



AVID SUPPORT OFFER DESCRIPTION

Service Account Manager

Avid's Service Account Manager (SAM) Avid will provide a Service Account Manager (SAM) who will be the customer's primary services contact along with the Project Manager (if one is engaged). This resource is allocated in 10, 20 or 40 hour increments per week (Monday through Friday inclusive). The SAM will work closely with Avid cross-functional teams to ensure that the services are both satisfactory and meeting the customer's needs. Service Account Manager will be available during normal business hours.

The Service Account Manager responsibilities are defined as follows:

a. **Customer Requirements**

- All Avid equipment must be covered under an active ExpertPlus or Elite Support Contract
- Ensuring that they are using fully supported versions of Avid products that are not considered End of Support
- SAM will be assigned to one location or site per contract. Customer will be required to identify location and site (if multiple sites located in same facility/area)

b. **Program Guidelines**

Avid Service Account Manager provides the following services:

- Act as a primary point of contact and advocate for customer within Avid Global Services.
- Manage the overall and ongoing service relationship with the customer through proactive, open, responsive and collaborative account management
- Advocate for customer service-related requirements and expectations within Avid
- Provide escalation management within Avid Global Services
- Provide regular and periodic communications with the customer (meetings, written communications, etc.) to identify present and upcoming needs, evaluate customer expectations and satisfaction and develop associated action plans to resolve service-related issues.
- Document and maintain (with assistance from Program Manager):
 - Account status from a services perspective
 - System/Site information
- Ensure customer has access to
 - Critical and mandatory software patches
 - Technical alerts
 - Product releases
 - Best operational practices and new information
- Facilitate periodic account business reviews between the customer/site, Avid sales and services leadership teams
- Proactively engage with the Professional Services (PS) team for customer projects. Participate in project planning calls with PS for upgrade planning, and facilitate any needs during delivery and the post upgrade handoff to Customer Care

c. **Hours of Access & Response Time**

Service Account Manager is available via a phone and email during normal business hours and will be backed up by geo-based resources during non-business hours. SAM will use reasonable commercial efforts to meet a 1 hour response target for customers on an Elite Support Contract or 4 hour response for customers on an ExpertPlus Support Contract for all logged requests.

d. **Travel and Expenses Guidelines**

Refer to [Travel and Expense Guidelines](#) on Avid.com