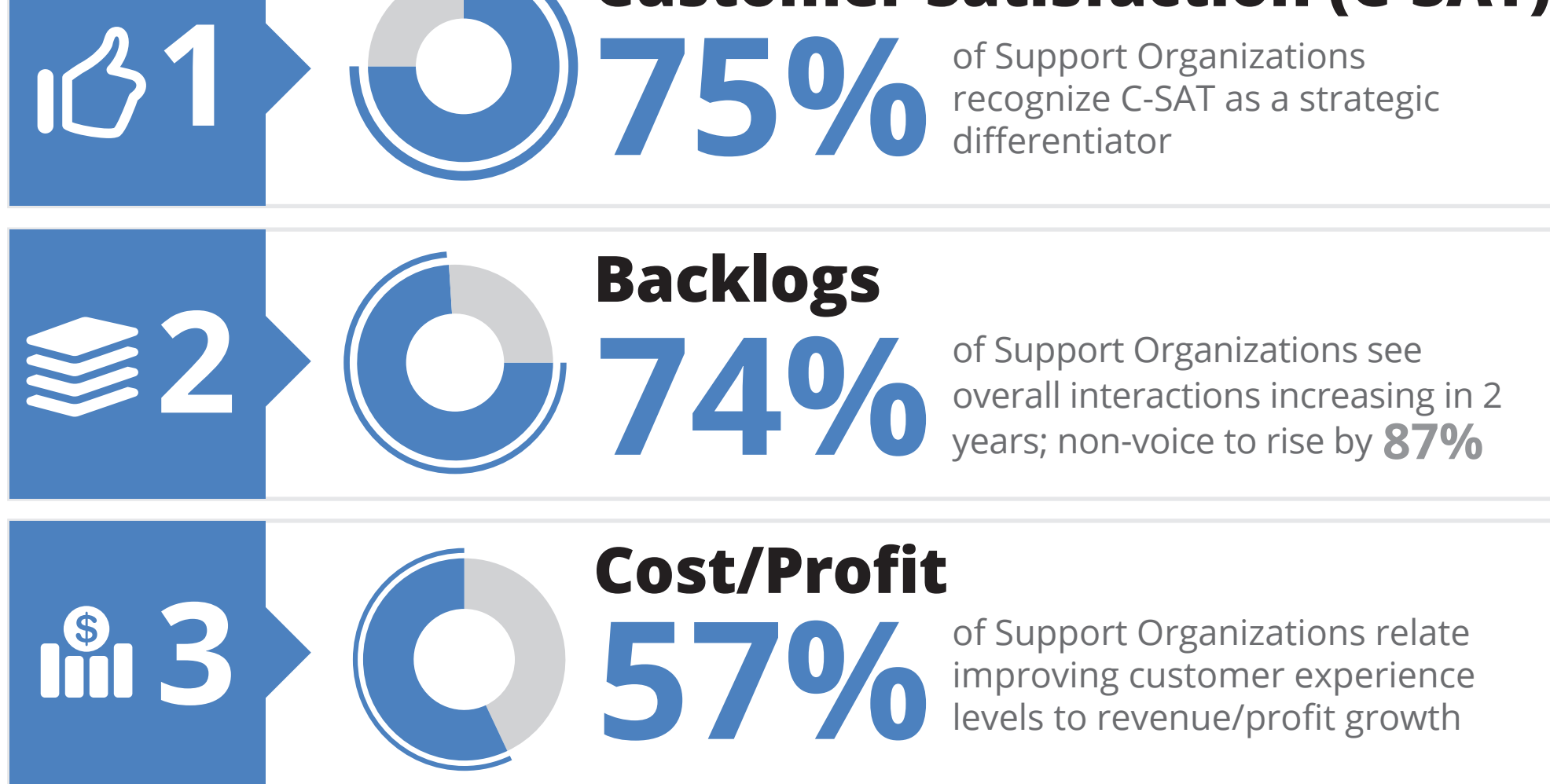

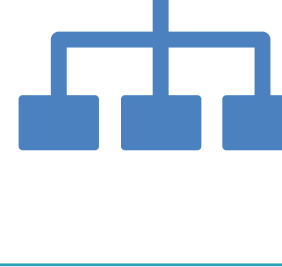
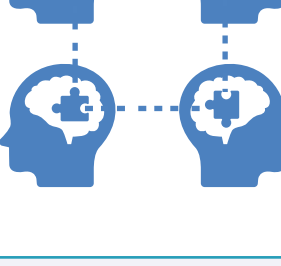

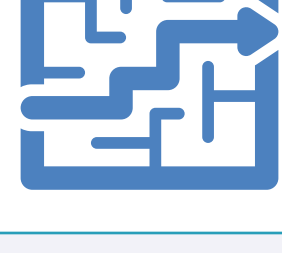


How to Transform Your Support Organization from a **COST CENTER** to a **PROFIT CENTER**

3 COMMON FACTORS Impacting the Support Industry



5 CHALLENGES Being Faced by Support Industry Organizations

- | | |
|--|---|
| <p>1. Resolution Efficiency</p> <p>Improving resolution efficiency is a top priority; ideally, issues should be resolved at L1 without escalating to L2 and L3</p>  | <p>2. Root Cause Analysis</p> <p>When hardware/software support issues arise, performing root cause analysis can be daunting and complex</p>  |
| <p>3. Knowledge Gaps</p> <p>High rates of churn create "tribal knowledge" instead of lasting, accessible knowledge bases</p>  | <p>4. Outdated Manual Processes</p> <p>Manual ticketing systems lead to inefficiency and lack of transparency</p>  |
| <p>5. No Easy Solution for Complex Events Processing</p> <p>Lack of easy-to-use solutions means Support Organizations have no capability to manage complex events</p>  | |

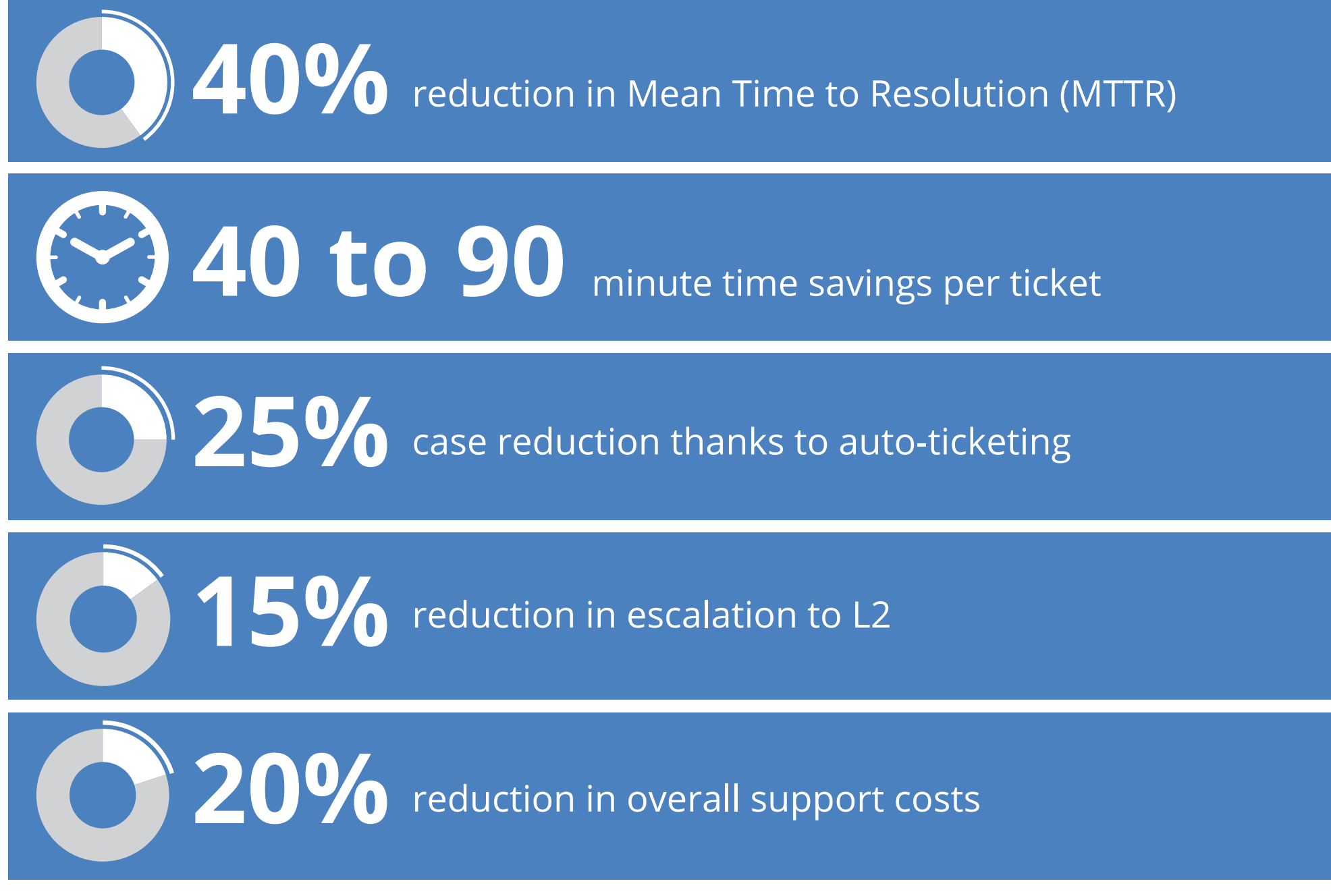
The Solution



Glassbeam is an evolutionary new platform that collects, distills, analyzes and presents product operational data – log files, license usage, performance, capacity, trends, and more – into a compelling and visually appealing format. By turning complex machine data into insightful, useable information, Glassbeam empowers Support Organizations to become:

- | | |
|---|---|
|  <p>EFFICIENT</p> <p>Glassbeam enables users to pull up log files for easy root cause analysis whenever a customer calls for support. Its integrated search functionality makes searching for required data intuitive and straightforward.</p> |  <p>PROACTIVE</p> <p>Set rules and alerts based on predefined parameters, and create dashboards and reports to stay ahead of common support issues.</p> |
|  <p>PREDICTIVE</p> <p>Use Glassbeam's advanced analytics to study trends based on historical data to predict issues before they happen.</p> |  <p>PRESCRIPTIVE</p> <p>Glassbeam is not just a log repository; it's a solution repository that can tell support personnel what to do via a centralized knowledge base. No more "tribal knowledge."</p> |

The Benefits



Key Takeaway



- ▶ **53%** of Support Organizations recognize analytics as the top factor that will reshape the industry in the next 5 years
- ▶ **However, 40%** of Support Organizations have no analytics capability
- ▶ By leveraging Glassbeam to drastically reduce **MTTR, Backlogs, Case Escalation, and Overall Costs**, Support Organizations can increase customer support revenue and offer new value-added services to their customers – thus transforming their Support Organization from a cost center to a **Profit Center**