

SOLUTION BRIEF

GLASSBEAM HEALTH CHECK: INCREASING SERVICE REVENUES THROUGH MACHINE DATA ANALYTICS

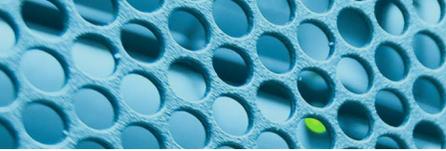




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“For our customers, this is a really quick way for them to look at their HNAS infrastructure, see in one panel every single licensed node, and get a idea of the overall health – in like two minutes, all on one screen. And then if they see something that looks a little outside certain parameters, they can drill down and see what’s going on. And they can decide, ‘Do I need to react to this quickly, or do I just need to watch this?’”

Don McNicoll, Director, Advisory Services, Hitachi Data Systems

INTRODUCTION

Glassbeam Health Check, Glassbeam’s unique machine data analytics service, can generate increased customer-support revenues for product manufacturers by enabling them to offer new value-added services to their customers.

TURNING MACHINE DATA INTO CUSTOMER SERVICE INSIGHTS

Customer support is a critical function for product manufacturers. Once products are in use, support services can heavily influence the quality of the relationship between product supplier and user.

Ironically, many companies see customer support as a cost center rather than an incubator for innovation or profit. More visionary companies, however, view their customer support operation not only as a way to build customer loyalty and good will, but also as a significant revenue source.

An emerging trend among customer service organizations is the desire to make support services more proactive while maintaining or lowering total cost of ownership. Rather than just respond to a customer problem, proactive support services can spot issues before they become problems, and can identify opportunities to enhance the customer experience.

The key to providing proactive support services is a deep understanding of how customers are using deployed products.

And the most thorough and reliable source of this information is data generated by the products themselves information known as “machine data”

Machine data – when properly collected, stored and analyzed – can provide valuable insights into how products are being used, where potential problems can be averted, and how the user experience can be enhanced. The insights contained in machine data are of value to both product manufacturers and users, and can assist in areas such as capacity planning, asset management, problem resolution and operational efficiency.



Increasing Service Revenues Through Machine Data Analytics

As valuable as it is, however, machine data is not simple to access and understand. It requires highly specialized tools and methods to turn large volumes of raw data into useful and actionable insights.

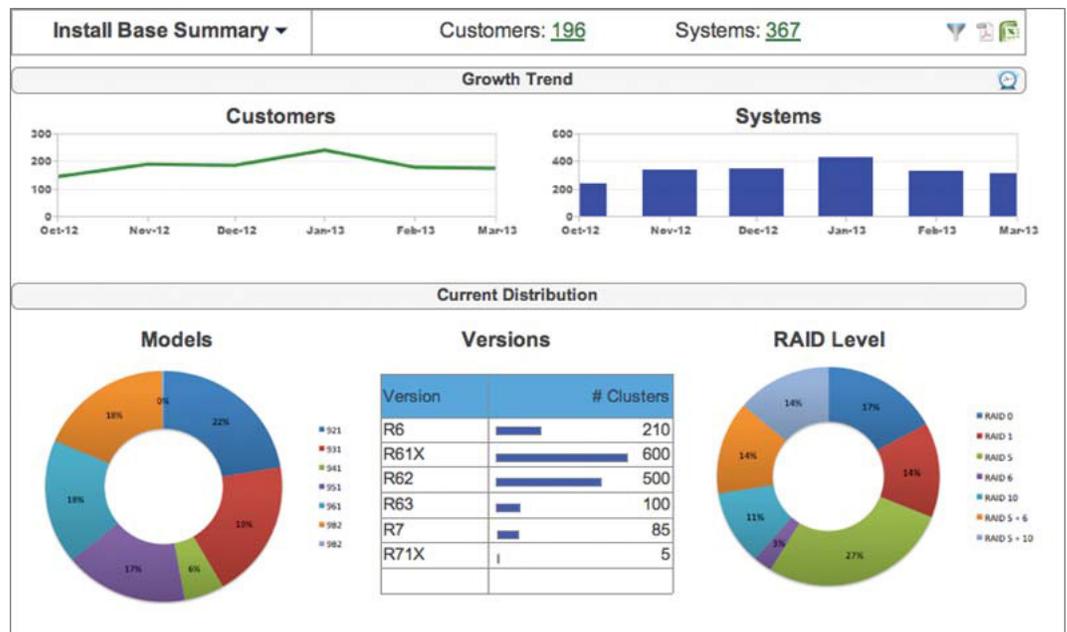
GLASSBEAM SOLUTION

Numerous manufacturers use Glassbeam's unique cloud based machine-data analytics to help product managers, engineers and customer-support teams improve their understanding of how products perform across customer environments. Now, Glassbeam is making these ground-breaking capabilities available so product manufacturers can offer them as a value-added, revenue-generating service to their customers.

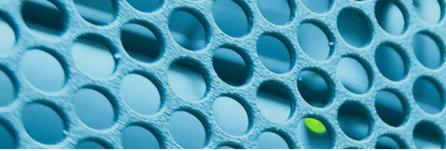
Glassbeam Health Check is a cloud-based service that provides customers with a continuous check on the health of their products. It can be sold as a separate line item or packaged as part of a premium support plan. As a cloud based system easily accessed by a standard web browser, Glassbeam Health Check requires no capital investment by product suppliers or their customers.

Here's how Glassbeam Health Check works:

Product manufacturers can now offer customers a new support service that



proactively monitors all aspects of product performance, such as utilization,

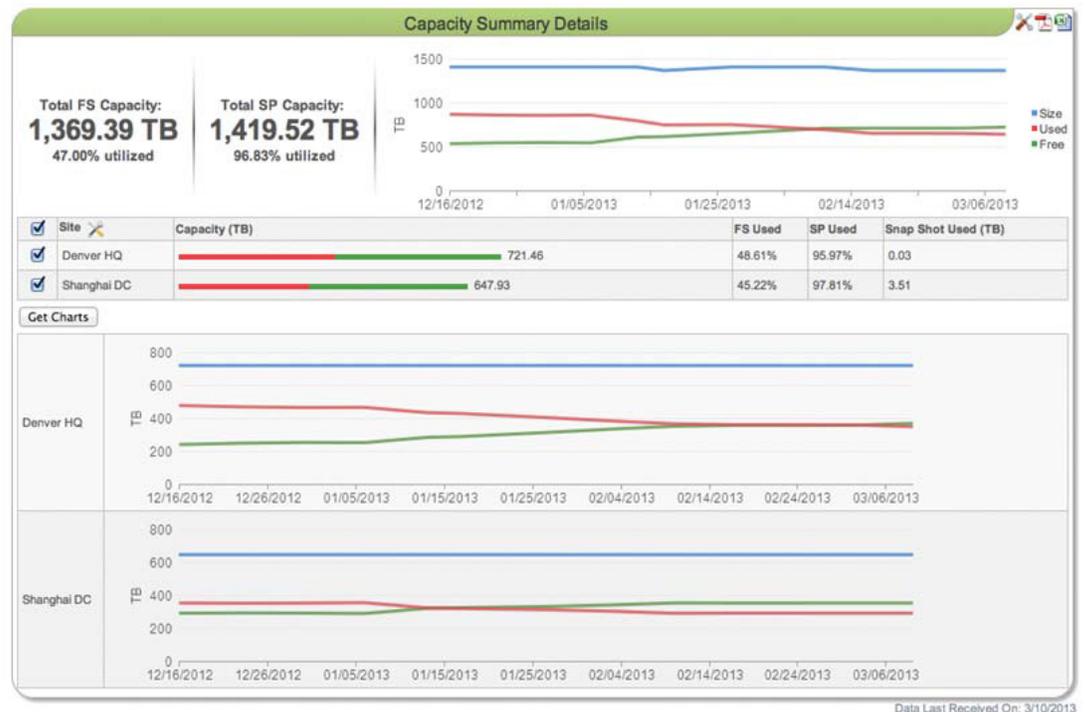


capacity and response time. It also gives advance notification of any potential problem or issue needing attention, such as service interruptions, out-of-date licenses or out-of-capacity storage. Notices are delivered through an easy-to-use Web interface available to any authorized user in any location. The service can be private-labeled and priced by the product manufacturer.

Customers can select how many parameters they wish to monitor and can set their own thresholds for alerts. While Glassbeam collects, stores and analyzes all relevant data on product performance and attributes, customers can look at whatever level of detail they wish – all the way from the highest-level summary of overall performance to the finest level of detail about a single unit. For example, a system administrator can, with one look at the initial screen, see a summary of the health of three-dozen disk drives across six sites, and with only two more clicks, can view the capacity and uptime of a single drive at a single site.

Once a customer has signed up for the service and enables the products to upload the relevant machine data, Glassbeam handles the entire analytics process. Typically, the machine data is uploaded once a day to the manufacturer and forwarded to Glassbeam for analysis and report generation that is available to both the manufacturer and its customer via a Web portal.

A significant benefit of the Glassbeam service is that it requires almost no



action on the part of either the product supplier or its customers. Glass-

beam's breakthrough SPL technology transforms raw, unstructured machine data into informative and actionable intelligence that is presented in easy-to-understand and highly configurable dashboards accessible through a Web portal.

What makes Glassbeam Health Check unique? The system collects and analyzes all machine data from every enabled product every day – a volume of data that would not be possible for administrators to analyze themselves, even when using early-generation data-analysis tools. Glassbeam employs its unique SPL technology, providing capabilities that would take years for a product manufacturer to duplicate, even if they wanted to.

Here are just three of many ways that customers can benefit when a product supplier adds Glassbeam as a premium feature to its support services:

- ▶ **Proactive Capacity planning:** At a glance, a customer can tell what percentage of a product (a disk drive or server, for instance) is being used, and whether it is time to add or reallocate resources well in advance of capacity overload.
- ▶ **Event analysis:** Problems, errors or other incidents of potential concern can be viewed in summary fashion, alerting administrators to situations that require attention. Detailed information, from clusters of geographically dispersed systems all the way down to a single unit at a single site, is available with a couple of mouse clicks.



- ▶ **License summary:** Software versions are tracked automatically, ensuring that all products are up-to-date.





PRODUCT MANUFACTURER BENEFITS

Glassbeam Diagnostics offers product suppliers several advantages:

- ▶ **Reduced support requirements:** Customers are empowered to take a more active, self-service approach to monitoring product performance. Potential problems can be spotted in advance, allowing preventive steps to be taken before performance is affected.
- ▶ **Faster problem resolution:** If a problem should occur, all parties working on the matter can see the same set of data by logging into the Glassbeam portal. This streamlines the resolution process by ensuring that everyone is looking at the same information.
- ▶ **Enhanced revenue opportunities:** Manufacturers can charge a premium of perhaps 1 to 2% of sales price, thanks to the added value customers receive by being able to easily access complete performance monitoring information and advance alerts.
- ▶ **Stronger customer relationships:** By adding Glassbeam capabilities to their support services, suppliers demonstrate to customers that they are in the vanguard of modern support techniques.



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