

# Program Management

Your ebusiness goals and initiatives are continually maturing and changing, which is why Tealeaf offers an annual, ongoing Technical Program Management service.



Enterprises that use Tealeaf to optimize their ebusiness realize the importance of a single technical point of contact for any issue impacting the success of their deployment and ongoing use of Tealeaf. Often, when Tealeaf is deployed across multiple divisions, it becomes difficult to ensure that each group is driving the full value from the solution. Moreover, it's challenging to leverage the Tealeaf data to garner effective, enterprise-wide insights when different business units are focused solely on their own needs.

Tealeaf's Technical Program Management offering solves these problems and guarantees that there is continuity and maximum leverage from your investment. For example, if one group lacks an analyst who is able to provide key wins, or resolve an urgent issue with the web site, the Tealeaf Technical Program Manager can step in, surface the gap to the business, and provide interim services. The Program Manager's familiarity with your business' web applications and Tealeaf implementation prevents the loss of knowledge related to staff turnover or reorganization, and ensures that your deployment is efficiently scaled and reliably configured.

Technical Program Management can be customized to fit the unique needs of your organization and site configuration and includes:

## A DEDICATED TEALEAF TECHNICAL PROGRAM MANAGER

There is no substitute for personal touch. Your dedicated Technical Program Manager will always be ready and available to address any issues or concerns you may have with your Tealeaf deployment and ongoing usage, and will be a single point of contact for any questions about your implementation.

## QUARTERLY BEST PRACTICES REVIEWS

Your Technical Program Manager will conduct a quarterly assessment of how your organization is using Tealeaf, and will develop recommendations for Best Practices Training engagements. Best Practices Training is designed to help users understand the overall purpose of the Tealeaf product family including its architecture and general use case scenarios, such as problem detection, problem resolution and data management. Best Practices Training can cover a large range of topics and will be tailored to the needs and interests of your team. Some of the Best Practices Training classes include Measuring Customer Experience KPIs, Monitoring Site Processes and Advanced Business Impact Analysis.

Quarterly Best Practices reviews guarantee that your organization is able to "connect the dots" in its uses of Tealeaf data. A Business Intelligence group looking at one aspect of site activity may benefit from work done by a business analyst in a separate division—the Tealeaf Technical Program Manager will know this and connect the two.

## BENEFITS



- > **Lower the total cost of ownership via efficient, ongoing administration.**
- > **Get maximum value from your Tealeaf solution on an ongoing basis.**
- > **Accelerate your team's learning curve and adoption time.**
- > **Prevent the loss of knowledge related to staff turnover or reorganization.**
- > **Ensure your deployment is efficiently scaled and reliably configured.**

## WEEKLY STATUS CALLS

Regularly scheduled weekly status calls ensure all the right people are up to speed and working together to ensure the most productive operation of your Tealeaf deployment. Your Technical Program Manager will track all support cases and be a single point of contact for usage questions, support cases and feature requests.

## QUARTERLY ARCHITECTURE CONSULTATIONS

Given that your business is continually maturing and changing, your Technical Program Manager will conduct quarterly architecture consultations in order to make sure your deployment is efficiently scaled and reliably configured.

## QUARTERLY SECURITY CONSULTATIONS

Security requires constant attention, which is why Tealeaf's products contain a vast array of security features that can be tuned to fit the evolving needs of your site. Your Technical Program Manager will ensure your ongoing security requirements have been incorporated into your Tealeaf solution.

**Tealeaf's Technical Program Management service is offered on an annual retainer basis. For more information, contact your Tealeaf Account Manager.**