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

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<th>Service Time</th>
<th>12-month engagement</th>
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| **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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