Take the <u>technical</u> out of *your tech.*

Remove barriers and reach your full technological potential with Premier Support.

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The experience *matters.*

In many ways, the success of your organization is dependent upon its ability to deliver exceptional experiences to both customers and employees. Doing so requires investment in the three core pillars of **people, processes,** and technology.

You may already have an experienced and focused team with internal processes that drive strong value in your business. But true experience-driven businesses also make deep investments in technology—and evolve with its constant changes. Continue reading to learn how Premier Support can help your business create and manage its technical agenda, remove technical barriers, maximize your current technology, and master Adobe solutions.
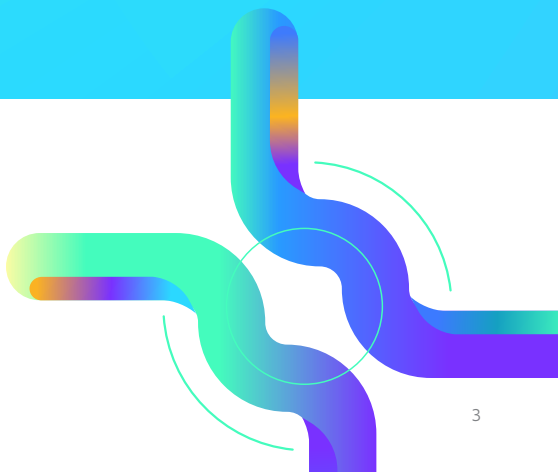
*Experience-driven business **grew revenue 1.4x faster** and **increased customer lifetime value 1.6x** more than other companies in the past year.*

— "The Business Impact Of Investing In Experience," A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

The three pillars of experience investment.

PEOPLE

PROCESS

TECHNOLOGY
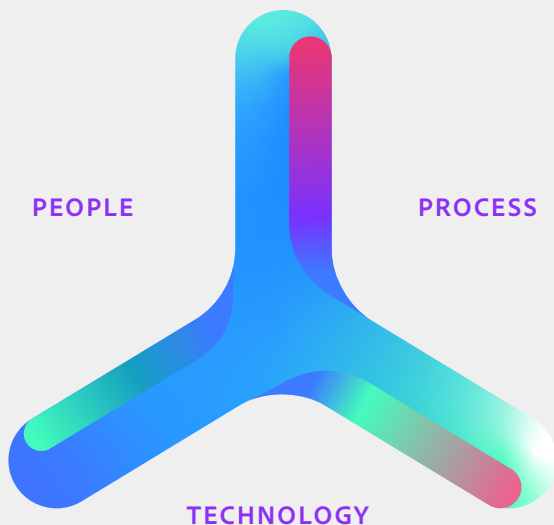
Discover your
technical advantage.

Customers have more choices than ever before on where to spend their time. As a result, expectations on the quality of available experiences is on the rise. And while the importance of customer experience is now widely accepted, less than a third of organizations qualify as experience-driven businesses, according to Forrester.

As your team focuses on delivering great experiences, your organization will enjoy more growth, success, and profitability. In fact, according to an April 2018 Forrester study, experience-driven businesses have been proven to have 1.5x greater employee personal satisfaction at work, and 1.3x greater department satisfaction compared to other businesses. They also drive greater results: experience-driven businesses realize a 1.9x greater average order value and 1.6x greater brand awareness from customers.

Your organization can reach its full technological potential with Premier Support. Your designated support team gives you the knowledge and skills to build technological proficiency across your organization—saving your

team valuable time and energy for the strategic planning and creative thinking that can drive your business to new places. Premier Support delivers concrete measures to help your organization achieve the following:

1. **Manage a technical agenda and remove barriers to success.**
2. **Create a stable and robust technical environment.**
3. **Administer, deploy, and run Adobe Experience Cloud products with expertise.**

PREMIER SUPPORT HELPS YOUR TEAM

1. Manage a <u>technical agenda</u> and *remove barriers to success.*

A map is critical when traveling to a destination one has never been to before. That's why we created our product roadmap to help organizations mitigate risk and stay ahead of the curve on their journey to maximize their use of Adobe solutions.

Premier Support combines the power of Adobe expertise by giving you access to a designated technical account manager (TAM), robust customer care, and field services resources—all designed to help you make the most of your Adobe solutions. Through high-level, strategic support, we

make it possible for your team to work more proactively—to know what's happening through ongoing reviews and prepare for events and updates in the future.

Your designated TAM will proactively review your organization's existing technological roadmap and compare it with the product roadmap. Then, they'll work with your team to identify issues, make recommendations, and outline goals to create an action plan designed to remove barriers and achieve success.

Your Premier Support team will also boost your team's proactive planning with issue management. Together, you'll analyze concerns, manage technical escalations, and oversee cases to make product implementation smoother. These services also include regular monitoring of support metrics like responsiveness, wait time, ticket volume, and backlogs.

Product Roadmap Review
We proactively look into your technological roadmap, overlay it with ours, and identify risks and solutions.

Issue Management
We analyze issues, manage technical escalations, monitor key metrics, and oversee cases to ensure a smoother support experience.

"People, skills, and processes must come first. Once you have those in place, the right technology is simply there to support, enhance, and simplify the processes you've already defined."

— Hana Abaza, VP Marketing , Uberflip

2. Create a stable and robust *technical environment.*

The technical needs of every organization vary, so your Premier Support team provides ongoing assessments to help you stay informed and ready to act. Your environment assessment evaluates your existing technical environment against your KPIs and industry best practices to ensure you're always making the most of your Adobe solutions. By evaluating deployment, configuration, solution capabilities, tool utilization, and performance, among others, your TAM will help your organization create a space for the right technology to thrive.

To help ensure stability of your newly implemented technological environment, maintenance checks and testing reviews services will be routinely performed. To avoid issues, your support team will ensure you are up to date with the latest patches, SPs, MR, or FPs. They'll also make qualified recommendations, provide health and performance guidance, and help you coordinate action plans to avoid delays.

You'll also receive a testing review service, which provides additional support for your team by replicating environments for on-premise

deployments at Adobe. This review ensures faster investigation and issue resolution with JIRA test case, smoke test, and Adobe Experience Manager bundles. This service is not intended to replace customer-side QA cycles.

Environment Assessment

We help you assess your existing technical environment and provide environment-specific recommendations for success.

Maintenance Checks

We ensure you are up to date and have the latest recommended fixes to maintain best practices and avoid hitting delays.

Testing Review

We support your teams by testing plans and performing product fix analysis—including replicated environments on-premise at Adobe.

> *"Chang[e] the **organizational habits** that undermine customer experience."*

— "The Business Impact Of Investing In Experience," A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

3. Administer, deploy, and run Adobe Experience Cloud products *with ease.*

It's not just about technology—it's about proficiency, too. The goal of Premier Support is not only to help your team maximize the utility of your existing Adobe solutions, but to help your whole organization maximize their power to drive your digital transformation with those solutions.

Through release preparation and review processes, your team gets a deeper education on your Adobe solutions. By registering with BETA programs, you'll be guided through product release information and receive focused sessions that demonstrate new features—helping your team continually improve.

During knowledge transfer, your TAM will actively work with your team on an ad hoc basis to improve Adobe solutions knowledge within your organization. Through regular calls, email exchanges, work sessions, and Q&A, you'll have clear lines of communication to your support team.

No matter how your team chooses to transfer this knowledge, we'll help your organization build confidence in Adobe solutions capabilities.

Your TAM helps your organization prepare for the future with upgrade/ migration planning. By reviewing migration plans and upgrade requirements, your organization will be able to successfully handle new product versions and continue to take full advantage of the latest innovation from Adobe.

Event readiness prepares your organization for business-critical events like product launches or Black Friday. Your support team will ensure that your technical infrastructure will perform as needed during big events. By working with your designated team to capture event roadmaps, define support protocol, and review key learnings, Premier Support sets up your organization for success.

Release Preparation and Review
We enable and educate your teams on new Adobe solutions features and also communicate product release information and maintenance activities.

Knowledge Transfer
We actively participate in improving the level of knowledge of Adobe solutions within your organization.

Upgrade/Migration Planning
We help your teams make major changes in your environment to handle new product versions and take full advantage of Adobe's innovation.

Event Readiness
We provide your teams with support and assistance around business critical events like product releases or Black Friday.

*Companies that focus on the customer journey earn more than a **54% greater return** on marketing investment than those who don't.*

— "The Eye-Popping ROI of Customer Journey Mapping," Aberdeen Group, 2017.

An investment in technology is an *investment in progress.*

Premier Support is designed to help your organization maximize the full potential of your organization's people, process, and technology. As you transform these three core pillars, your team will deliver meaningful and purposeful experiences that result in stronger sales, higher growth, and more satisfied employees.

Let's get to work.

Learn how Premier Support can help solve the technological needs of your organization.

Get started

Sources

"The Business Impact Of Investing In Experience," A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

"The Eye-Popping ROI of Customer Journey Mapping," Aberdeen Group, 2017.

"These 7 Mistakes Can Make Your Marketing Automation Investment Worthless," Hana Abaza, 2014.

Adobe