



Technical Support Alliance Network

www.tsanet.org

Introduction to the Technical Support Alliance Network - TSANet

This tutorial is for parties interested in learning more about TSANet. It will introduce TSANet from a concept and theory perspective. Companies use TSANet as their strategic tool for cooperative multivendor support. Understanding the organization and how it can be used to meet your support relationship requirements, and how the program can be justified and implemented, is the objective of this document.

TSANet is a worldwide, not-for-profit, vendor-neutral support alliance formed in 1993. Support engineers use TSANet everyday on a worldwide basis, working on behalf of your customers to isolate and resolve multivendor problems.

Our Community

We are a vendor-neutral global-support-community where companies work together to support customers more effectively. We are the world's largest multivendor technical support community. The fast-track to multi-vendor collaboration since 1993.

It's not just support, it's also customer retention.

- Faster resolutions
- Happier customers
- Lower costs

TSANet eliminates "finger pointing"

- When companies point fingers at each other no one wins. A bad customer support experience makes every company involved look bad.
- TSANet gives you the ability to give your customers the answers they need or to escalate a call quickly to a person at another company who can help.
- Your support staff can quickly communicate with expert support personnel at other member organizations to give shared customers the help and answers they need.

Membership just makes sense.

Our up-to-date, accurate database tells your technical support staff who to contact and what information to provide.

- It's faster and easier than creating a single cooperative service agreement on your own.
- You never have to provide support to a customer that's not entitled to your support services.
- You can keep any cooperative service agreements you already have in place outside of our member community.
- Members update their contact information every 90-days to ensure accuracy.

General Business Structure

Your Technology Is Connected. Are You? - Your technology doesn't exist in a vacuum.

Welcome to the networked and interconnected technology ecosystem where the software and hardware you make relies on products made by other companies. That means when a customer calls you with an issue, it's not always something that your technical support team can solve on their own.

For technologies to work together, the teams that support those technologies need to work together too. So, how do companies in a competitive world retool for cooperation?

With TSANet they don't have to. We've already done it for you. When you join TSANet, you become part of the world's largest cooperative support community with all the legal and procedural policies in place to interact with any other TSANet member. That means your end users get the best experience with your technical support team and your products.

With TSANet, there's no reason to ever waste valuable time developing individual cooperative service agreements again.

Do one legal review of our policies and you're set for all future cooperative service relationships.

- If you ever need to establish a relationship with a new company, simply have them join TSANet.

Some of the world's largest technology companies trust our vendor neutral model to set-up custom closed groups with their vendors.

- Consistent support across distribution channels.

As our membership grows, so does your ability to provide cooperative service with other technology and communications companies.

Justification

Companies justify the cost of membership in different ways. For many members, it is a combination of factors. In multivendor environments having a relationship with other partners and even competitors can be key to customer satisfaction. Every call between you and another member must involve a mutual customer. By being part of the organization, you will have a relationship with all other members of the TSANet "community" you belong to. **You will only place and receive calls to other members in the community to which you belong and when it involves your customer.**

At a more strategic level, companies who have integrated TSANet into their overall multivendor support structure also justify the value in cost savings. The cost of separate bi-lateral support contracts can be time-consuming and expensive. Many members will request membership in TSANet as opposed to creating separate bi-lateral agreements.

Your membership to TSANet can pay for itself the first time you use our database.

- The hours you'll save providing cross-company support far exceed the cost of TSANet membership.

The Community Relationship Model

It is important to understand that TSANet itself does not accept nor place calls on behalf of its members. The organization provides the infrastructure to allow its members to place calls to each other when a mutual customer is affected. Every call placed between members must involve a mutual customer and be focused around the isolation or resolution of a multivendor problem.

The infrastructure comprises multivendor relationships that are either “Open” or “Customized”. Membership in an Open Group Relationship is available to all members that qualify. Membership qualification in a custom relationship is driven by a member(s) that act as a host/sponsor for that relationship. Each member signs base level documents which include a Database License Agreement and a Code of Conduct which contains a set of guidelines for member multivendor collaboration. The code contains language (e.g. Confidentiality Clause) similar to that used in a cooperative support agreement (CSA). Addendums to the Code are the operational documents for the relationship and contain the specific support elements for each relationship. Relationships vary in size from large (many to many) to small/ one-on-one relationships depending on the focus and scope.

How TSANet members collaborate.

TSANet provides a common database via the internet. The database provides information and instructions for contacting other members for support. Personnel have access to the database to view information on how to place a call to another member. Managers also have access to manage their support personnel and keep the information up-to-date. This allows a secure single point where members can obtain the necessary information to support customers with multivendor problems. The database does not provide incident tracking or contain member knowledge but does provide functions which include:

- Inbound procedures for contacting members
- Escalation points and procedures
- Management interface to update personnel
- Inbound and Outbound call statistics
- Ability to leave feedback on calls placed.

Open Group Relationships

To join TSANet Open Groups first ensure your support organization meets the criteria for participation;

Basic Membership

No Global Requirements
Next Business Day response for P-1 Severe issues
Single Point of Escalation
Company defines Mutual Customer requirements
Unlimited Callers per region

Premium Membership (includes Basic)

Required 24/7/365 • Global Support
Required 24/7 • Escalation Path
Required Response Times
Mutual Customer is required to have 24/7 Support Contract

Custom Groups

Custom Groups are formed to allow members to take advantage of the TSANet infrastructure without compromising confidentiality. TSANet will not disclose these relationships unless the host of the relationship agrees to disclosure. Relationship elements and participants are defined by the host. Typically, these relationships are formed to meet the needs of a specific set of customers or products.

Use TSANet's proven model to set up custom support groups between you and the technology resellers and partners that you choose.

- Can be one-to-one, one-to-many, or many-to-many.
- Use our proven legal framework and methodology to establish custom cooperative service agreements between you and one other company or multiple companies.
- Custom groups can be kept confidential.

Basic and Premium Members may utilize the TSANet structure via a custom on-boarding portal to host new members into a one-to-one or many-to-many relationship. \$1,500 per new member. One-time fee of \$1,500 to host for Basic Members / No charge for Premium Members.

Affiliate Groups

Join TSANet on a limited basis as part of a partner program set up by a member company.

- Joining as an Affiliate costs significantly less than full membership and provides a platform for cooperative support with one member company.

Basic and Premium Members may utilize their Basic and/or Premium relationship(s), via a custom on-boarding portal to sponsor new members into a one-to-one relationship utilizing the Basic and Premium relationship elements. Basic members may utilize the Basic relationship. Premium members may utilize the Basic and/or Premium relationships. TSANet provides coordinated on-boarding, document compliance and training of new members.

Members may also wish to sponsor new members via the Affiliate Program. Members may request non-members to join into the Basic or Premium relationships for a reduced member

fee. The participant will see the relationship as a single one-to-one relationship with the Sponsor. The Sponsor will see the participant like all other members of the relationship. The new member must abide by the requirements of the Basic or Premium relationship. A custom on-boarding portal is provided for members to sign-up and TSANet provides training and on-boarding assistance. There is no charge to the Sponsor.

Partner Programs

If your business has partner programs or support alliances, then setting up cooperative support agreements is as easy as joining TSANet.

- TSANet members can effortlessly set-up cooperative support agreements and support alliances without the need for time consuming legal reviews or the need to create new cooperative service policies and procedures.
- Simply create one partner program through TSANet and have all your partners and resellers become TSANet affiliates.
- Ensures that all your partners have the tools in place to effectively support customers that use your products or services.
- The scalable solution for quickly and easily establishing any number of cooperative service agreements.

Basic and Premium Members may utilize the TSANet structure via a custom on-boarding portal to host new members into a one-to-one relationship. The member is responsible for all on-boarding, coordination and compliance. Members pay via a credit card interface and input their process documents via the portal.

Additional Offerings

Basic Members, upon mutual consent with another member(s), may add-on the following elements to their relationship • \$500 per year, per element.

- Business Review Meeting
- Knowledge Base Access
- Training
- Product Exchange
- Access to Lab

Premium Members, upon mutual consent with another member(s), may add-on the following elements • \$500 per year, per element.

- Business Review Meeting
- Knowledge Base Access
- Training
- Product Exchange
- Access to Lab
- Troubleshooting Tools
- Knowledge Share / Internships
- Onsite remote support request

Management of the Relationship(s)

For each relationship(s), a Business and Program Manager is designated.

The designated Business Manager for the relationship has overall strategic responsibility and carries the voting power for the member.

The designated Program Manager is responsible for the operational aspects of the relationship including management of the personnel in the database and inbound process documents which members' use to contact each other and is posted in the database for all community members.

Pricing

Regional Membership Annual Subscription Fees

Regions are defined as Americas, EMEA and APAC.

As a global support alliance, members may engage other members outside of their membership region regardless where they maintain membership. However, members may only place call **“from”** the region where they maintain and pay annual subscription fees.

Geo Scenario Example;

An Americas Regional Member can –

- *Engage members in EMEA and/or APAC from the Americas.*
- *Provide other members a path to collaborate with their EMEA and/or APAC support centers.*
- *Only originate calls “from” the Americas region.*

Basic Member - \$2,500 per region

Premium Member - \$5,000 per region

Global Premium Members - \$15,000 (all region membership) are granted unlimited relationships at no charge.

- Regional and International (2 region membership) members are charged \$1,500 for each relationship beyond the Open Groups.

Affiliate Members - \$1,500 – No Charge to Sponsor

Custom Group Members - \$1,500 – Contact TSANet for Host Pricing

Partner Programs- Basic and Premium Members may utilize the TSANet structure via a custom on-boarding portal to host new members into a one-to-one relationship. \$500 per new member. The member is responsible for all on-boarding, coordination and compliance. Members pay via a credit card interface and input their process documents via the portal.

How to Join

It is highly suggested that your first step should be to contact TSANet and arrange an introduction meeting call in order to ensure you join the correct level of membership to suit your support requirements.

- +1 913 345 9311 ext 106 (UK/EMEA time zone)
- +1 913 345 9311 ext 101/102 (Central US time zone)

The joining process for TSANet Open Groups is a series of on-line "click-to-accept" forms. You can review and print the associated documents you will be accepting prior to completing the online forms. When you have completed and submitted your online joining forms you will be contacted by a member of staff. We will work closely with you (excluding Partner Programs Members) on the final steps of implementation and billing process for your annual membership fee.

We look forward to hearing from you and discussing your TSANet membership options.