

GLASSBEAM PROFESSIONAL SERVICES: GET THE MOST FROM YOUR INVESTMENT

Glassbeam Professional Services provides a range of professional services to help you get the most out of an investment in our solutions.

- ▶ **SPL Maintenance Service:** When you introduce a new software release to the field or add a new hardware component to the installed base, the call-home data can change. SPL Maintenance Service assigns SPL Engineers to maintain the SPL (Semiotic Parsing Language) definition of your operational data, to ensure that any changes to it are reflected in the Information Hive promptly and accurately. This service allows your organization to take advantage of the new information within weeks, not months.
- ▶ **Business Analytics Service:** Executive and management decision-makers will find Glassbeam's Business Analytics Service a definitive resource in extracting authoritative data from your systems. It is designed to help you derive maximum benefit from the Information Hive. This service provides you with a Glassbeam Business Analyst who is an expert in databases and reporting. Your assigned Business Analyst will work with you to determine how your high-level business decision-making needs can best be met by the Information Hive.
- ▶ **Enterprise Application Integration Service:** Connecting isolated data repositories with the information from your systems in the field gives you the power to answer broad questions. For example, what happens when a component is added to a system? Does the information get reflected in the Support CRM system promptly? Glassbeam's Enterprise Application Integration Service provides Application Integration Engineers who work with your Engineering and IT organizations to connect the Information Hive to other data warehouses within your company, such as your Support CRM system, Engineering bug database and your knowledgebase.
- ▶ **Health Check Reporting Service:** The Services Portal provides a core view of your systems' performance, usage and availability. The Health Check Reporting Service gives you Glassbeam Reporting Engineers to customize and generate audit reports that can be delivered online or in hardcopy. Reports may be used internally or presented to customers as a paid service, and are created with reporting tools such as Microsoft Excel and Crystal Reports.

Prerequisite: Glassbeam's Business Analytics Service is required to define and design the report.

- ▶ **Knowledge Consulting Service:** In conjunction with the Enterprise Application Integration Service, the Knowledge Consulting Service gives you access to Glassbeam Knowledge Experts who can translate abstract knowledge and bug descriptions into actionable data. Glassbeam's Knowledge Consulting Service creates the linkages between log file content and the knowledgebase article or bug symptom. The Knowledge Expert will work with your Engineers and Tech Support to translate the knowledgebase article or bug report symptom into a log file signature.

To learn more about how Glassbeam product analytics can unlock the business potential of systems operational data, please visit www.glassbeam.com.



530 Lakeside Drive
Suite 290
Sunnyvale, CA 94085
408-740-4600
www.glassbeam.com



From servers to storage devices, high tech products continuously generate log data and other information as they operate at customer sites. Many vendors build "call-home" capabilities into their hardware to capture these logs and send the data back into their systems for further analysis. And with good reason – industry experts estimate that product feedback from call-home data can translate into more than four percent of incremental service revenues.

Today, Glassbeam is helping high tech manufacturers tap product operational data to:

- ▶ lower support costs by up to 20%
- ▶ increase service revenues by 10%
- ▶ cross-sell and up-sell new sales opportunities
- ▶ enhance customer satisfaction through product enhancements and faster resolution of issues.

Only Glassbeam can offer product analytics, an innovative, highly visual approach delivered as a secure, software-as-a-service (SaaS) solution that unlocks the business value embedded in your products' call-home information.



GLASSBEAM HELPS YOU RUN YOUR BUSINESS BETTER

Visibility

Only Glassbeam provides real-time visibility into the valuable data generated by your customers' systems. Our product analytics solution automatically parses operational data, analyzes and presents it to business users in a graphical, highly visual fashion.

Speed and Accessibility

Unlike custom solutions developed in-house, Glassbeam is uniquely designed to parse and analyze massive amounts of data. Available as a hosted solution, it can be implemented quickly and affordably – you'll have actionable information in weeks instead of months.

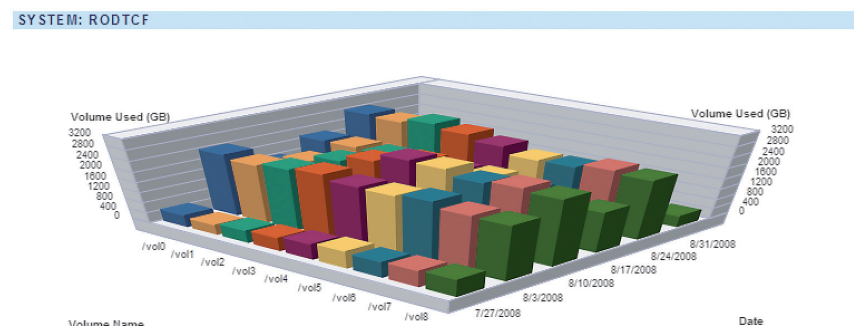
Enterprise Flexibility

Glassbeam's hosted solutions integrate easily with other enterprise applications such as Salesforce.com and internal bug or support databases. This allows you to leverage systems operational data and improve decision-making in key functions such as Service, Support, Engineering, Sales and Marketing.

Glassbeam Product Analytics
UNLOCK THE BUSINESS POTENTIAL OF SYSTEMS OPERATIONAL DATA

PRODUCT ANALYTICS SOLUTIONS FOR EVERY NEED

Glassbeam offers a hosted service that provides a 360° view of your products' lifecycle. This product intelligence provides a complete picture of customer status, configuration and usage – and is the key to lower costs, higher revenue and improved customer satisfaction.



GLASSBEAM IS EXTREMELY EASY TO USE

- ▶ **Glassbeam Server:** The Glassbeam server is state-of-the-art technology consisting of:
 - ▶ a patent-pending parsing engine
 - ▶ an extraction and load engine that can process information from terabytes of raw unstructured data
 - ▶ a data warehouse that is automatically created from the parsing and loading engine.
- ▶ **Support Portal:** Glassbeam delivers the most up-to-minute data to departmental portals using information from the Glassbeam data warehouse, or Information Hive™. Users can easily drill down on product configuration, usage and event data in real-time. Information is presented to users using pre-defined reports appropriate to their function and role, or via ad-hoc queries on the support information.
- ▶ **BI Workbench:** Glassbeam's Business Intelligence (BI) Workbench is an analytics toolkit that enables power users to:
 - ▶ build and run sophisticated queries
 - ▶ share the saved queries and results with other users
 - ▶ publish the queries as dashboard widgets embeddable into other applications.

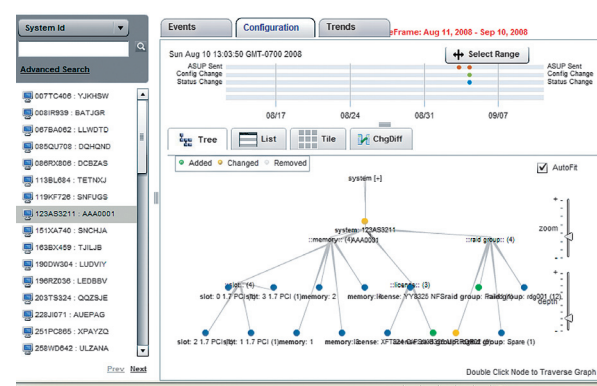
Using BI Workbench, power users can mine and report on any field or data in the Information Hive and gain insights that were previously unattainable.

- ▶ **BI Direct Access:** Easy and direct access to the Information Hive allows developers to use their own reporting tools to build and run reports based on information in the data warehouse.

Why Glassbeam? Fast, measurable ROI

Many system vendors invest significantly to build data warehouses and analytic applications to gain insight from call-home information – a major development and maintenance effort that diverts IT resources from other tasks. Glassbeam delivers fast, measurable return on investment by:

- ▶ Providing world-class, value-added product analytics that exceed most in-house development efforts, at a much lower cost.
- ▶ Dramatically reducing time-to-value – your organization can be up and running with Glassbeam in a few weeks, compared to months spent in internal development.



PRODUCT LIFECYCLE INTELLIGENCE THAT BENEFITS YOUR ORGANIZATION

Glassbeam product analytics enables lower costs, higher revenue and improved customer satisfaction. Using Glassbeam, your organization can:

- ▶ **Provide proactive and predictive resolution** to customer issues, improving customer retention and lowering support delivery costs.
- ▶ **Create new monetized professional services** to advise customers on audit and optimization services.
- ▶ **Aggregate product behavior** across the entire installed base to enhance product quality, and get market intelligence for sales and marketing purposes.

Solutions: Services and Support

Companies that provide value-added services based on product performance, usage and capacity management can have a significant services revenue stream. With Glassbeam product analytics, you can proactively monitor and measure systems' performance, usage and capacity. The Services organization can use this information to deliver value-added, proactive offerings to help customers maximize the value of their investment.

Glassbeam can also significantly improve the efficiency of your Support organization. Glassbeam product analytics can alert you to support issues before customers are even aware of them. Since Glassbeam automatically gathers product information and categorizes it, your Support organization can now focus on resolution. Glassbeam analytics quickly enable root cause analysis and dramatically shorten time to resolution.

Results

- ▶ Proactively monitor, measure and deliver augmented services
- ▶ Up to a 20% incremental increase in service revenues from new services
- ▶ Up to a 20% reduction in Tier 1 support costs
- ▶ Increased customer retention due to higher customer satisfaction.

Solutions: Engineering and Quality

Your Engineering and Quality teams are part of your extended Support organization, providing Level 3 support that often requires the analysis of product log data to ensure customer problem resolution. Most critical product issues that escalate to Engineering are also Quality issues. In addition, Engineering is tasked with developing next-generation products, validated by Quality.

Glassbeam lets your Engineering and Quality teams identify product trends and issues across your entire universe of customers, with the ability to drill down directly into specific product issues. With Glassbeam, you can dramatically reduce time to resolution of complex support problems, allowing Engineering and Quality to spend more time on revenue-generating activities.

Results

- ▶ Better product intelligence and knowing products' weakest link reduces warranty costs, directly impacting profit
- ▶ Improved product quality reduces future liabilities
- ▶ Reduce Engineering and Quality required involvement in support issues
- ▶ Engineering able to focus more fully on new product development.

Solutions: Sales and Marketing

As sales and marketing campaigns grow increasingly sophisticated, they require segmenting and targeting based on where customers are in the product lifecycle. This requires up-to-date product information to be integrated into the CRM system to maximize the efficiency of sales campaigns and operations. In addition, to create winning products these departments fundamentally require an accurate list of customers and product configurations.

Glassbeam puts detailed information into the hands of Sales and Marketing, allowing these organizations to maximize their efficiency and results. Sales can sell more effectively, and Marketing can bring winning new products and features to market faster.

Results

- ▶ Cross-sell and up-sell new sales opportunities
- ▶ Increase the efficacy of the sales organization, raising revenue-per-employee
- ▶ Enhance customer satisfaction with product enhancements that are on-target
- ▶ Gain a competitive advantage by developing innovative, unique features based on granular knowledge of customers' usage and preferences.

