



## **Your Technical Advisor For Long-Term Success**

Acquia Technical Account Managers (TAMs) play a pivotal role in aligning customers' business strategies with appropriate technological solutions.

We're a group of highly technical experts who are business aware and strive to maximize the customer value in their investment. We achieve this by integrating with your team, understanding your challenges, and providing Acquia-driven best practices.

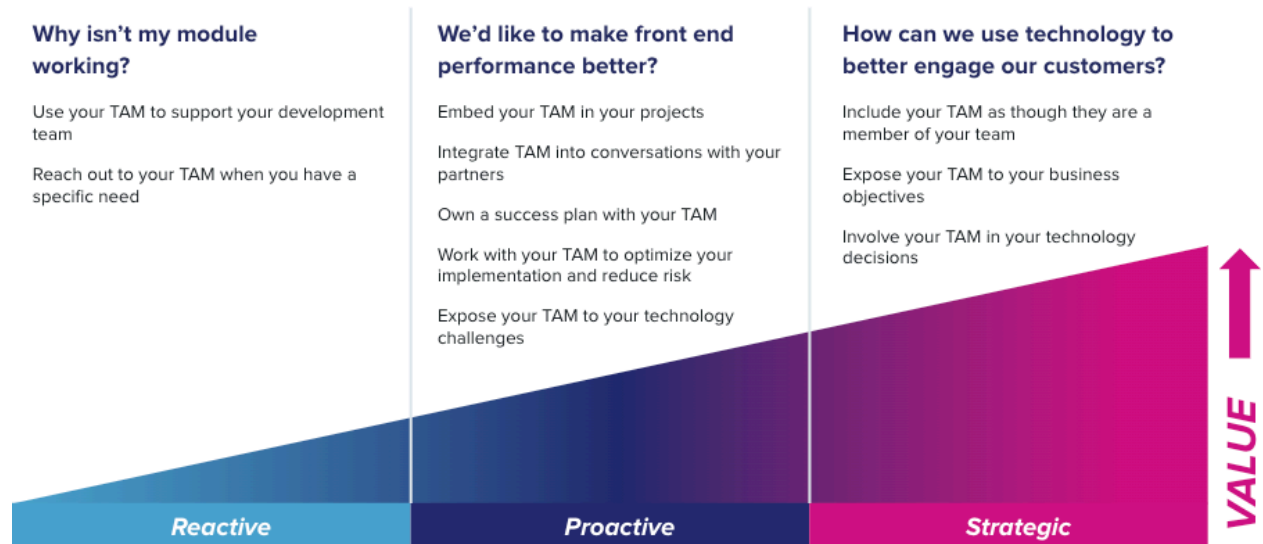
## **Your Acquia Technical Account Manager**

An Acquia Technical Account Manager serves as the vital link between Acquia and the evolving needs of your business. By embedding ourselves within your digital transformation initiatives, TAMs provide invaluable technical expertise and operational support.

## **The Role of TAMs as Digital Experience Experts**

TAMs collaborate closely with your team to understand your technical requirements and advocate for your needs. We guide strategy discussions with best practice recommendations, helping you to minimize risk, maximize return on investment, enhance your team's skills, accelerate time to market, improve operational efficiencies, and develop comprehensive digital strategies.

## Engaging with Your Acquia TAM



## TAM Workflow Cycle

How should we approach this initiative?	How can I establish an automated deployment process?	Are we ready to go live?	Is my application running optimally?
PLAN ▶	IMPLEMENT ▶	LAUNCH ▶	SCALE
<ul style="list-style-type: none"> <li>Architecture Review</li> <li>Governance and Escalation workflows</li> <li>3rd Party integration advice</li> </ul>	<ul style="list-style-type: none"> <li>Performance and security best practices</li> <li>Workflow efficiency</li> <li>Development best practices</li> </ul>	<ul style="list-style-type: none"> <li>Launch Checklist planning</li> <li>Launch readiness assessment</li> <li>Impartial quality evaluation</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure monitoring and tuning</li> <li>Application efficiency recommendations</li> <li>Identify ongoing strategic opportunities</li> </ul>

## A TAM for Everyone

At Acquia, the TAM services are delivered through two different models.

### Named TAM

A Named TAM works with a small portfolio of customers and focuses specifically on your Digital Experience Platform (DXP) goals. This model ensures deep contextual knowledge of your business and applications, facilitating integration into your technical operations, and providing strong internal advocacy. Communication is maintained through various channels, including email, video conferencing, and on-site visits.

### Ideal Named TAM Customers

Named TAM is the right model for you when you require deep insights, use multiple Acquia products or manage multiple/complex applications.

Weekly video calls and direct email communication are essential, you seek to establish a partnership with a single TAM who understands their business needs, or you value a proactive advisor who provides higher levels of advocacy, insight, and attention.

You manage a large platform of sites, utilize a number of different Acquia products and services, or have complex or multiple businesses or compliance requirements, or you may be new to Drupal and/or Acquia.

### Team TAM

In this model, a pool of TAMs serves a larger portfolio of customers. Priorities are customer-driven and addressed by different TAM team members, providing general advice and advocacy based on knowledge of the customers' business goals and applications. Engagement is primarily remote, managed through scheduled calls and tickets.

### Ideal Team TAM customer

Team TAM is the right model for you when you have a history of successful implementation with Acquia Digital Experience Platform (DXP) and can efficiently execute on TAM recommendations with minimal guidance. You are willing to proactively engage via TAM tickets and are comfortable with light-touch engagements, a more reactive service model, and potentially having different Team TAM members leading different meetings. You manage a small number of applications, have a single development team, or use a limited range of Acquia products.



## How does TAM complement Support?

TAMs are not intended to replace Acquia Support, instead operate in a space as part of the account team to proactively help customers achieve their goals. TAMs are available business hours, support is available 24x7.

	Support	TAM
<b>Proactive Engagement</b>	Support services are reactive and require a ticket. Some tickets are filed proactively based on Acquia monitoring.	TAMs understand the goals, challenges and technical needs. We strive to anticipate the best next step.
<b>Longevity</b>	A different Support Engineer gets assigned to each ticket. Long term knowledge is not carried forward within the Support organization.	TAMs will work with the customer long term. This allows TAMs to build up a long history of knowledge pertaining to the customer's projects.
<b>Strategic Alignment</b>	Support is unaware of larger goals and external systems.	TAMs work strategically to align technical solutions with the customer's business goals.
<b>Tailored Solutions</b>	Support solutions are geared towards resolving the issue at hand.	TAM services are highly tailored to the specific needs and objectives of the customer.
<b>Performance Optimization</b>	Support can provide similar info only during a site impairment situation.	TAMs help improve performance, enhance security, and more.
<b>Issue Prevention</b>	Support jumps in only after an issue has been reported.	TAMs actively identify and mitigate potential issues before they impact the customer's operations.
<b>Long-Term Relationship</b>	Different Support engineers will respond to tickets, long term knowledge gets lost.	TAMs build long-term relationships with customers. They work closely with the customer over an extended period.
<b>Access to Expertise</b>	Support can provide expert knowledge on a particular subject via an Advisory Hour ticket.	TAMs have access to a wide array of industry experts to help provide recommendations based on the customer's unique situation.
<b>Holistic Approach</b>	Acquia Support is unaware of the larger ecosystem unless explicitly mentioned in the ticket.	TAMs take a holistic view of the customer's technology ecosystem, considering all components and dependencies.



## More about other Services

Acquia is committed to the success of our customers. In addition to Technical Account Management, Acquia offers other services such as Professional Services (PS) and Support to ensure that your products are running at peak performance. While Support comes standard with all of our products, PS engagements must be purchased separately. We offer additional Support packages as well. Speak to your Account Manager if you are interested in any of the services described here or review our [product and services offerings](#).

### Contact us today

For more information, contact us directly at [sales@acquia.com](mailto:sales@acquia.com) to learn more.