


# ULTIMATE SUPPORT





Adobe Support plans go above and beyond reactive problem solving to bring you a new kind of personalized experience that will keep your business steps ahead of any issue. Engaging with our deep technical expertise and innovative support model will amplify your technology performance and realize the potential of your Adobe solutions.




**The Ultimate Support plan** offers high-touch support with personalized, proactive expert care and guidance for customers with urgent needs and complex use cases. Your Adobe environment will be securely and efficiently managed by a team of experts—who are familiar with your environment and focused on improving technical quotient and accelerating value realization for your business.

 **Proactive technical health**  
Get business critical value from proactive technical and operational support services.

 **Prioritized resolution**  
Skip the line and get to resolution faster with prioritized routing across all support channels (web, chat, and phone).

 **Performance optimization**  
Implement with best practice guidance and maintain peak performance across solutions.

 **Designated team of experts**  
Dedicated Technical Account Manager backed by a team of assigned experts deliver a holistic, personalized experience.



# What you get

## I. Proactive technical health



### Maintain a high level of technology performance

Take advantage of proactive guidance such as service delivery planning, health check, maintenance and best practices, upgrade/migration reviews, and use-case recommendations.



### Align with Adobe solution roadmap to minimize risk

Review the future roadmaps of Adobe solutions, compare and align your roadmap with ours to mitigate risk and plan for major changes.



### Organize and run key events successfully

Experts review and report on your environment—offering guidance and support across planning, monitoring, and execution stages.

## II. Performance optimization



### Implement with best practice guidance

Help with adoption and rollout of your solution design with best practice launch and enablement advisory for net new implementations.



### Stay updated on the latest solution version

Review new features and determine necessary maintenance and troubleshooting activities to prepare for the latest versions and platforms.



### Get to the root of the problem

Our experts will deep dive into your most critical issues (P1 & P2) and perform a root cause analysis to prevent future occurrences.



### Solve complex business problems across solutions

Guidance on best practices for execution of complex business use cases, often involving orchestration between multiple solutions.

## III. Prioritized resolution



### Get helped first

Skip to the front of our line and get prioritized, personalized support from our experts who are always available to answer questions or help with case submission.



### Join & grow in an exclusive community

Access to an elite community of Adobe experts and fellow learners. Connect, collaborate, ask questions, get tips from other customers, and celebrate successes.



### Maximize uptime with prioritized technical support

Get expedited support with more aggressive SLAs for unlimited number of issues, root cause analysis for P1 & P2 issues, and personalized escalation management.

## IV. Designated team of experts



### Build personal relationships with your Adobe team

Dedicated Technical Account Manager and Support Services Manager backed by a team of assigned experts orchestrate a holistic, personalized support experience across solutions, champion feedback and issues, coordinate regular service reviews, and provide personalized insight into critical service outages.



### Learn one-on-one from the experts

Technical Account Managers share guidance and best practices around specific features across solutions.

# Overview of features



Feature	Description	Expert (Included with license)	Ultimate (Paid)
Support channels	Online	24x7	Personalized
	Phone	24x7 (P1 issues) Business hours (P2-P4)	Prioritized
	Experience League	✓	✓
	Forums	✓	Personalized elite community
	Self-help videos	✓	✓
Support team		Pooled team of experts	<ul style="list-style-type: none"> <li>• Dedicated Technical Account Manager</li> <li>• Support Services Manager</li> <li>• Designated experts</li> </ul>
Technical support	Outage management	Standard	Prioritized with root cause analysis
	P1	24x7	24x7
	P2	Business hours	24x5
	P3	Business hours	24x5
	P4	Business hours	Business hours
	Escalation management	Pooled	Expert, personalized
Proactive technical + operational support	Environment review	✗	✓
	Roadmap reviews	✗	✓
	Maintenance & monitoring	✗	✓
	Upgrade & migration reviews	✗	✓
	Release preparation & review	✗	✓
	Knowledge transfer	✗	✓
	Event monitoring (limited)	✗	✓
	Implementation launch advisory	✗	✓
Service level target	Initial response times	Standard	Preferred
Add-ons (chargeable)	Technical Account Director	✗	✓
	Event Management	✓	✓
	Advanced Cloud Support	✓	✓

# Speed of initial response



Priority	Expert	Ultimate
<b>PRIORITY 1</b> Customer's production business functions are down, or have significant data loss, or degradation of services; and immediate attention is required to restore functionality and usability.	<b>1 hr (24x7)</b>	<b>15 mins (24x7)</b>
<b>PRIORITY 2</b> Customer's business functions have major service degradations or potential data loss, or a major feature is impacted.	<b>2 hrs (Business hours)</b>	<b>30 mins (24x5)</b>
<b>PRIORITY 3</b> Customer's business functions have minor to no degradation of services with a solution/workaround allowing business functions to continue.	<b>4 hrs (Business hours)</b>	<b>1 hr (24x5)</b>
<b>PRIORITY 4</b> General question regarding current product functionality or an enhancement request.	<b>1 day (Business hours)</b>	<b>1 day (Business hours)</b>

## Support add-ons

3 support add-ons are available to supplement your Ultimate Support plan. You can choose one or more add-ons to receive enhanced support and maximize value.



### Technical Account Director

Your lead technical resource who provides leadership oversight, owns executive engagement, and ensures governance to maximize your business outcomes.



### Event Management

End-to-end leadership and support to manage the entire lifecycle of your key events such as go-lives, campaigns, product launches, rollouts etc.



### Advanced Cloud Support

Top-tier care and value assurance for Adobe Experience Manager customers to speed up your transition to the cloud.

To learn more about Adobe Support plans, contact your Adobe representative or Customer Success Manager.



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