Service mission/target market

IBM's service mission is to provide "total solutions to customers, emphasizing the role of traditional remedial support and non-traditional offerings." IBM believes that customers have three critical requirements: reduce operating costs; reduce the complexity of managing and utilizing information technology; and develop critical skills to maximize technology. Via its technology and services IBM hopes to meet and exceed customers' expectations in these three areas.

As IBM experiences the impact of lower margins on hardware, they have committed to a strategy of increasing revenues from software and services. By 1995, IBM is planning on receiving 45 percent of its total revenues from software and services. Also, IBM is practicing "market-driven quality" and support and service is part of this quality mission.

Service offerings

IBM offers a full range of services including several customized offerings. These services cover all the areas that need to be performed to ensure a successful "enterprise-wide system." This paper discusses two of IBM's support services; Multivendor and Network Support Services.

Additional services include:

┤   Networking: Provides a single source for all networking solutions and is covered later in this paper.

┤   Systems integration: Provides specialized talent to plan, implement, and manage the risk of complex projects. IBM can provides assistance from problem definition through solution.

┤   Customized operation services: Provides assistance for data center physical requirements. Includes cabling projects, UPS installation, coordinating movement of hardware, and design and construction of complex data centers.

¦	Software services: Provides technical specialists for design, program, maintain, and implement solutions.

¦	Systems operations: Performed by Integrated Systems Solutions Corporation, ISSC, and provides outsourcing of both systems and applications.

¦	Maintenance services: Provides hardware and systems software support for all IBM systems and some non-IBM systems.

¦	Business recovery services: Provided by ISSC to help design, test, and implement a recovery plan and provides systems for backup facilities.

┤   Education: Provides a range of courses include technical training on hardware and software to managing people and technology. Self-taught courses using computer-based training are available and courses can be taught at the customers location. Customized courses are available.

Multivendor services

IBM will service non-IBM equipment with IBM direct repair or through subcontracts with business partners.

Technical Services Management (TSM) is IBM's primary multivendor service offering. This provides coordination and management of non-IBM information processing equipment maintenance in a mixed-vendor environment, including vendor dispatching, IBM coordination of vendor maintenance activities, and problem tracking/status reporting.

IBM also provides multivendor desktop support for end users. End User Support (EUS) targets personal computer and PC-compatible workstation products and software. The following services are provided under EUS:

┤   Problem analysis
┤   Problem management
┤   Usage assistance
┤   Hardware service coordination
┤   Software service coordination
┤   Trend analysis

Network support services

IBM uses a combination of general support/services programs and special bid solutions. Some of the offerings included in this area are access to the IBM Network Support Center service, available 24 hours a day, seven days a week with in-depth skills and resources. Service for voice, data, and integrated voice/data networks is available. Another option provides for probes to be installed on the critical components of the network to identify and eliminate network problems before they

happen. They proactively monitor and test the network and are vendor/protocol independent.

Customized operation services are made up of four specific offering:

┤	Site planning: Provides site readiness, contractor management, and installation management.

┤	Connectivity: Includes consulting, design, and installation support.

┤	Data center: Includes land evaluation and analysis, building evaluation, planning, design, and construction.

┤	Relocation: Provides project planning and management, site fit-up, mover services, hardware services, and equipment modification.

Service delivery
For hardware maintenance, IBM operates 24 hours per day, seven days per week, with no holiday exceptions. IBM does not guarantee response times, but operates under a "best effort" guideline. Internal targets for response time are four hours for PCs and two hours for all other equipment.