

PRIORITY SERVICE: TAKE YOUR ORACLE SUPPORT TO THE NEXT LEVEL

KEY BENEFITS

- Expert guidance
- Faster problem resolution
- Preferred access to Oracle technical resources

Priority Service is one of Oracle's Advanced Customer Services offerings. It provides you with a highly integrated service partnership with Oracle, to ensure priority problem resolution and expert guidance.

Changing markets, increasing competitive pressures, and evolving business needs are placing greater pressure on IT to deliver more flexibility and speed. Staying ahead takes focus. That's where Priority Service, part of Oracle's Advanced Customer Services offering, becomes your competitive advantage. Expect a more personalized process, with expert guidance based on your business and technical priorities. Expect faster problem resolution through front-of-the-line response to your service requests. Expect preferred access to Oracle experts for more effective use of your IT resources and better management of your environment. Expect next-level support—with Priority Service from Oracle.

Capitalize on Your Oracle Investment and Maximize Your Success

Your business depends on Oracle software. You can leverage that investment by taking advantage of Priority Service, one of Oracle's Advanced Customer Services offerings. A set of enhancements to Oracle Premier Support, Advanced Customer Services provides a portfolio of flexible and adaptable support solutions, delivering targeted expertise and proactive guidance to meet your technical strategy and business priorities. Priority Service minimizes complexity and reduces resolution times for your implementation, upgrade, and production issues. With Priority Service, you can accelerate your IT productivity, manage risks, lower operational costs, and focus on what really matters—your business objectives.

Priority Service offers you a highly integrated service partnership with Oracle that takes support to the next level. Your annual support contract provides you with all the benefits of Oracle's award-winning Premier Support—plus personalized priority service that helps ensure smooth implementations and upgrades, and faster resolution of service requests and bugs. If you rely on Oracle's assistance for mission-critical operations, Priority Service is the ideal way to help drive your business success.

Expert Guidance Tailored to Your Business

With Priority Service, you receive the specialized expertise of a Priority Service Manager (PSM), who is there to proactively manage problem resolution and escalations. Your PSM provides expert guidance when service requests have multiple related incidents, or when the standard escalation process on an individual issue does not address your specific business needs. When incidents put your Oracle implementation, upgrade, or other project deadlines at risk, and significant business impact is likely, the PSM will be there to manage the escalation process.

Your PSM draws on the expertise of an extended team of support analysts. Because your PSM speaks the local language and understands your specific business and IT context, he or she can apply that context to the escalation to ensure your issues are resolved effectively. Whatever the circumstance, your PSM is personally committed to orchestrating a quick and appropriate resolution to your service requests.

The PSM also leads formal quarterly reviews to assess performance against best-practice standards, discuss your business and technical plans, anticipate and avoid escalations, and offer insights on how to ensure that you are receiving the most value from your Oracle relationship. At each quarterly service review, your PSM compares Oracle's performance against the defined Priority Service Level Standard response targets (described below). In addition, you receive detailed support metrics that give you deeper insight into the value of your support investment.

You can access all of this collective experience through your exclusive, customized Priority Service portal, a single source for up-to-date support information and communications. The portal gives you rapid access to product Webinars, live chats with Oracle experts, customer-specific problem diagnosis and resolution metrics, Priority Service account contacts, and past quarterly reviews.

Front-of-the-Line Problem Resolution

Priority Service membership means you benefit from faster problem resolution, with front-of-the-line service for your Oracle technology stack—database, middleware, and applications. With Priority Service, any service requests and bugs that you submit receive priority handling and routing to the most appropriately skilled analyst.

As a Priority Service customer, if an issue is identified as a new product bug, you receive priority product fixes from Oracle Development. Oracle experts respond to your production-critical issues quickly and work around the clock until the issues are resolved. You receive priority throughout the problem resolution process so you can meet your implementation, production, and upgrade schedules.

To further provide you with a consistent response, Oracle has implemented the Priority Service Level Standard based on severity indicators with the following targets:

- Severity 1 service requests: 90 percent response within 1 hour (available 24/7)
- Severity 2 service requests: 90 percent response within 2.5 local business hours
- Severity 3 service requests: 90 percent response by next local business day
- Severity 4 service requests: 90 percent response by next local business day

To provide immediate action and faster recovery from unplanned downtime, Priority Service includes automatic, 24/7, time-based alerts that notify assigned support engineers, support management, and your Priority Service Manager when a service request is at risk of exceeding the defined Priority Service time frames. These help solve your system-specific needs and keep them running efficiently for maximum system availability and productivity.

As a Priority Service customer, you also receive access to Configuration Support Manager, a configuration management tool that offers the best in proactive and automated support technology. Configuration Support Manager provides Oracle Support engineers with secure, centralized access to configuration information across your Oracle environment—database, middleware, and applications—to more quickly diagnose and resolve system-critical issues. Product and Security Alerts access centralized configuration information and proactively inform you of potential configuration performance risks.

This greater control helps you to prevent known issues before they become critical, and the significantly enhanced information exchange between Oracle and your systems automates labor-intensive tasks. You may see a significant reduction in IT infrastructure-related risks and costs as system changes become easier to manage. This means less time spent by critical IT staff on managing and maintaining your Oracle systems and more time devoted to business priorities.

Preferred Access to Oracle Experts

With Priority Service, you enjoy a preferred relationship with Oracle subject-matter experts, IT professionals, and developers via live Webinars that offer knowledge transfer, live chats, and other Oracle events. Topics will provide you with deeper insight into Oracle applications, support operations, and Oracle technologies. These unique sessions promote a two-way exchange of information between you and Oracle's product developers and support engineers, enabling you to gain direct access to the Oracle experts who are shaping the future of Oracle's products and services. Each session is recorded and posted to your portal so you can access it, any time, anywhere.

As a Priority Service customer, you also receive preferred access to invitation-only events, including up to two upgrades to Oracle OpenWorld San Francisco—one of the industry's most prestigious conferences. At each of these events, you can network with peers who share your business goals and challenges, and discuss your business and technology issues with the experts who are building and maintaining Oracle products and services. In addition to priority seating at keynote sessions, you receive full access to the Club Oracle Gold Lounge, discounts at the Oracle bookstore, and many other benefits.

Benefit from the Next Level in Support—with Oracle Priority Service

Receive expert guidance, benefit from faster problem resolution, and gain preferred access to Oracle expertise. Keep your systems running securely, accelerate the adoption of technology while minimizing disruption, and automate best practices to better utilize your IT staff to deliver a more competitive advantage to your business.

Customers with mission-critical requirements are turning to Priority Service—only from Oracle Advanced Customer Services.

Contact Us

For more information on Priority Service, please visit oracle.com/support.

Copyright 2006, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

C15529
Date: 10/2006

