

# Why use TSANet for Mutual Customer Support

Ted Williams

Support Programs Manager, Partnerships

# The Collaborative Support Problem

*How do you establish and maintain cooperative support relationships with every vendor you might encounter in your customer's IT landscape?*

# Components of the Solution

*Scaleable*

*Predictable*

*Cost-effective*

*Proven*

*Neutral*

# The Solution: TSANet



- Technical Support Alliance Network, founded in 1993
- Not-for-profit member alliance of global IT vendors
- Provides
  - legal framework
  - code of conduct
  - member contact and process database
  - escalation paths

Red Hat has been a member and on the Board of Directors since  
2005



# Why join TSANet?



## Standardized legal terms for collaboration

- Industry-standard legal framework. One agreement instead of many
- Supports private/custom agreements if needed

## Proven system for jointly maintaining support processes

- Templates encourage standard processes across members
- Reminders ensure processes stay current
- Flexibility to customize processes per partner or program as needed



# Why join TSANet?



Ease of use for support engineers & managers

- One place to look for partner engagement processes
- Escalation paths defined for every member
- Ability to integrate with internal tools

You will only be engaged when it's your customer



# Next Steps

Visit [www.tsanet.org](http://www.tsanet.org) to:

- View current member lists
- Consider membership options
- Find how-to videos, FAQ and more

## Questions?

Contact your Red Hat account manager or our Support Programs Manager, Partnerships:

Ted Williams, [ted@redhat.com](mailto:ted@redhat.com), +1 919.890.8168