



TIBCO Enterprise Customer Success

Your Journey to Success

TIBCO Enterprise Customer Success guides our customers' journey to achieve desired outcomes and positive tangible results using TIBCO products and services.

In an increasingly competitive business environment, adaptability, minimized risk, and maximized return for your TIBCO investment is essential. Enterprise Customer Success is a customer engagement model that addresses these requirements and ensures your success. Enterprise Customer Success, along with TIBCO's product focused Customer Success offerings, form TIBCO's overall Customer Success strategy.

TEAMING TOGETHER

The model uses a three-person global team of enterprise customer success managers (ECSMs) that join with your team to guide your TIBCO strategy, plans, and projects. ECSMs provide technical account management and build trusted relationships with your team members.

ENTERPRISE CUSTOMER SUCCESS MODEL

The Enterprise Customer Success model provides a personalized adaptable process designed to help you achieve success.

ONBOARDING

Personalized Success Plan. Your lead ECSM conducts a workshop with you to compile a comprehensive personalized success plan that describes your measurable goals. The plan is shared with key TIBCO teams so they are informed of your plans and requirements.

During the onboarding process your ECSM gains an understanding of your strategies; goals; plans; organization, including key team members; and operations. This includes details about your system environments and current and future projects as well as your business drivers, priorities, timelines, risks, and success factors.

WHY TIBCO ENTERPRISE CUSTOMER SUCCESS?

CLEAR PLAN AND DIRECTION

- Successful TIBCO journey achieved by guiding progress towards measurable goals and results in your success plan.

COMPREHENSIVE ENGAGEMENT MODEL

- Proactive engagement model helps reduce risk and achieve success.
- Regular reviews of your progress reports, success plan, and quarterly business reviews keep you and TIBCO aligned.

STREAMLINED COMMUNICATIONS

- Understands your environment, use of TIBCO products, and business impact.
- Coordinates and leverages other TIBCO resources for your benefit.

CONTINUOUS IMPROVEMENT

- Facilitates tracking and sharing of best practices and lessons learned to leverage your future TIBCO plans.

ENGAGEMENT

Planning, Aligning, and Advancing. Throughout the engagement, your ECSM ensures that TIBCO's plans are aligned with yours and schedules regular calls and onsite meetings with you to review progress reports, your success plan, and business needs. Meetings can be combined, attendees adjusted, and the frequency is flexible. Your ECSM leads these meetings and can call in other TIBCO teams to address project plans, issues, priorities, and delivery dates. Likewise, planning TIBCO product upgrades, professional services assistance, and education requirements are identified and facilitated by your ECSM.

- Bi-weekly progress reviews include detailed descriptions, ownership, and desired due dates for each of the items being tracked. Typical attendees are members of your teams who are working on TIBCO projects day-to-day.
- Monthly success plan reviews discuss progress towards your measurable goals and any course corrections required. These reviews will help keep your progress and goals in sync and on track. Typical attendees are managers of your teams and may include team members working on TIBCO projects day-to-day.
- Quarterly business reviews cover progress towards the success plan, the business impact of this progress, and any changes or new business initiatives TIBCO can help with. Typical attendees are managers, directors, and vice presidents of your teams.

The Support Process. From initial reporting to resolution, ECSM teams are involved in tracking support issues through resolution and are a point of contact for escalation. Your ECSM team has the knowledge to understand and communicate the technical concepts of your environment to TIBCO Support, Engineering, Product Management, and other teams to accelerate issue resolution.

ATTAINING SUCCESS

What Matters Most. The primary goal of Enterprise Customer Success is to help you reach your goals for capabilities, performance, and reliability of TIBCO implementations for the return on investment you desire. Throughout your journey, tangible progress and completion of the measurable goals in your success plan will provide confirmation of attaining success. The relationship built between your ECSM and your team is a key asset on your journey.

ELEVATE

Continuous Improvement. It is important to track and share best practices and lessons learned, which greatly improves your ability to enhance and replicate your success across your organization: Success breeds success. ECSMs facilitate best practices with you throughout each project and over the course of the entire engagement. They are focused on providing guidance to accelerate your success and will facilitate forums with TIBCO Product Management and other teams to assist with your organization's needs and priorities. These meetings are arranged and coordinated for you when you need them and provide a view of the future.

Please contact your TIBCO account executive for more details.



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