Digital offers support throughout the entire life cycle of systems, networks, and applications. Digital perceives themselves as a world-class systems integrator, with the expertise required to align people, processes, and technology with business goals. Digital also has experience in outsourcing programs.

Digital sends a three pronged marketing message that includes:

- **Single Vendor Solution;** A single point of accountability for a multivendor information technology environment.
- **Open Advantage;** Delivers open technology, open services, and open business practices. Provides flexibility to integrate all the pieces of technology into a harmonious system that includes people, business, and technology.
- **Dynamic Services Portfolio;** Services that are continually expanding and evolving to meet the changing needs of dynamic organizations, large and small. Digital will create a solution to meet any prospects requirements.

This paper focuses on multivendor, network support, and professional services. Additional offerings include:

- Installation and startup services
- Technical and professional development training
- Warranty and service for hardware and software products
- Network operations management
- Contingency planning and business protection services
- Performance, capacity, and security services
- Assistance for self-maintenance organizations

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## Services offered

- Multivendor Services

Digital offers multivendor maintenance support on more than 10,000 hardware products from 1,200 different vendors, plus most popular operating systems, system applications, and PC software products. Digital is also actively targeting standalone systems, like Sun Microsystems to add to this portfolio. Digital's multivendor service customers must have a Digital service contract to be able to add coverage for non-Digital equipment. there are three types of DECcompatible coverage available:

- Basic service offers nine hours of support, Monday through Friday.
- DECservice is the most comprehensive hardware-only support and includes remedial maintenance until the problem is resolved.
- Carry-in service customers have this option to carry in their small system or terminals to one of 170 U.S. Service Centers.

Multivendor Software Service (MSS), and Direct Access Advisory Service (DAAS), provide support for selected third-party products that run on Digital hardware. Services include installation, telephone assistance, updates, and if applicable, a Digital newsletter with software enhancements and programming notes. Examples of these products include Lotus, SCO UNIX, Uniplex, and dBASE IV.

Desktop Services includes configuration, integration, and maintenance of hardware and software products. Digital's Start-Up services can be purchased for installation and staging support.

For onsite integration support for Digital and selected non-Digital PC LANs, Digital offers Desktop Integration Services. Also available, is Total; System Support/LAN which addresses multivendor hardware and software issues on a network.

Help Desk Service offers a modular set of capabilities that will be customized to each customer's needs. There are three primary offerings; Evaluation and Design, Implementation and Operation, and Problem Resolution Coordination and Management Reporting.

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- Network support services

Digital has a comprehensive array of services for network customers ranging from self maintenance to those requiring outsourcing arrangements. Network Integration Services complies with Digital's corporate methodology for pursuing professional services/systems integration opportunities. The company has adopted a methodology that addresses the full network life cycle. Network Integration Services includes:

- Network Consulting Services; Aimed at assisting customers in creating a physical plan for their LANs. Requires analysis, design analysis, application design, protocol design, and physical design are included.
- Network Implementation Services; Provides consulting service for customers requiring vendor oversight of network installations. Covers installation management, certification, startup assistance/training, application development, protocol development, and startup training.
- Network Management Service; Focuses on helping customers manage their DECnet and TCP/IP networks. Includes NETsupport operation management service, local and wide area interconnect support, NETsupport for shared LAN service, shared enterprise service, shared TCP/IP and advisory service, and Network Onsite Consulting.

Digital also offers over 45 network training courses. Seminars provide information on industry trends, international standards, and key technologies. Lecture/labs provide hands-on, practical skills in areas such as network management, security, programming, and troubleshooting.

- Professional services

Digital does not have a formal program titled Professional Services. Instead, services usually associated with this type of program are included in other service and support offerings. These offerings include:

- Systems integration; Offers support for mission-critical solutions and complex processes. Customized, multigeographical, and multivendor implementations are included. Digital will bid a fixed price contract.

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- Consulting services include:

Management consulting for strategic planning, business needs analysis, strategic design, human systems, visionary leadership, investment evaluation, and solution architecture.

Application consulting areas are: Manufacturing for MRPII, DRPII, JIT, TQM, CALS; engineering; semiconductor; and process. Office systems is centered on Digital's ALL-IN-1 product. Electronic data interchange consulting includes all aspects of EDI.

Technology consulting includes DECtp, database design and implementation, and networks and telecommunications. Information systems offers programs on computing resources management, CASE, Performance and capacity, security, and migration.

Facilities management services offers a range of outsourcing solutions.

Installation and startup services are available.

## **Service delivery**

Digital has invested heavily in state-of-the-art delivery systems emphasizing remote problem solving, using a broad range of tools and technologies. This approach is believed to significantly reduce costs while providing increased levels of quality support and customer satisfaction.

Digital prefers to support all of its customers directly. Unlike many others in the industry, Digital strives to provide multivendor support with its own employees rather than subcontract.