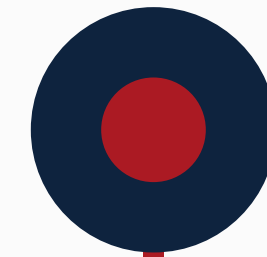


IBM Aspera Support Process & Recent Updates

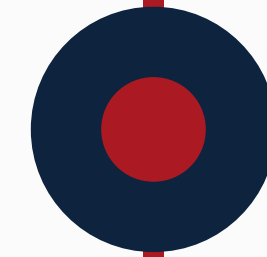
Q1 2024



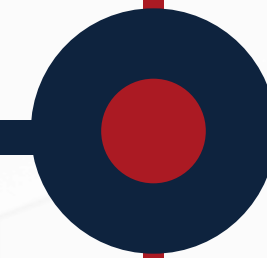
Agenda



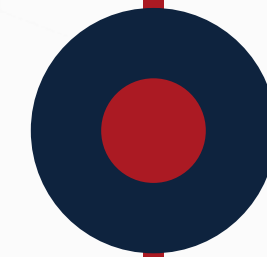
Introduction



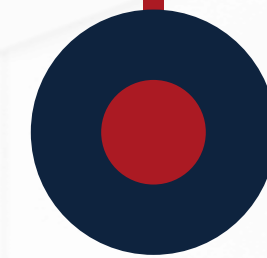
Speakers



***Recent Updates in the
Aspera solutions***



***IBM Support Process
and Improvements***



Q&A

Speakers



Dipak Chocha

**EVP, Sales & Business
Development @PacGenesis**



Ben Forsyth

**Chief Technologist and
Core Engineering @ IBM
Aspera**



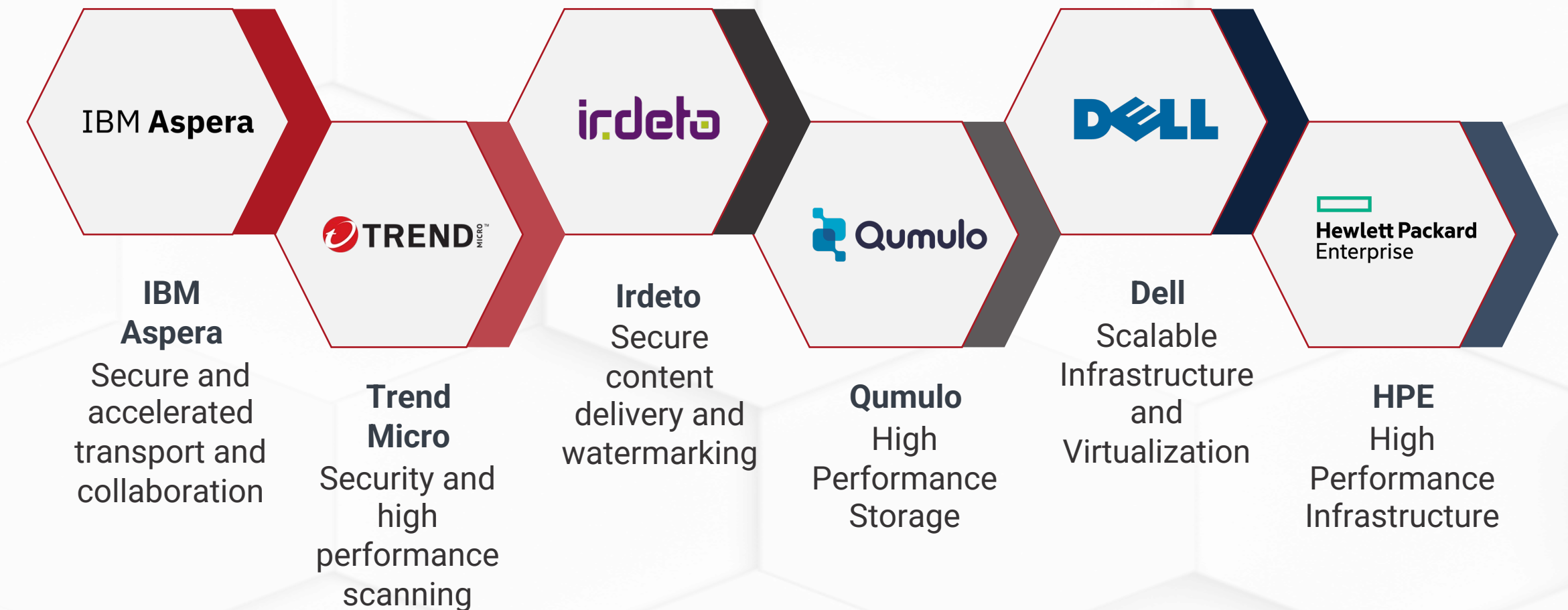
Yohanna Alvarez

**IBM Aspera Support
Manager
@ IBM Aspera**

PacGenesis Overview



- Founded in 2012
 - 2018 - creation of Premier Partnership with **IBM Aspera**
 - 2020 - creation of Strategic Partnership with **Irdeto**
 - 2021 – creation of Strategic Partnership with **Trend Micro**
 - 2022 – creation of Hardware & Storage Partnerships with **Qumulo, Dell and HPE**
- Global Operations
 - North American Headquarters in Austin, Texas
 - European Headquarters in Glasgow, Scotland
- **400+** Global Customers in all Vertical Markets
- Growing team with expertise in all aspects of digital content workflows, cloud computing, networking, security and devops
- Awards and Accolades:
 - *IBM Excellence Award 2019: Hybrid Cloud Data & AI*
 - *IBM Excellence Award 2020: IBM Cloud*
 - *Ingram ICE Award 2020*
 - *IBM Beacon Award 2021*
 - *Trend Micro Breakout Partner of the Year 2022*



Markets Served



Media and
Entertainment



Federal
Government



Engineering &
Manufacturing



Architecture &
Design



Life Sciences &
Pharmaceutical



Healthcare



Software & Gaming



Financial Services



Oil & Gas



Enterprise IT



Advertising &
Publishing



Legal eDiscovery



Telecommunications



Cloud Computing



Consumer Products &
Retail



Service Providers

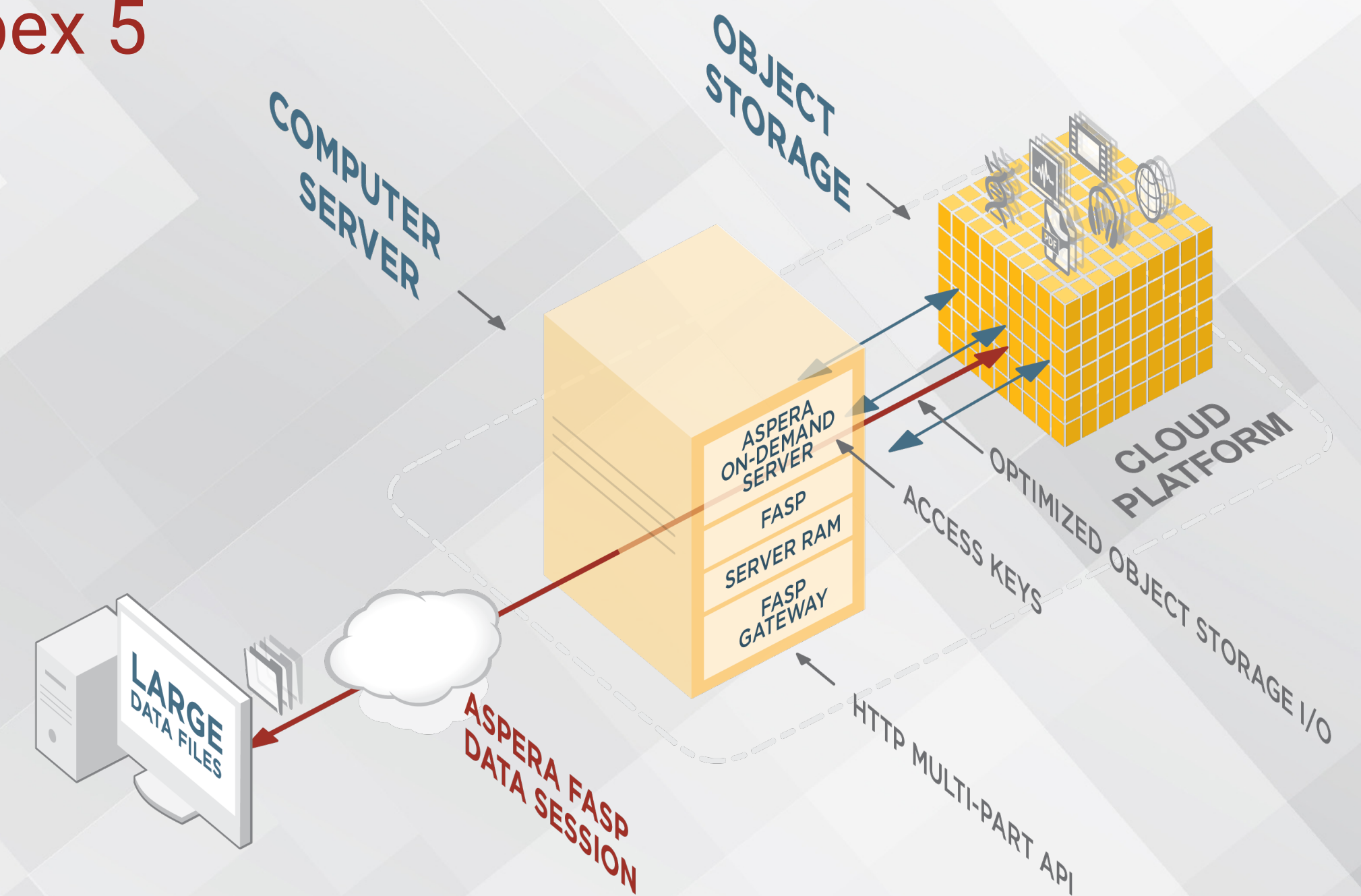
 **Pac**Genesis

 **IBM Aspera**

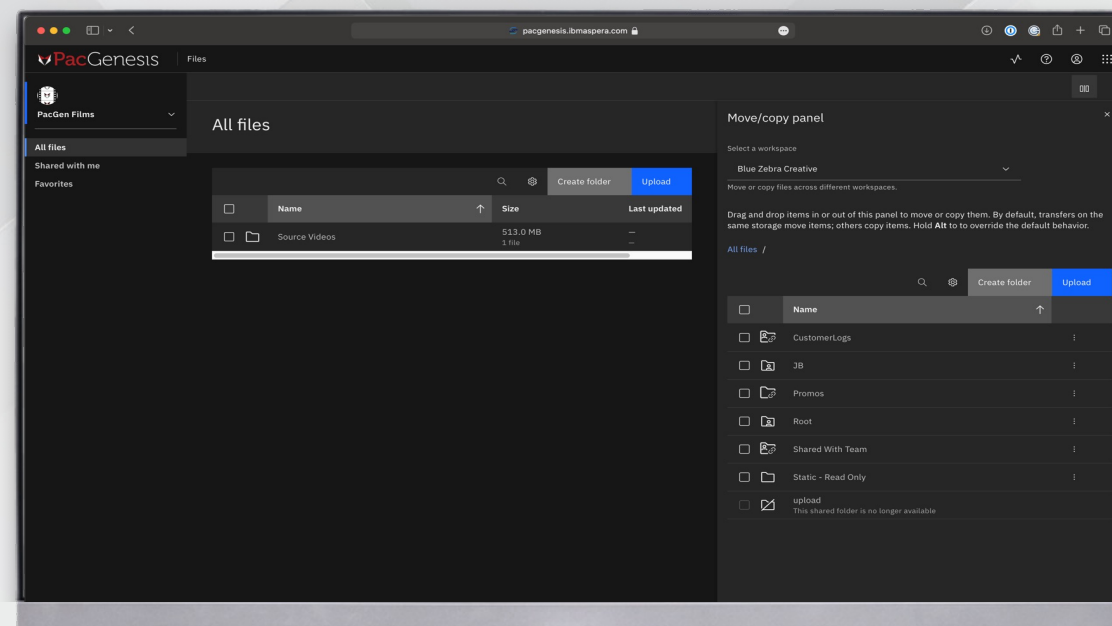
Recent Updates from Aspera Engineering - CORE

HSTS Recent Advancements

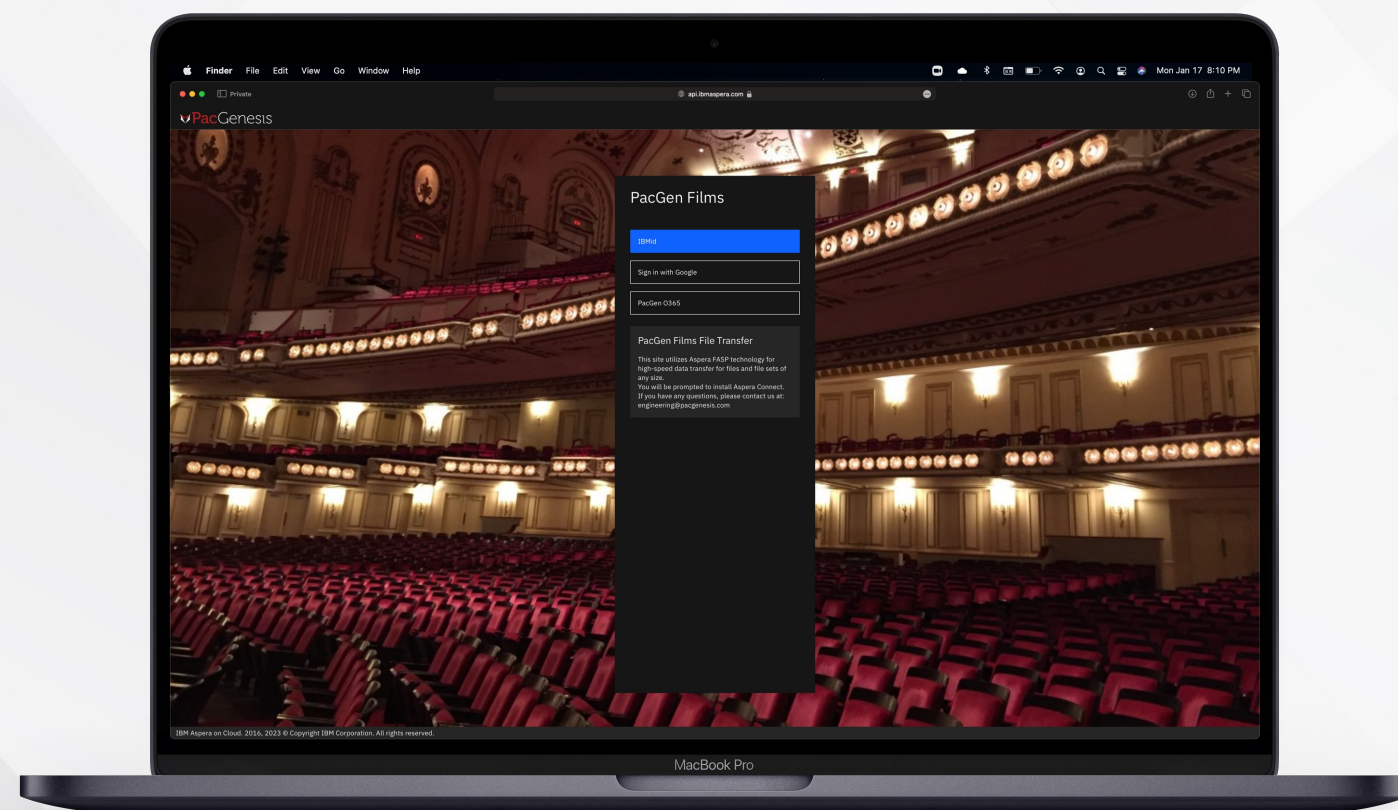
- Watchfolder support multi-session options
- HTTP Fallback Reporting through Node API for Faspex 5 compatibility
- Watchfolder Pull with SSH credentials Support for more secure SSH Key Exchange and Ciphers
- Support for Object Lock and Legal Hold attributes on AWS S3
- Asynchronous Node API for /files/search, /ops/transfer, /files/delete and /files/id DELETE



Recent Updates from Aspera Engineering – Aspera on Cloud



- Move-Copy panel enhancements to transfer between workspaces
- Automated policy-based file deletion (File Deletion Policy) for all clouds

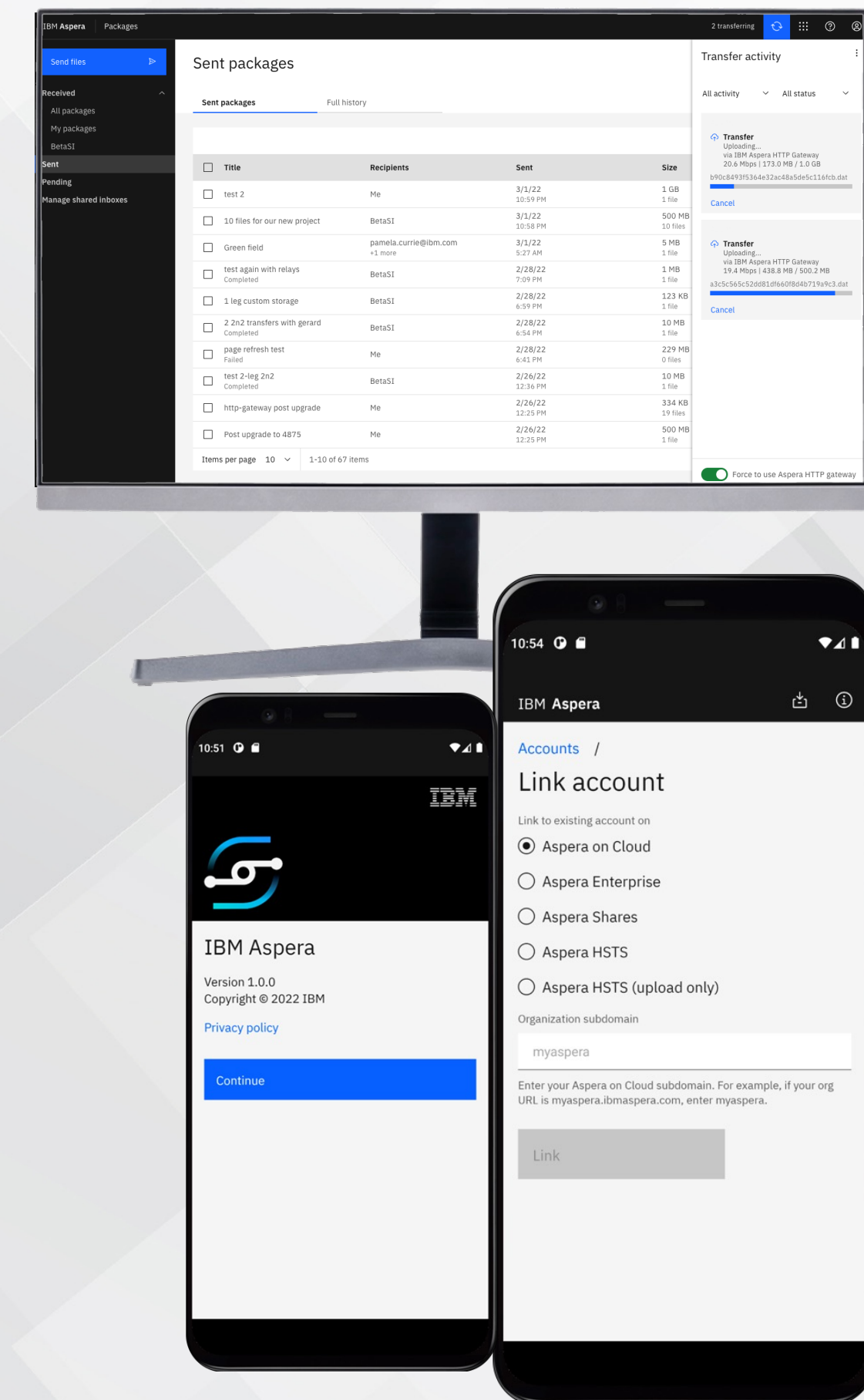


- Customize background and font colors to adopt to client branding and style
- Branding of login page and use of variable design per Workspaces

Recent Updates from Aspera Engineering – Faspex 5



- HTTP Fallback support
- Package creation can upload multiple files/folders from multiple sources into one package
- Package notification emails support user-specific time zone
- Added MySQL 8.0 support
- Basic user authorization improvements Webhooks for post-processing
- Added Rocky 8.8 and Amazon Linux 2023 support



 **Pac**Genesis **IBM Aspera**

IBM Support Overview



IBM Support gives you an advantage by helping you drive success with your IBM products and services across cloud, on-premises, and hybrid cloud platforms.



Our Philosophy

Our **philosophy** is to help you succeed through partnership, innovation and honesty. We aspire to reflect these traits with every interaction:

- 1. Advocacy** - we're your partners; your success is our success.
- 2. Quality** - we employ industry-leading skills to provide you with efficient and innovative solutions.
- 3. Trust** - we're open and honest, acting with your best interest in mind.



Our Goal

Our **goal** is to make your experience with IBM Support simple, seamless, and effective, so you can focus less on issues and more on how our products and services will help your business.



Our strategy

Our **strategy** is to continually evolve the support you receive by infusing our tools and processes with cognitive features - fueled by knowledge and driven by insights. These cognitive abilities are going to:

- 1. Simplify** your experience with IBM Support
- 2. Improve** our interactions with you
- 3. Deliver** value to you from expanded insights



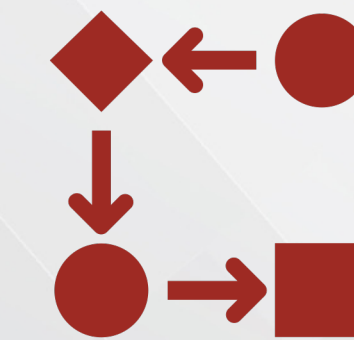
Best in Class Team

- *Collaborative and supportive environment with the best customer service focus.*



Identify Areas of Opportunity

- *Prioritize needs, challenges & processes.*
- *Review and Implement across the team*



Actions for Improvement

- *Notifications Automation.*
- *Detailed hand off and Case documentation.*
- *Focus on KPIs improvement/ Goal 0 missed SLAs*

Best Practice for Fastest Resolution

① **Open a case**
Include detailed issue with screen shots, step by step, clear contacts including email, phone, Time Zone.

② **Monitor the case**
Keep an eye on response from engineers and information request

③ **If needed join Webex session**
Bring your team together with IBM, join Webex with the right focal and admin access to troubleshoot

④ **Analyze and share**
Analyze the issue's information, try to capture data before, during and after the issue and communicate it to IBM engineers.

⑤ **Put all data within the case**
For audit and future cases reference, all the information must be included within the case, do not use email.

**Use Proper
Communications Channels**

**For Better Support
Service & Experience**

Enterprise Support			
Enterprise Support options	Client need	Features	Case Severity Response Goal †
Subscription and Support	Strong business protection, for production workloads	<ul style="list-style-type: none">• Fixes and upgrades• IBM Support Community• Embedded Watson features• 24x7 support access• Case severity assignment	<ul style="list-style-type: none">• Severity 1: 2 hours (24x7)• Severity 2: 2 business hours• Severity 3: 2 business hours• Severity 4: 2 business hours

Response Goals

IBM will use commercially reasonable efforts to respond to cases raised by authorized contacts within the criteria outlined in the IBM Support Guide. IBM's initial response may result in resolution of the request, or it will form the basis for determining what additional actions may be required to achieve technical resolution. Depending on the complexity of the request, the next response may take days. Agreement between clients and IBM Support professionals is vital to determine what the next action is and when the next checkpoint will be. Severity 2, 3, and 4 problems reported outside business hours will be responded to the next business day, unless a 24x7 support option has been purchased where available.

Business Hours

Business hours reflect normal country business hours in each time zone. For example, in North America, those hours would be Monday through Friday, 8:00A.M. to 5:00P.

Channels to Initiate Escalation

Escalation Channel	Action	Initiator	Owner
1	If the criticality of the situation has increased, the Client should raise the severity of the case.	Client	Support Engineer
2	Clients can now escalate their own support cases as of July 2021 using the case escalation button.	Client	Support Engineer
3	Contact a duty manager by reaching out to the SW Call Receive team at 1-800-426-7378 or local number using the contact information listed here: IBM Directory of worldwide contacts.	Client, PacGenesis, IBM Client Rep	TSS L0 Team, On Call Support Leader
4	Initiate a Managed Escalation (ie Crit Sit) from the IBM Support portal (see “Escalate an issue” at the bottom of the Support page).	Client, PacGenesis, IBM Client Rep	Escalation Team

Helpful Links

For more information on Initial Response: <https://www.ibm.com/support/pages/node/738883>

IBM Support General Guidelines and Limitations: <https://www.ibm.com/support/pages/node/740855>

Best Practices: <https://pacgenesis.com/ibm-aspera-support-best-practices-for-aspera-support/>

Support Escalation Process: <https://pacgenesis.com/?s=support+escalation>

Accessing your Support Account: <https://pacgenesis.com/accessing-your-ibm-support-account/>

IBM Support Severity Tiers

Level	Description
Severity 1	<ul style="list-style-type: none">• Critical situation or system down.• Business critical software component is inoperable.• Usually applies to production environment.• Critical interface has failed. <p>For example, APIs are not accessible or responding.</p>
Severity 2	<ul style="list-style-type: none">• A software component is severely restricted in its use, causing significant business impact. <p>Example: Acceptance of an API request, but data is not updated.</p>
Severity 3	<ul style="list-style-type: none">• Moderate impact: A non-critical software component is malfunctioning, causing moderate business impact. <p>Example: A client cannot connect to a Server</p>
Severity 4	<ul style="list-style-type: none">• Minimal impact: A non-critical software component is malfunctioning, causing minimal impact, or a non-technical request is made. <p>Example: Documentation is incorrect. Additional documentation requested.</p>

IBM Aspera Support Recommendations



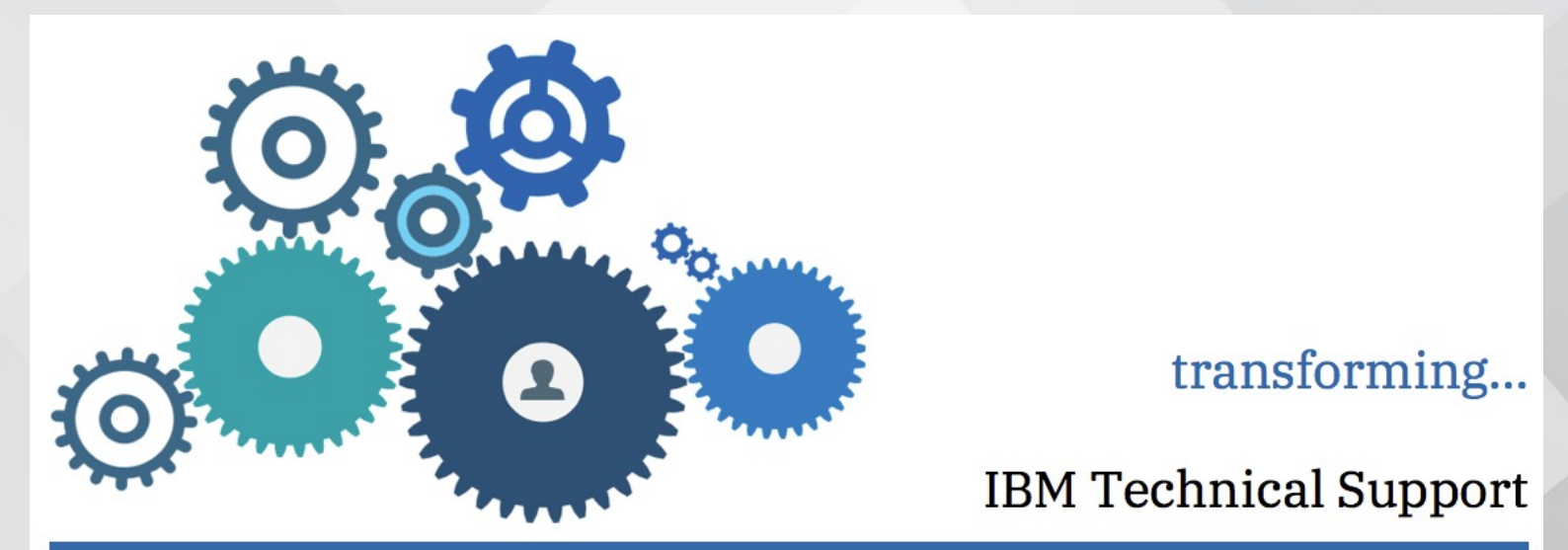
- For system down or critical impacts, always create case a Severity 1 or increase the severity to a 1.



- Follow the escalation process when attention is required on a case to speak to a Duty Manager (IBM Support Manager)



- For weekend support, only severity 1 cases callout the duty programmer
 - Must be system down or critical impact
 - It will automatically page the duty programmer when case is created or updated as a Severity 1
 - Follow the escalation process if a response is not received in a timely manner



 **Pac**Genesis

IBM Aspera

PacGenesis @ NAB 2024

April 14th – April 17th, 2024

Private Meeting Suite at Encore Las Vegas

We will be showcasing latest offerings and updates across our major partners:

- IBM Aspera
- Trend Micro
- Weka & Qumulo
- Irdeto

Schedule some time to meet with us while you are at the show! Email sales@pacgenesis.com or speak with your account rep.



Questions?



Contact Us

Email: sales@pacgenesis.com

www.pacgenesis.com