Parallels Global Support Best Practices

Kellie Green, Vice President of Support at Parallels

Parallels Support Best Practices
Agenda

- Parallels Global Support best practices
    - Parallels support who, what and where
    - Key performance metrics – lessons learned
    - Process best practices

- How you can get the most out of your support interaction with Parallels
    - Escalation contacts available on Partnernet & support guides on our website
    - BizCrit™ process for all Severity 1 issues
    - The FastLane™ program
    - Managed Services for Parallels Automation

Parallels Support Organization

Who, where, and when

- **Tier 1 with trusted support vendors**
  - 24 x 7 x 365 support
  - Certified Engineers who have received extensive Parallels training

- **Tier 2 in Novosibirsk**
  - 24 x 7 x 365
  - Tenured Support Engineers & management team with deep expertise
  - Close partnerships with product development

- **Tier 3 product maintenance**
  - Engineering partners in Novosibirsk or Moscow
  - Responsible for coding and QA for hotfixes & micro-updates
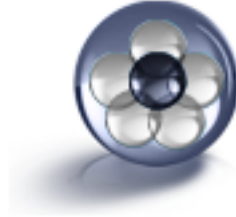
Parallels Global Support Structure

Introduction to our two support divisions

Desktop Virtualization

Virtualization Suite   **Automation Suite**   **Plesk Panel Suite**

Parallels Desktop

- Up to **14,000** incidents a month
- Over 3M copies of Parallels Desktop in use
- Routine problem solving
- Consumer oriented

Service Provider and Partner

- **4000 +** incidents per month
- Complex troubleshooting including in-depth lab work

# Parallels Support – How We Measure Success

- Time to Resolution
    - Includes "waiting on customer"
    - If a ticket is re-opened the TTR clock restarts
    - TTWorkaround is our main focus in 2012
- Customer Satisfaction
    - Each incident receives a survey
    - Support Engineer stack rank based primarily on Customer Sat results
- Initial Response Time
    - Average Initial Response Time can be misleading
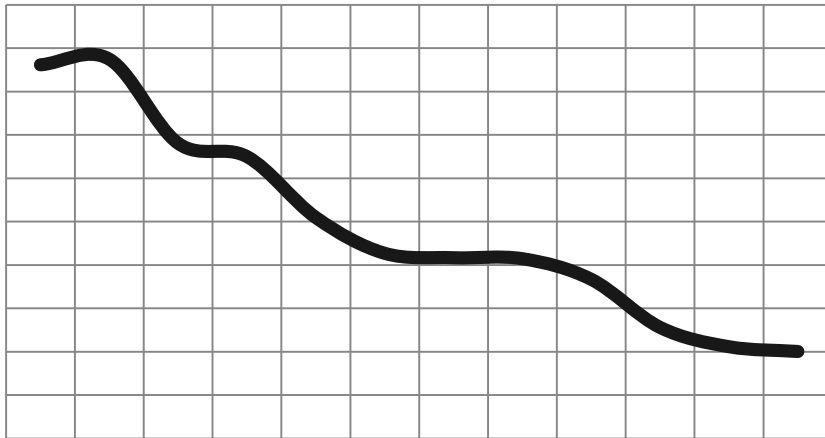   - The goal to meet the IRT target 99+% of the time (not average IRT)

Support Best Practices: Key Performance Metrics
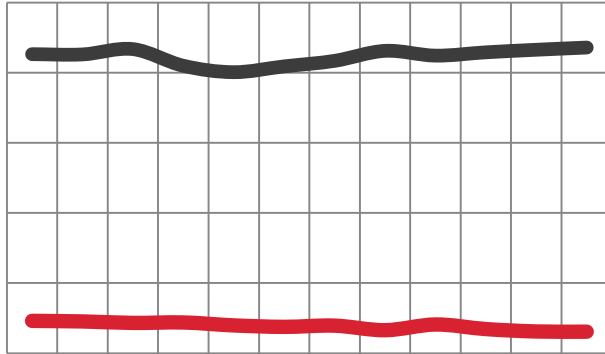
- Measuring overall satisfaction is not enough
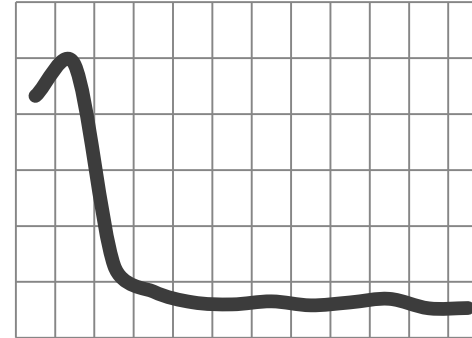
- Identifying an issue and providing a solution; then status quo is not our goal

- Parallels Support will identify the issue and use process improvement methodologies to ensure continual performance improvements

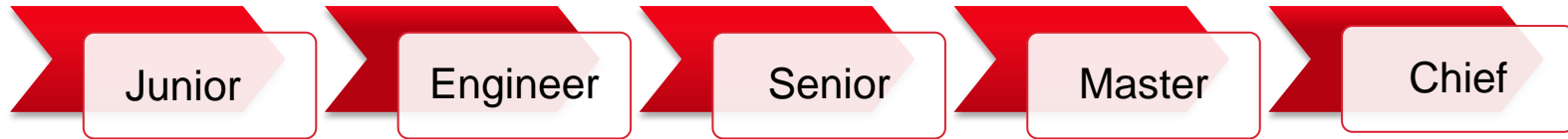# Best practices

Parallels Global Support

Parallels Support – Best Practices

Employee Growth and Development

- Support Engineer career path

| Junior | Engineer | Senior | Master | Chief |

- Promotion to the next level is based on consistently meeting or exceeding key performance metrics plus passing industry certifications

Parallels Support – Best Practices
Support Engineer stack rank

Employees Name	Actual Title	VSAT %	Quality %	% ART	Agent Stack Rank units
Engineer 1	Master Support Engineer	85.0%	100.0%	95.7%	**0.92**
Engineer 2	Senior Support Engineer	100.0%	100.0%	94.4%	**0.89**
Engineer 3	Master Support Engineer	81.0%	100.0%	90.6%	**0.89**
Engineer 4	Senior Support Engineer	85.0%	100.0%	76.8%	**0.885**
Engineer 5	Junior Engineer	79.0%	100.0%	81.5%	**0.883**
Engineer 6	Master Engineer	67.0%	100.0%	84.1%	**0.880**

"…it is good to see where you are in the stack rank, compared with other Engineers, how and what you need for improve your skills. Having rewards for top 10 is good motivation for improving skills and growing your expertise"

Senior Support Engineer

Parallels Support – We Hear You

Inspect what we expect

- Quality Management drives DSAT analysis activities

- All tickets which received Neutral or a Dissatisfied mark for the previous week are reviewed by support management to enable the following:

1. Support process improvement
    - Workflow changes
    - Tools enhancements
    - Support web site changes

2. Quality & Knowledge upgrades
    - Coaching for individuals
    - Product or component training
    - KB articles creation or updates

3. Product improvements
    - A continuous feedback loop with our Engineering partners means that the products continually improve

Customer Satisfaction Best Practices

Inspect what we expect

- Statistical analysis including regression, correlation, cross-tab and verbatim analysis
- Drivers of satisfaction and dissatisfaction are categorized for each customer segment
- Action plans reviewed each week

Ticket	Overall Sat	DSAT Reason	DSAT Owner	DSAT Comment
1306525	Neutral	Workflow: Resolution was delayed	Account Manager	they need to accept our calls on PUCC
1309244	Very Dissatisfied	Reason not clear	Account Manager	Softlayer filled in 11 DSAT last week, please find out what is annoying them
1309554	Neutral	Tech: Product bug/design/functionality/stability/reliability	pkostyuk	need to prioritize this SmartGuard issue
1310354	Neutral	Workflow: Resolution was delayed	dtkachenko	unspecified
1312536	Neutral	Workflow: Unauthorized actions on customer server	QA/TL	unspecified
1312726	Very Dissatisfied	Reason not clear	Account Manager	Softlayer filled in 11 DSAT last week, please find out what is annoying them

Partnering with Parallels Global Support

How to get the most out of your support interaction

Innovations in Parallels Support

2012 support improvements

- BizCrit process
  - Severity 1 issues handled expertly to reduce the Time to Workaround
  - Daily debriefs of each Sev 1 issue to continuously improve

- FastLane for Support
  - Best practices for operational excellence
  - Meet the FastLane criterion to qualify for BizCrit handling of non urgent but high severity issues

- Managed Services
  - Targeted to PA customers who want to speed their time to innovate or go to market with new services
  - Optional replacement for in-house staff

Introducing The Business Critical Situation (BizCrit) Process

Severity 1 (Urgent): Parallels Automation service fails to start, the software crashes, corrupts data, or a crucial Parallels Automation component is not functioning. The issue affects a significant number of end-users. There is no workaround or immediate solution available. Once a workaround is made available, the issue becomes severity 2

- The BizCrit process includes:
  - Engineering partners (aka 3rd Tier support) included early in the process to help resolve urgent cases quickly
  - Senior and exec management at Parallels included at pre-defined intervals
  - Conference bridge set up early in the process to speed collaboration
  - Escalations to outside partners like Microsoft when you have a TAM or PSAM at Microsoft

- What we need from you:
  - Severity 1/ Urgent uses when there is a material end-user impact
  - Provide a contact number to reach a technically qualified person to collaborate on the resolution

|| Parallels®

Parallels PartnerNet
Support Escalation Contacts

Parallels Support Portal
Support Guides

Parallels®

Store | My Account | Contact | Careers | About Us   English / USA   Search me   GO

Products | **Solutions** | **Downloads** | **Support**   **News** | **Partners** | **Blogs** | **Subscribe**

Support Home
Desktop Virtualization
Plesk Panel Suite
Automation Suite
Virtualization Suite

Support Options
Support Guides
Account Login
Create Support Request
Phone Support Hotline
Support Chat
Premium Support

Additional Resources
Your Support Code
Downloads
Maintenance and Updates
Support Policies

Need More Help?

Support Resources

Choose your product from the list below to get support

Desktop Virtualization

- Parallels Desktop for Mac
- Parallels Desktop Switch to Mac Edition
- Parallels Desktop for Mac Enterprise Edition
- Parallels Server
- Parallels Server for Mac
- Parallels Server for Mac mini
- Parallels Workstation
- Parallels Workstation Extreme
- Parallels Transporter
- Parallels Mobile

Plesk Panel Suite

- Parallels Plesk Panel Suite
- Parallels Plesk Panel Power Pack
- Parallels Web Presence Builder
- Parallels Customer & Business Manager
- Parallels Partner Storefront
- Parallels Domain/SSL Reseller Program

Automation Suite

- Parallels Automation for Cloud Infrastructure
- Parallels Business Automation
- Parallels Operations Automation
- Parallels Automation for Cloud Marketplace
- Parallels Business Automation Standard

Virtualization Suite

- Parallels Virtuozzo Containers
- Parallels Virtual Automation
- Parallels Server Bare Metal

Entry to the FastLane™

When you need the fastest possible support from Parallels…FastLane™ is the answer

The FastLane is….

- Customers who have completed 8 of the requirements (in 2012) with a commitment to be at 100% within 12 months move to the front of the queue

- Less urgent incidents will qualify for the BizCrit process

- ***Partnernet will be updated with the FastLane qualification form soon…***
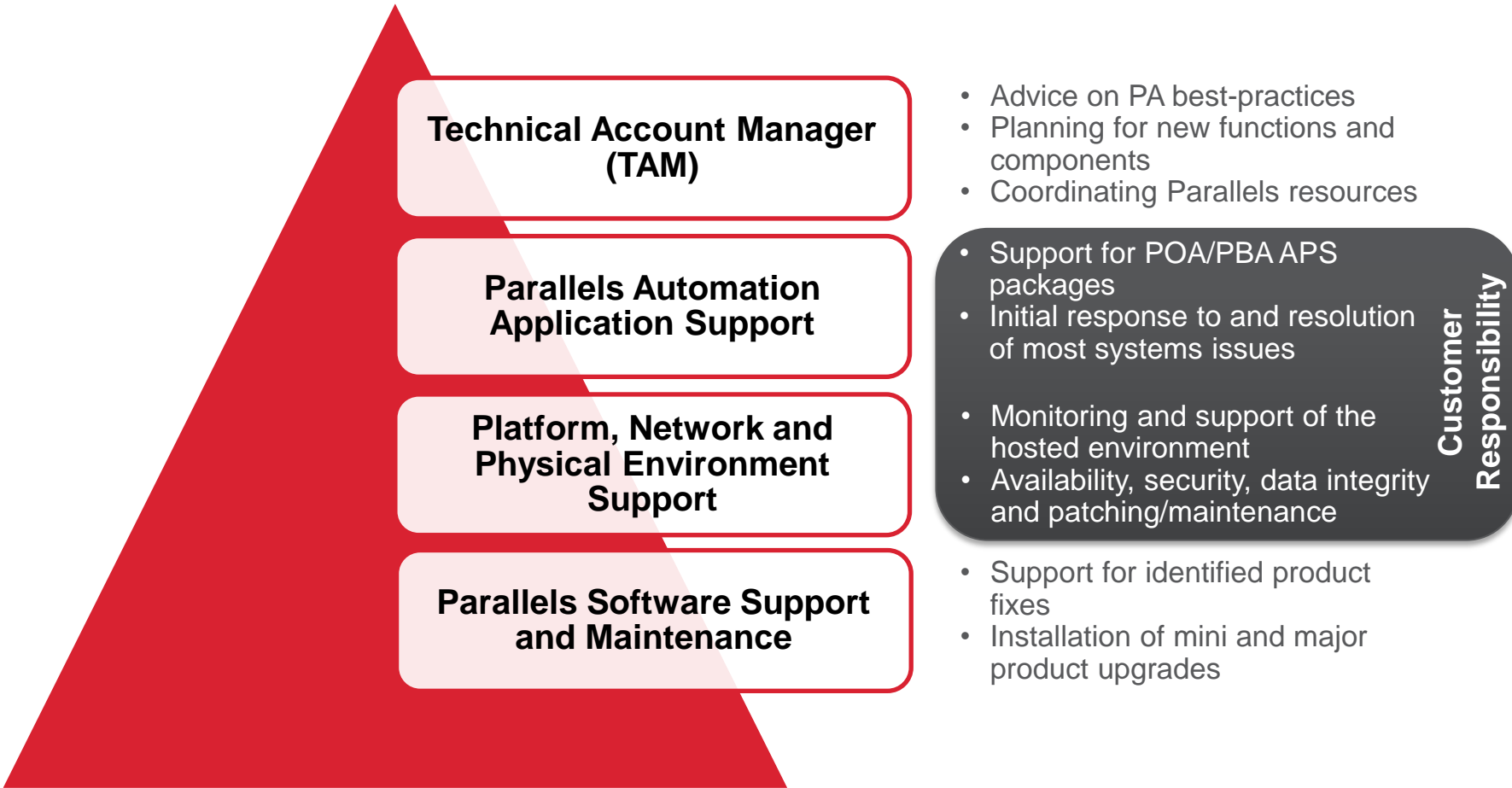
FastLane™
Operational Excellence in the cloud market

There are 10 potential requirements to enter FastLane 8 are required for program participation in 2012	To complete
1. Training & Certification from Parallels – employ at least 2 for relevant products	☑
2. Staging environment which replicates production system (with copy of customer database) no greater than one month old	☑
3. Documented Change Management process in place including tracking of system changes	☑
4. Micro-updates installed to the version within V-2 of the current release	☑
5. Major updates within N-1 of current release	☑
6. Watchdog enabled & reporting to Parallels (POA, PBA)	☑
7. 3rd party Infrastructure monitoring in place- official description & details submitted	☑
8. Network Operations Center type support must be staffed 24x7	☑
9. Troubleshooting process for incident resolution- Initial Incident triage, troubleshooting and resolution where solution available	☑
10. Microsoft Certification (if deploying modules for Microsoft technology such as IIS, Exchange, SharePoint, Office365, CRM, etc)	☑

Managed Services for PA customers

- Provided by Datacom Group's Managed Services team
- Around-the-clock support for Parallels Automation
- Access to a team of Parallels Automation specialists
- Rigorous change control processes supporting high levels of availability
- A range of plans with per service pricing models
- End-user support is an optional part of the complete solution
- *__Your shortcut into the FastLane__*

	Respond	Manage	Assure	Complete
Restore Service Accept, track and resolve critical incidents	10 Incidents	Unlimited	Unlimited	Unlimited
Monitoring 24x7 monitoring of your PA Infrastructure	O	O	O	O
Response Fast initial response to system events	O	O	O	O
FastLane Access Parallels' FastLane Preferred Customer Status		O	O	O
Managed Infrastructure Proactive operations support for POA/PBA		O	O	O
Business Operations Manage and operate your PBA platform			O	O
Customer Support Customer service and technical support				O
Data Center Hosting Provide HW, SW, network in a secure environment				Optional

Optimized Support Organization

Technical Account Manager (TAM)

- Advice on PA best-practices
- Planning for new functions and components
- Coordinating Parallels resources

Parallels Automation Application Support

- Support for POA/PBA APS packages
- Initial response to and resolution of most systems issues

Platform, Network and Physical Environment Support

- Monitoring and support of the hosted environment
- Availability, security, data integrity and patching/maintenance

Customer Responsibility

Parallels Software Support and Maintenance

- Support for identified product fixes
- Installation of mini and major product upgrades

Summary and Call to Action

- Parallels Global Support utilized continuous improvement methodologies

- Best practices such as Satisfaction analysis, Support Engineer career paths and stack ranks contribute to excellent results

- The BizCrit™, FastLane™ and Managed Services reflect our commitment to providing innovating solutions to meet your needs