

Oracle *GOLD* Support Service

Oracle Worldwide Customer Support

Oracle is the premier software support organization, committed to providing an extensive range of services to suit all customers using Oracle products. Customer investment in Oracle technology and expertise are maintained with award winning support programs, to ensure customer success. Oracle Worldwide Customer Support is the largest and most successful global support organization of its kind.



Insight: the combination of real world knowledge and an instinct for tomorrow's business problems.

Oracle *GOLD* support service

Customer usage and dependence on business systems is not constant over time. From early implementation to initial live running and on to full operational use, this natural cycle develops as databases increase in size, user populations grow and computing environments become more sophisticated.

With these trends, the need to maintain system service and availability grows in proportion to the importance of the system. Oracle Worldwide Customer Support recognizes this cycle by providing a range of services within Oracle *metals* support that meet customers' changing needs and system evolution.

The Oracle *metals* support program currently provides three levels that mirror customer business requirements. With BRONZE, through SILVER to GOLD, customers are able to transition as needs dictate.

The GOLD support service is most appropriate for customers who require maximum responsiveness, or have higher availability requirements for the implementation and running of mission-critical systems. GOLD is available for customers with operations in a single location, or multiple locations and countries.

There are many elements that contribute to the successful implementation of robust systems and Oracle *GOLD* support is clearly positioned to help customers understand the nuances of running Oracle systems, assuring continued success with Oracle software.

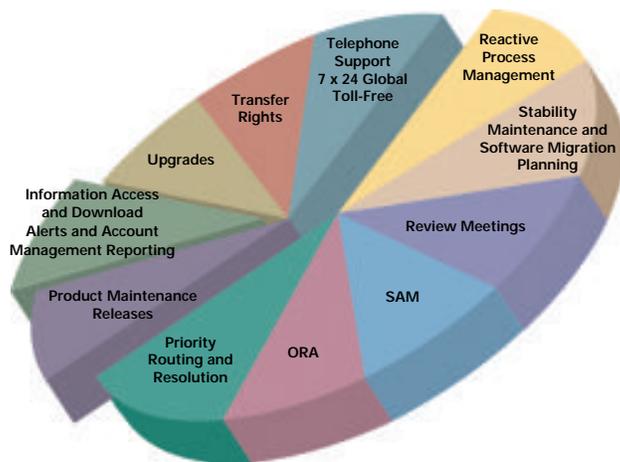
Oracle *GOLD* components

Oracle *GOLD* includes all services at the BRONZE and SILVER levels and in addition offers customers the following benefits:

- Priority routing and resolution advances GOLD customer telephone calls for swift response and solution management, within Oracle's support and development organizations.
- Operations Readiness Assessment (ORA) ensures Oracle is able to provide the correct expertise and recommendations, to reflect customers' changing environments and measure progress against any previous ORAs.

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OracleGOLD Support Service - Components

- Support Account Management (SAM) provides customer representation within Oracle, coordinating customer interests with global capabilities.
- Review meetings are carried out regularly, in accordance with Oracle system complexity. Items for review include customers' Technical Assistance Request (TAR) status and reference documentation updates. (Carried out at the customers' premises, or via teleconference).
- Stability maintenance and software migration planning provides recommendations to facilitate maximum system availability.
- Reactive process management focuses attention and responsibility on customer TAR lifecycles, including escalations, reporting and follow up communications.

Priority Routing and Resolution

Priority routing guarantees GOLD customer assistance requests placed by telephone are actioned before those placed by all other service levels, no matter where and when the call is received, e.g. during normal business hours at the customers' Local Support Center (LSC), or at any other time at one of Oracle's Global Support Centers (GSCs).

To ensure rapid service, special telephone numbers and global telephone system routing is in place to advance GOLD Technical Assistance Requests to the top of any service queue.

Customer assistance requests are discussed as they are logged to reach agreement on the business impact of a problem and once determined, a severity level is assigned. Priority resolution ensures GOLD customer requests are worked through and resolved before all other Oracle *metals* services at the same severity level.

Oracle *GOLD* focuses on planned actions to facilitate system stability, including the collection of data about customer systems and usage, as well as comprehensive Operations Readiness Assessments, customer profiles and support plans. With a greater understanding of customer business, Oracle analysts speedily utilize standard diagnostic processes to evaluate customer questions and problems.

Operations Readiness Assessment

The Operations Readiness Assessment (ORA) is a system review process, performed by Oracle personnel onsite at GOLD contract commencement and annually thereafter. The initial ORA assists customers in defining their service priorities and clarifies how ready their operations infrastructure is to meet their business needs. Subsequent years compare previous ORAs, to ensure progress is being made against recommendations.

Support Account Management (SAM)

Introduction

A key deliverable of the GOLD service is the inclusion of Oracle personnel who are designated to work with GOLD contracted customers. Services are performed at Oracle and at customer premises.

SAM—Oracle-Based Activities

SAMs are assigned to and responsible for GOLD support accounts and provide customers with a single point of contact for service management actions, within designated Oracle support centers. Support Account Management duties include:

- Resides at the nearest Oracle Global Support Center, or Local Support Center to ensure Oracle *metals* services are effectively managed for their designated GOLD customers.

- Maintains *Customer Profile Records* to ensure awareness at all Global Support Centers.
- Monitors the handling of customer TARs, maintaining GOLD service levels. SAMs provide customers TAR status on request, or as part of regular reporting.
- Manages TAR escalations within the Local Support Center, Global Support Centers and with Oracle Development organizations.
- At the closest support center to the customer a SAM is designated to look after customer interests and global coordination of services.

SAM—Onsite Activities

Onsite Support Account Management provides effective coordination of all onsite support services, with the amount of time designated for SAM on-site activities dependent on Oracle system complexity and GOLD contract value. Responsibilities include:

- Scheduling and actioning regular Account Reviews. These may be onsite or remote (up to contract limit), as agreed with the customer.
- Working with their customer to create a detailed *Support Plan*, which increases understanding between customers and Oracle, detailing customer business and specific technical requirements.
- Creating and maintaining a *Site Reference Document*. A list of all contacts at Oracle and the customer site(s), for all aspects of the support relationship, including support, escalation and business.
- Timely execution of all planning and planned activities.
- Solving outstanding issues by working with Oracle-based SAMs and other Oracle personnel, managing problems and working with the customer.

Review Meetings

Performed regularly, review meetings provide a forum in which to discuss ongoing support requirements. Conducted via the telephone or at the customers' premises, review meetings address, update and inform the customer about:

- Patch review.
- Open, closed and new TARs including issues review.

- Planning discussion and reporting.
- Updates to the *Support Plan*, *Site Reference Document*, and *Customer Profile Records*.

Stability Maintenance and Software Migration Planning

Stability maintenance and software migration planning through recommendation, analysis and systems review provides proactive support.

Stability maintenance achieves this with continuous monitoring of the customers' current Oracle environment using Technical Alerts, which help isolate problems and difficulties before they occur. The Patch and Bug Review process makes available appropriate fixes and workarounds in accordance with best practice recommendations.

Software Migration Planning is accomplished using corresponding methods to Stability Maintenance. Working with the customer, SAM reviews Oracle's product release plans, the content of upcoming Oracle software releases and the supportability needs relating to them. Recommendations detail which Oracle software releases the customer may integrate into their systems:

Tailored Technical Alerts

Oracle events that severely affect customer operations, are dispatched to the customer via FAX, email, or telephone by a SAM, or as specified in the *Support Plan*.

Best Practice Review and Recommendation

SAMs regularly review white papers, technical alerts, bulletins and Oracle's repository of problems, fixes and workarounds, informing customers via technical alerts and through the review meetings process.

Reactive Process Management

Both the onsite and Oracle based SAMs work as a team to monitor, maintain and keep GOLD customers informed of all TAR activity. SAMs are responsible for smooth delivery of telephone and electronic support services on a Worldwide basis, including global call routing, TAR transfer between support centers, as well as escalation.

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Included components

All BRONZE and SILVER service components are included in GOLD, as outlined below. For more detailed information, please refer to relevant BRONZE and SILVER collateral:

- Continuous telephone response for ongoing business needs, with 24 hour, seven day per week telephone cover.
- Global toll free telephone routing, for seamless connection to whichever Local Support Center, or Global Support Center is on-line.
- Regular account management reporting to promote problem avoidance.
- Extensive information technology investment, ensuring customers are able to meet their evolving needs with:
 - Product upgrades, for new software functionality
 - Maintenance releases, for ongoing product needs
 - Transfer rights, to facilitate transfer of Oracle software
- Oracle Client Relations provides assistance with ordering upgrades and information on shipping status, licensing, and general questions.

- Oracle's broad information access and download systems provide data browsing and best practice procedures, to ensure continued success with Oracle technology:

- On-line access via email and dial-up links
- SupportLink interactive user forum on CompuServe
- SupportNotes CD-ROM repository
- Printed information:
 - SupportNews regular newsletter
 - Support services user guides

Customer Support Programs

Oracle offers a support service that is right for every organization. From occasional assistance to advanced personalized support.

- Oracle *metals*
Oracle *GOLD*, Oracle *SILVER*, and Oracle *BRONZE*
- Oracle *foundation*
Oracle *MERCURY* and Oracle *INCIDENT*

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