



Avid Technology, Inc.  
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## Avid Support Offer Description Service Account Manager

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**Avid's Service Account Manager (SAM)** Avid will provide a Service Account Manager (SAM) who will be the customer's primary services business contact along with the Project Manager (if one is engaged). This resource is allocated in 10, 20 or 40 hour increments per week (Sunday through Saturday). The SAM will work closely with Sales, Professional Services, Customer Care and Education 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 for the customer and serve as the customer's advocate within Avid Global Services. The Service Account Manager will work very closely with the Professional Services Program Manager to ensure customer needs are being met.
  - Manage the overall and ongoing service relationship with the customer through proactive, open, responsive and collaborative account management
  - Act as a liaison between internal teams to ensure customers' business needs are being met; coordinating with Sales, Customer Loyalty, Professional Services, Product Management and Customer Care personnel
  - Advocate for customer 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. These meetings will be coordinated with the Program Manager.
  - Document and maintain
    - 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 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 Phone 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