

INFORMATION DRIVES OPERATIONAL EXCELLENCE

Maximize the Performance and Value of Your Oracle Environment

Personalized Services for Operational Excellence—
Delivered by Oracle Advanced Customer Services



ORACLE IS THE INFORMATION COMPANY

Advanced Customer Services—Only from Oracle

In today's cost-sensitive, competitive environment, continuous operational improvement is a must. Oracle Advanced Customer Services helps you improve the performance of your Oracle systems, increase availability, and enhance business value.

This may be the most challenging time ever faced by many businesses. To meet demands, long-term goals require ongoing IT growth and innovation. At the same time, current budget and resource allocations must be carefully managed. Every product, system, and resource must perform at the highest possible level to keep your organization viable and competitive. Every decision has business and budget impact, and every dollar spent on IT should result in faster ROI.

Because your challenges are unique, your IT solutions should be tailored for your specific needs. Oracle Advanced Customer Services works successfully with thousands of companies just like yours, providing ongoing services that are easily and affordably customized to help achieve operational excellence and lower total cost of ownership.

Oracle Advanced Customer Services, a global business of more than 2,000 Oracle Support professionals, helps you achieve both IT and financial goals by focusing exclusively on the continual operational improvement of your entire Oracle stack—database, middleware, and applications. Working closely with you at any and all phases of your Oracle solution lifecycle, Oracle Advanced Customer Services experts help maximize the performance and value of all your Oracle investments.

From faster problem resolution to ongoing performance optimization to end-to-end upgrade management and support, Oracle Advanced Customer Services delivers a highly personalized, strategic relationship dedicated to your business success.

Oracle Advanced Customer Services is operational excellence delivered.

Fact: 94 percent of the S&P
Global 100 companies use Oracle
Advanced Customer Services.



Drive Your Business Forward with Oracle Advanced Customer Services

Get on the Fast Track to Operational Excellence

From planning to optimizing, Oracle Advanced Customer Services spans all phases of your Oracle solution lifecycle, helping you to align your IT and business strategies, maximize system performance, and gain a competitive edge.

Oracle Advanced Customer Services helps you proactively manage your Oracle investment for maximum business results. A designated team of service engineers, account managers, and product experts provides highly engineered solutions—including proven methods; best practices; and proactive, personalized assistance—to help ensure continual operational improvement, smoother upgrades, higher system availability, and better overall system performance. The result is a distinctly superior Oracle ownership experience.

Depending on your chosen level of engagement, you can customize the scope and frequency of these flexible offerings to match your specific business needs. This highly engineered approach to continual operational improvements helps you to extract more value from your Oracle systems—with greater speed and less disruption to your business.

Accelerate Return on IT Investment

The pressure to deliver faster return on IT investments has never been greater. Oracle Advanced Customer Services offers proactive and personalized solutions to help you overcome this challenge, while helping to provide improved service levels and lowered IT costs. Oracle Advanced Customer Services experts have expertise in technology adoption, change management, performance optimization, and system management to deliver more value to your business and help you better leverage your existing resources.

Reduce the Cost, Risk, and Complexity of Change

Successful companies constantly evolve, and IT must align with dynamic business priorities. Oracle Advanced Customer Services helps you adapt efficiently to business and technology changes while minimizing costs and risks and helping your IT department remain synchronized with business goals. Oracle Advanced Customer Services helps you make better business decisions by providing you with the option to develop a personalized technology strategy and long-term operational plan that facilitates alignment of technology and business objectives. This structured approach, from planning through postimplementation, enables you to leverage Oracle expertise while controlling your IT spend and minimizing risks.

“Oracle Advanced Customer Services has helped us to maintain 99 percent uptime and a 50 percent improvement in response time. Working with Oracle Advanced Customer Services has provided us with the ability to maintain those levels of excellence in our operations.”

Kate Hazen, Executive Director, Administrative Technology Solutions, West Virginia University



Choose from a Portfolio of Services to Drive Your Business Success

Oracle Advanced Customer Services offers four unique levels of annualized services. Each level is a tiered set of solutions and expert services designed for differing objectives, so that you can select the precise service that meets your budget and business requirements. You can then customize your service level by adding individual experts, assessments, and modules as needed from our portfolio of more than 60 additional offerings, designed to maximize performance and provide guidance at strategic periods throughout the lifecycle of your Oracle products.

IMPACT, a six-month offering, allows you to experience the value and cost-saving advantages of Oracle Advanced Customer Services while you evaluate ongoing needs. IMPACT may be the perfect option for businesses considering a long-term relationship with Oracle Advanced Customer Services.

Solution Support Center

The Solution Support Center is Oracle Advanced Customer Services' most comprehensive offering. It provides continual operational improvement along with onsite or remote experts to support your complete Oracle environment. It's the best option for protecting mission-critical operations and driving business success. You have access to a “virtual center of excellence” that provides a service delivery manager (SDM) and a dedicated team of expert service delivery engineers, a dedicated toll-free technical support hotline, proactive software advice, patch assessments, and performance reviews of your Oracle environment to help you reduce costs and unplanned downtime while minimizing change-related risks.

With the Solution Support Center, you enjoy a consistent and predictable support relationship that caters to your unique needs. Whether it's planning upgrades or hosting specialized Oracle software knowledge sessions, a designated team of Oracle experts provides ongoing continuity so your technical strategy stays aligned with your business priorities. Key benefits include

- **Reduced costs and unplanned downtime.** The expert guidance of a service delivery manager and a designated team of experts can help you reduce costs and increase system availability.
- **Minimized change-related risks.** Oracle experts leverage best practices based on the Information Technology Infrastructure Library standard to help minimize change-related risks.
- **Increased system availability.** Oracle experts work with you to continually test, benchmark, and enhance your configuration to pinpoint problems before they occur.

The Solution Support Center: Our Most Comprehensive Offering

Solution Support Center helps you to achieve higher system availability through a proactive approach to problem prevention and performance enhancement.

The Virtual Center of Excellence: A Privilege of the Solution Support Center

Staffed by a designated team of senior service engineers, account managers, and product experts who have deep insight into your technical environment and business priorities, this center provides continuity for your IT staff through 24/7 account management, proactive assessments, onsite support during critical business events, and knowledge discussions.



“Lowest total cost of ownership for information technology at Green Mountain Coffee is the goal. With Oracle Advanced Customer Services and Oracle Applications, we realized a 50 percent reduction in TCO.”

Rod Ely, Director of Enterprise Applications, Green Mountain Coffee

Business Critical Assistance

Business Critical Assistance offers a combination of problem resolution and proactive problem-avoidance services from a dedicated service delivery manager. In addition, you have access to a pool of expert service delivery engineers to help improve your system’s availability and performance. Key features include access to a team of Oracle experts as well as assistance with critical service requests (Severity 1 issues and mutually agreed upon Severity 2 issues) and nonsoftware-related factors.

Business Critical Assistance’s collaborative approach can enable more-efficient problem-solving; reduce technical risk; and enhance your speed of adoption, knowledge, and use of Oracle technology. Business Critical Assistance can help you

- **Increase business value.** Business Critical Assistance sustains and continually improves your Oracle software deployment and helps your staff become more capable of incorporating change and contributing to the organization’s business goals.
- **Improve return on investment.** Your service delivery manager leads the Oracle effort to establish an operational baseline and drive for continual improvements in system performance, availability and stability, while working to reduce costs through streamlining and simplification of required processes and systems.
- **Minimize risk and protect your business reputation.** Guidance on best practices ensures that you do not lose time and money relearning industry lessons. This awareness enables your technical team to effectively process reactive issues for resolution and facilitates efficient management of your Oracle software investment for a predictable and stable operation.

Priority Service

Tighter budgets, shorter lead times, and increased competition put greater pressure on IT to deliver higher flexibility and speed. Priority Service provides you with a highly integrated service partnership with Oracle to ensure priority problem resolution and expert guidance. Priority Service helps to minimize complexity and reduces resolution times for your implementation, upgrade, and production issues.

Priority Service helps you to accelerate IT productivity, manage risks, lower operational costs, and focus on what really matters—your business objectives. Priority Service is the only service offering that provides automated prioritization of service requests.



With Priority Service, you have the specialized expertise of a dedicated service delivery manager, who proactively manages problem resolution and escalations. The SDM provides expert guidance when service requests have multiple related incidents or when the standard escalation process on an individual issue does not meet your specific business needs. Key benefits include

- **Expert guidance.** Your Oracle service delivery manager proactively manages problem resolution and escalations.
- **Faster problem resolution.** With Priority Services, your service requests receive priority handling and routing to the most appropriately skilled analyst.
- **Preferred access to Oracle technical resources.** You enjoy a preferred relationship with Oracle subject-matter experts, IT professionals, and developers via live Webinars that offer knowledge transfers, live chats, and other events.

Advanced Support Assistance

Advanced Support Assistance helps you receive optimal value from your Oracle investment. With Advanced Support Assistance, you benefit from the expertise of an Oracle service delivery manager who has knowledge of your environment, business, and timelines and who can provide expert guidance to ensure timely and accurate escalation of production-critical service requests. Oracle's Advanced Support Assistance is the best option for providing maximum system availability for the long term.

Advanced Support Assistance allows you to

- **Streamline the management of production-critical issues.** Your Oracle service delivery manager, possessing deep technical-environment and business-context expertise, is your single point of contact to help you resolve production-critical issues faster.
- **Personalize support.** The Oracle service delivery manager understands your business and technical priorities, and provides expert guidance to ensure timely and accurate escalation of production-critical service requests.
- **Coordinate technical resources.** Develop action plans to facilitate the coordination of your staff with Oracle technical and development resources to achieve faster resolution of Severity 1 service requests.

Industry Leaders Rely on Oracle

Leading organizations in almost every industry rely on Oracle Advanced Customer Services to help them get the most from their Oracle investment, including

- Nine of the top ten global banks
- Five of the top five telecommunications companies
- Four of the top five aerospace and defense companies



“Oracle Advanced Customer Services helped us align our business and technical priorities. The team clearly explained the impact of updating our applications, database, and underlying operating system.”

Colin Rice, IT Director, Dairy Farm

Information and Technology Infrastructure Library (ITIL): A Standard of Excellence

Alignment of IT and business goals. A structured method, from planning through production. A consistent and proven approach. A commitment to long-term success. These principles form the foundation of Oracle Advanced Customer Services.

By utilizing best practices based on ITIL methodologies, Oracle Advanced Customer Services help organizations address specific process areas and provide recommendations for ITIL conformance—driving higher IT efficiencies and better business results.

IMPACT

IMPACT is designed for Oracle customers who want to leverage their Oracle investment with Oracle Advanced Customer Services but don't know where to start. IMPACT is a balanced, six-month package of accelerated services designed specifically to help ensure that every Oracle project meets or exceeds your expectations. IMPACT is available for these specific environments: core technology, Oracle E-Business Suite, Oracle's PeopleSoft Enterprise, or Oracle's Siebel Customer Relationship Management. It is comprised of various features from Solution Support Center, Business Critical Assistance, Priority Service, and Advanced Support Assistance, offered within a six-month time frame.

Whether you are deploying a new Oracle application, upgrading, or modifying your current environment, IMPACT's balanced set of services can help you deliver the highest results at any phase of the solution lifecycle.

IMPACT also helps accelerate the adoption of your Oracle solutions while reducing delays, cost, and risk associated with your IT projects by

- Improving system availability and stability
- Optimizing performance and security
- Enhancing the effectiveness of deployments and change management

Benefit from Operationally Excellent IT

Emphasis on continual operational improvement is built into Oracle Advanced Customer Services solutions, and is a core component of ITIL. Oracle Advanced Customer Services experts use ITIL, Business Service Management (BSM), and industry best practice frameworks to align Oracle technology with business requirements. By leveraging the experience of more than 300,000 Oracle customers, Oracle Advanced Customer Services can help translate best practice framework guidelines into concrete action items and optimization targets.

“Our relationship with [Oracle] Advanced Customer Services has helped accelerate our trajectory through go-live, system stabilization, and getting us quickly on our path to ROI. Oracle helps Welch Foods achieve operational excellence by enabling us to move through any issues that we might encounter much faster than we would certainly be able to by ourselves.”

Ray Gosselin, CIO and VP of Information Services, Welch Foods



Oracle Advanced Customer Services can help businesses accelerate technology adoption, measure and manage their infrastructure for optimum performance, and develop operational excellence initiatives for long-term viability and growth. Bottom line: Oracle Advanced Customer Services offers a host of experts who understand how to optimize your mission-critical solutions to deliver services to your business at greater speed, with increased reliability, and at lower cost.

Choose the Service Offering That Best Meets Your Business Goals

Oracle Advanced Customer Services is personalized service the way it should be: you choose how much service you need, as well as when and where to deploy Oracle professionals, and you add more services only when—and if—you need them. If your specialized requirements demand greater levels of support, our flexible services portfolio provides additional services to give you more-customized guidance and analysis.

When you invest in Oracle applications or technology, you can choose from a variety of support and service options, and select the plan that best fits your business needs. The chart below describes the features of Oracle Advanced Customer Services’ annualized offerings.



Choosing a Service Level

How do you know which service offering is best for your business? Your Oracle Advanced Customer Services representative will review your business and budgetary goals, environment and technology coverage (the number of database instances or the number of applications), and desired features and benefits to help you choose the service level that best meets your needs.



Fact: Oracle Advanced Customer Services customers report up to a 65 percent decrease in problem-resolution time and more than 70 percent fewer service requests.

About Oracle Advanced Customer Services

Oracle Advanced Customer Services is a global business of more than 2,000 professionals dedicated to the continual operational improvement of your Oracle environment. Available to you throughout your Oracle Application lifecycle, the Oracle enterprise solution management experts from Oracle Advanced Customer Services can help you maximize the value of your Oracle investment.

Get on the Path to Operational Excellence with Oracle Advanced Customer Services

Oracle Advanced Customer Services is committed to helping you maximize the performance and value of your Oracle solutions to help you reach a sought-after goal—operational excellence across your Oracle environment.

With Oracle Advanced Customer Services, you can continually improve operational performance; accelerate return on your IT investment; and reduce the cost, risk, and complexity of your IT environment.

Oracle Advanced Customer Services: optimizing your business with operational excellence.

CONTACT US

Learn more about the additional benefits of Oracle Advanced Customer Services by visiting oracle.com/goto/acs or sending an e-mail to acsdirect_us@oracle.com

Outside North America, visit oracle.com/corporate/contact/global.html to find the phone number for your local Oracle office.



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