

Microsoft Managed Applications

Minimize mission critical application downtime

The Microsoft Managed Applications (MMA) service offering enhances your existing Premier agreement. The MMA offering is an end-to-end application management and support offering which is specifically tailored and flexible enough to suit the requirements of your custom applications built on Microsoft technology.

Accelerate end-user effectiveness with Microsoft Managed Applications

MMA Services is an end-to-end high value service application management offering to support, spanning across all the IT lifecycle phases, identifying potential supportability issues during pre-production (from planning to deployment) and providing operational support when the solution is in production, while preparing supportability of new solution releases.

With MMA services, you are assigned a dedicated team to support your custom application. The MMA team joins forces with your Technical Account Manager to extend standard Premier Support services to include your custom application.

MMA services go beyond the standard Premier support. In addition to standard reactive and proactive support, MMA services provide end-to-end higher value support targeted at your custom application.

Key Benefits

Reduce Operational Complexity & Lifecycle Costs

- **One stop shop for development and support:** Integrated interface & process for Microsoft Products and Custom Application Support.
- **Higher return on customers IT investment:** Our experienced Managed Applications team takes ownership of the application. Your IT staff can be offloaded, enabling them to focus on priority projects and deliver more business value to your organization. We also help you optimally leverage Microsoft Technologies.
- **Rapid & Seamless Transition from Development to Support:** Microsoft engineers stay engaged and remain committed to delivering the highest level of support and consulting services through the entire lifecycle.
- **Improved Uptime/Reliability:** Microsoft offers end-to-end application maintenance of complex implementations to help optimally leverage your investments into Microsoft Technologies. Application Management focuses on the health of the application as the user base grows and evolves. With planned proactive monitoring of customer applications and handling of complex Level 3 issues by our knowledgeable developers/testers, potential problems are identified and resolved proactively.

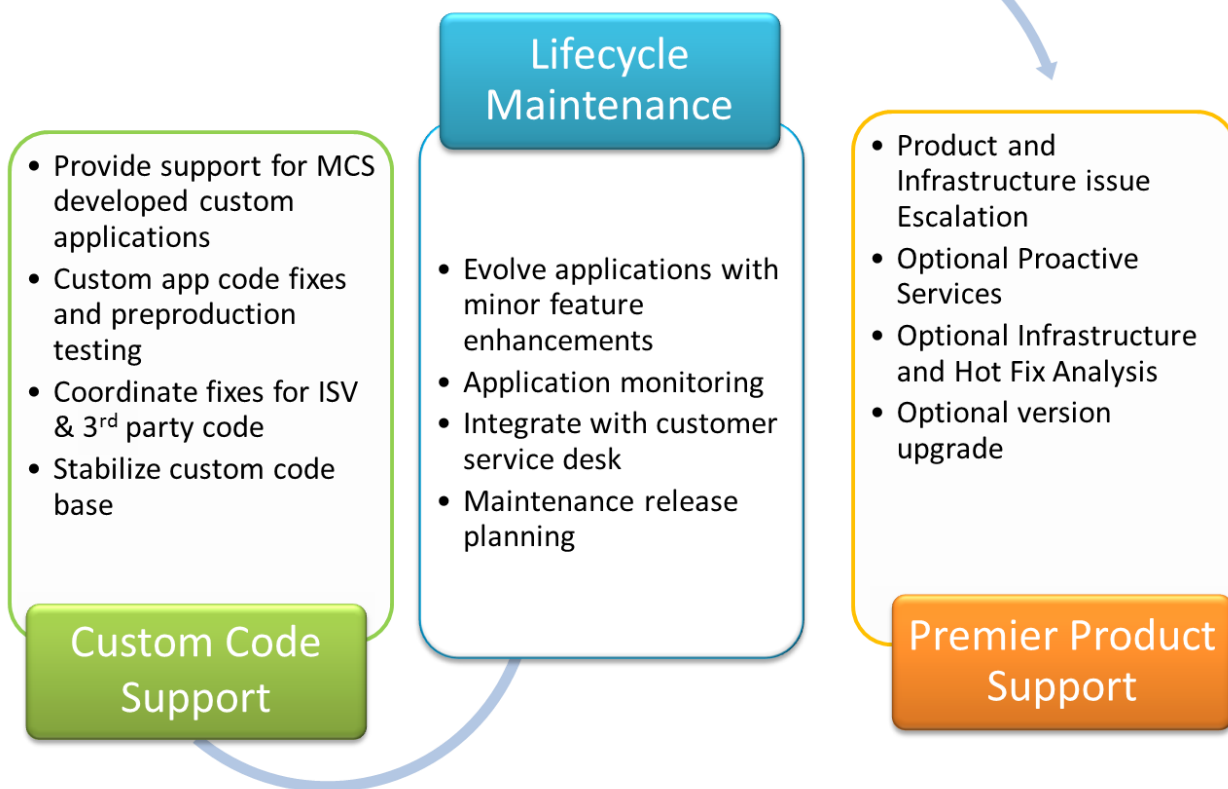
Increase application availability and productivity with Microsoft Managed Applications Services

Eliminated risk of increased IT labor shortage – Rapid resource pool

- **Future Product Enhancements Cost Savings:** MMA Services include application enhancements (such as Product Backlog Items, Product Evolution Features, and End User Feature Requests) and proactive services (such as Workshops and Training, Risk Assessments IT/Operations Consultations, Code Reviews, Architecture and Network Assessments, and Capacity planning). Engineers involved during the development/support can help with minor enhancements and optimizations leveraging their experience and knowledge of the applications, thereby reducing time/costs of going to a new supplier.
- **Increased End-User Satisfaction:** MMA Services provide a single integrated interface for the users to support their custom applications. The Application Management team has expertise on Microsoft products and sound application knowledge (business & functional). The team focuses on the health and evolution of the application and partners with the customer to deliver best-in-class end-user experience.

Service Model Tailored to Your Business Needs

Premier Application Management



For More Information

Please visit the Premier Support Web site at <http://www.microsoft.com/premier> or contact your local Microsoft Services representative.