



# Azul Enterprise Technical Account Manager

Optimise the business value of your Java applications

## At a Glance

An Azul Enterprise Technical Account Manager (TAM) is a dedicated resource assigned to your company on a long-term basis who will help you leverage the capabilities of Azul's advanced JVM technologies to maximize business benefit. Each TAM is well-versed in Java architecture, development, deployment and management and provides both technical and project expertise. This person is also your advocate inside Azul with our support team and to influence product roadmaps.



### How do TAMs work with your team? TAMs

- Help schedule and plan Java platform upgrades
- Consult on architecture decisions to speed time to market and ensure project success
- Track issues, speed resolution and communicate progress with weekly/monthly reporting and dashboards
- Train and educate by organizing technology workshops, working hands-on with your team and being a subject matter expert for your Java questions

### TAMs Amplify Business Value

Azul TAMs provide measurable value to any size business that depends on Java applications. Engaging a TAM is particularly important for firms that are:

- Global in scale or leverage Java applications across multiple business units or regions
- Architecting or deploying Java applications that require tight alignment of business objectives and IT decisions
- Deploying or operating a mix of Java versions or JVMs, including Azul Zing® and/or Zulu®
- Interested in having a single point of contact and a strong advocate at Azul to manage support issues and influence the product roadmap
- Driving multiple Java application projects at any one time
- Have strict customer or regulatory service level agreements or where revenue is dependent on Java applications
- Require coordination between multiple vendors to ensure deployment success

## BENEFITS OF TECHNICAL ACCOUNT MANAGEMENT

- Align IT decisions with changing business needs through disciplined strategic planning and insight
- Deliver measurable business impact by fully leveraging your investments in Azul technology
- Improve operational efficiency by proactively managing and reporting progress against plans
- Coordinate access to Azul product experts to get questions answered or issues resolved
- Manage tickets, upgrades and future projects more efficiently through weekly/quarterly reporting



## Key TAM Activities & Deliverables

Service Time	12-month engagement
Customer Advocacy	Proactive focal point into Azul to address business/technical hurdles Coordination of product management, support and engineering meetings Advocate for prioritisation of feature requests into release cycles
Operational Risk Mitigation	Coordination of Azul issue management, escalation and resolution Manage license usage
Best Practices and Education	Health-check of Java based environments Software lifecycle review Technology education (deep dive sessions, customer briefings) TAM customer roundtables Cross-vendor integration and best practices Team training – assessment, planning and execution
Special Access Programs (* Requires NDA)	Early access (alpha/beta) products Alpha/beta product briefings and feedback sessions Invitation to exclusive Azul customer events
Insight and Planning	Quarterly TAM assessment report Weekly status calls on Java application projects – plan and align
End of Year Summary TAM Report	Summary of quarterly reports Break-down of progress against internal customer success metrics for the business Customized industry benchmarking comparison Insight to future features and functions to maximize ROI

### Contact Us

More information about Azul Enterprise Technical Account Manager and related services is available from your local Azul representative.

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