

CUSTOMER SOLUTIONS OFFERINGS

SERVICES & SUPPORT UPDATE · SALES ENABLEMENT

Hello Sales Team,

On [Date], [Company]'s Customer Solutions team launched several new Services and Support offerings:

- Tiered Support Offerings
- eLearning for Creators
- Virtual / Public Training Vouchers
- Art + Data Workshop

In the last few weeks since launch, you've done an amazing job engaging with these new offerings. There have been over 2,700 views of the Prescriptive Guide and over 700 customer proposals generated. WOW! To keep the momentum going, we want to follow up with some answers to common questions that have surfaced.

TIERED SUPPORT OFFERINGS

[Company] has launched two new paid support offerings to replace our existing legacy tiers:

Extended Support

Extended Support is a step up from Standard Support, providing customers 24x7 support for P1 support cases through the customer support portal.

Premium Support

Premium Support provides customers with a dedicated Technical Account Manager and 24x7 call-in support for P1 and P2 support cases. It is intended as a replacement for our legacy Elite and OEM Support Programs. Effective today, those legacy tiers will be removed from the quoting tool for Sales, as all new quotes should include Premium or Extended Support. For transition and grandfathering details, please visit the Support Offerings page [internal link].

How is it quoted?

Deal Desk will need to quote all Tiered Support offerings. The high-level workflow is noted below; please consult the Tiered Support Quote wiki page [internal link] for step-by-step instructions:

- Sales works with the customer to determine which Account(s) will be covered by Tiered Support
- Sales reaches out to Deal Desk to create a Tiered Support Quote for selected Account(s)
- Deal Desk determines the customer's Annual Recurring Revenue (ARR) using internal tooling
- In the Quoting Tool, Deal Desk selects the appropriately priced SKU corresponding to the customer's ARR range
- Pricing is pro-rated to the customer's selected deployment end date

Extended Support	
ARR Range	Price
0 – 200K	\$(X)
200K – 300K	\$(X)
300K – 500K	\$(X)
> 500K	\$(X)

Premium Support	
ARR Range	Price
0 – 500K	\$(X)
500K – 750K	\$(X)
750K – 1M	\$(X)
1M – 1.5M	\$(X)
1.5M – 3M	\$(X)
3M – 5M	\$(X)
> 5M	Custom

NOTE Tiered Support products are pro-rated using daily calculation, in lieu of monthly (as with the legacy tier they replace).

How is it booked?

The process for booking Tiered Support is identical to the legacy support tier, so it should be familiar. This is documented in full on the Tiered Support Order Processing wiki page [internal link], with high-level details noted below:

- Once purchasing document or payment is received, Deal Desk can process the order using the internal order-processing tool
- Tiered Support is billed up front, and the Opportunity is Closed Won at time of processing
- Once Closed Won, the Technical Support team tracks internal notification emails to identify Tiered Support purchases

Anything else to note?

Updated Technical Support, Extended Support, and Premium Support policy pages have been uploaded to our website [company website links].

ELEARNING FOR CREATORS

The name of our eLearning offering has been updated to align with our current product offerings.

What's different?

eLearning for Creators contains the same Level I & II curriculum and now includes Level III: Advanced.

NOTE There will be no price change. eLearning for Creators will be offered at the same price for 1 year of access, and existing Level I & II eLearning customers will receive access to Level III at no extra charge.

How is it quoted?

The new eLearning SKU is available to quote under the "Training" tab > "eLearning" section of the Quoting Tool.

Note: If the legacy SKUs are required for any reason, Deal Desk can quote via the legacy path noted in the internal wiki. All existing, unexpired quotes with the old eLearning SKU will be honored. Any new quotes should use the new SKU.

VIRTUAL / PUBLIC TRAINING VOUCHERS

In an effort to make it easier for our customers to purchase pre-paid training codes for our Virtual and Public 2-day training classes, we have introduced two new generic SKUs. Since all of our 2-day Public and Virtual course offerings are the same price, customers no longer need to specify which course they want to take at the time of purchase. Instead, they can now purchase one code that grants them access to any of these available courses.

How is it quoted?

The SKUs are available under the "Training" tab > "Training – Classroom" section of the Quoting Tool. All existing, unexpired quotes with the old, course-specific SKUs will be honored. Any new quotes for 2-day open registration training courses should use the new SKUs.

ART + DATA WORKSHOP

Art + Data is a new 3-day private onsite training course created in partnership with a design partner and offered through [Company]. It consists of two days of classroom training and one day of hands-on work by a subject matter expert. The workshop focuses on design methodology driving concept and development of dashboards. Although some workshops may be taught by [Company] trainers, the majority of Art + Data workshops will be delivered by our design partner. The course is marketed as English-only (with limited international availability) but is available worldwide.

How is it quoted?

Sales must reach out to Deal Desk to quote the Art + Data SKU due to the following channel restrictions:

- Since Art + Data is being sold in partnership with our design partner, it is only available for direct sale or via fulfillment partners
- Sale via Sourced Partners is restricted and requires one-off approval from [VP, Global Services] (no EMEA/APAC regional approvers at this time)

How is it booked?

Other than the channel restrictions noted above, Art + Data can be treated like a standard onsite Training course and processed via our internal order-processing tool.

PRESCRIPTIVE SERVICES BUNDLES

How to use?

Customer Solutions has introduced a new tool to assist Sales in determining the best Services, Training, and Support solutions for your customers. To use it, select the customer's pricing zone and enter their relevant deployment details. The tool populates recommended SKUs and generates a customer-facing proposal with three tiers of service to choose from.

The PDF makes clear it is not a formal quote; final pricing, discounting, and quantity adjustments are provided via a formal quote.

How to quote?

Good news: Sales and Deal Desk will continue to quote using our existing, individual Services, Training, and Support SKUs. [Company] has not introduced any Prescriptive Services "bundle" SKUs as part of this launch.

CONTACT US FOR HELP

We realize this is a lot of new information to absorb, and we appreciate your hard work in getting up to speed. You can find all of this information on our new Customer Solutions Homepage. As always, if you have any questions, please reach out to our team via [internal team email] or our internal Slack channel.

Thank you again and let's keep the momentum going!

Customer Solutions Team