Google Cloud

# Welcome to the Technical Account Advisor Service

This service provides proactive guidance, attentive care, and a stateful relationship to help organizations with Enhanced Support like yours thrive. In this playbook, we'll start by giving an overview of the service, then we'll look at the different features it offers, and finally, we'll cover some best practices to help you make the most of the service.

Technical Account Advisor Service

We empower organizations like yours by providing both proactive and reactive services, so you can get the most out of your investment in Google Cloud.

With the Technical Account Advisor Service, your business gets access to Google Cloud experts who help manage your entire Enhanced Support experience, from onboarding through optimization.
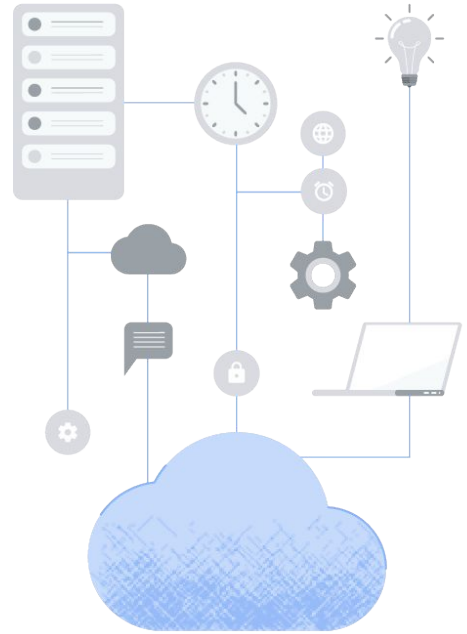
Monitor support cases, escalations, and incidents

Provide roadmap previews and support operational health reviews

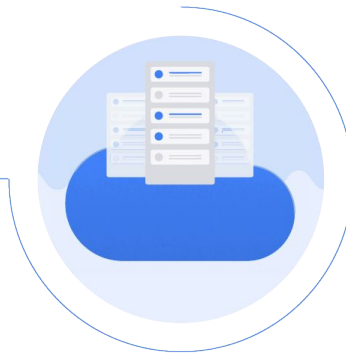Launch and implement technical guidance

Deliver personalized recommendations and training for Google Cloud

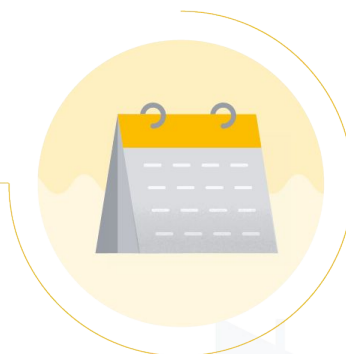# How the Technical Account Advisor Service can help you

Let's dive into the key features of the Technical Account Advisor Service, and what they mean for your organization.

Proactive guidance

Attentive care

Stateful relationship

"

Enhanced Support's fast response time and useful tools gives us the support we need to keep our business running. Adding on the Technical Account Advisor Service gives us proactive guidance from Google experts to make sure our operations are running smoothly. These services ensure that we deliver a high quality experience for our customers."

Changhoon Kim VP of Engineering MOLOCO

Guided Support onboarding

Guided onboarding helps you get started with Enhanced Support and set up your operations with Google Cloud.

Streamline the setup process, reduce delays, ensure your teams are up and running fast

Help implement best practices for working with Support

Optimize your operations
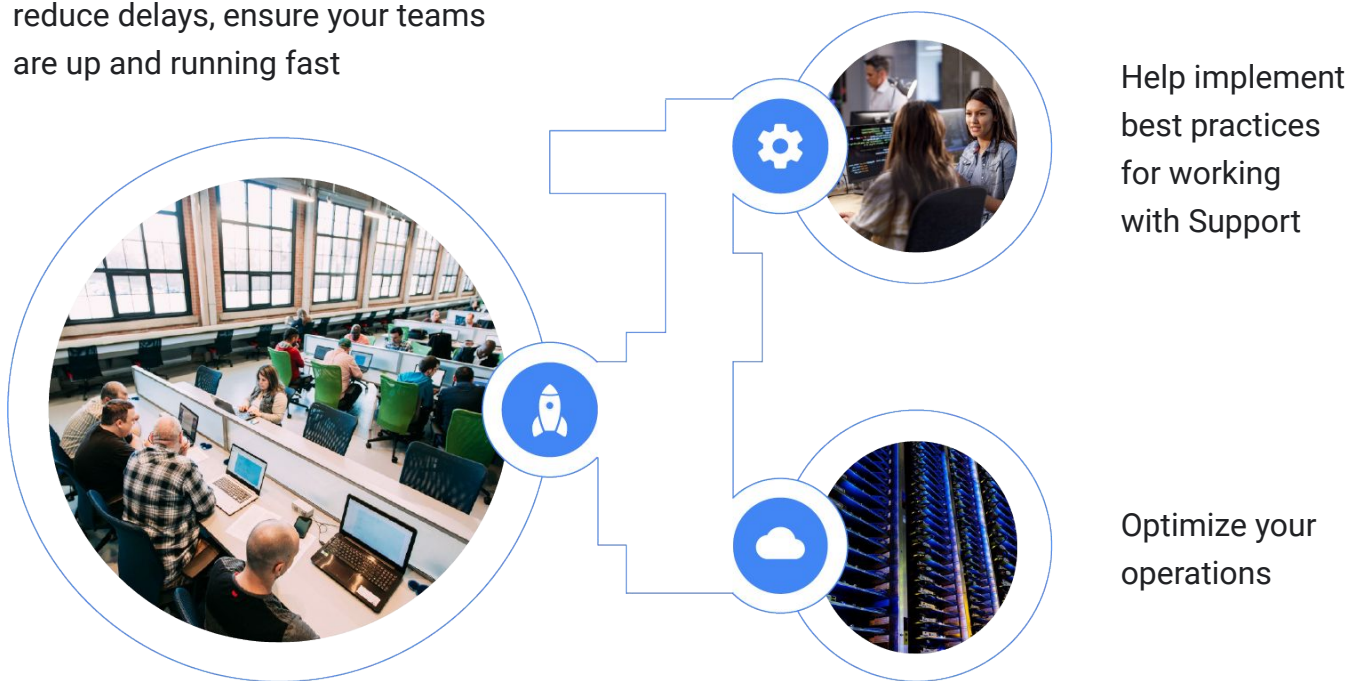
It includes:

✓ Overview of Google Cloud Support services coverage

✓ Walkthrough of the Cloud Console

✓ Overview of IAM permissions required for Support interaction

✓ Advice on when and how to contact your Technical Account Advisor

✓ Guidance on how to fill out a Support case

✓ Explanation of Enhanced Support Priorities and SLOs

And more

Learning recommendations tailored to your organization

This service provides you with proactive learning recommendations based on your business's specific cloud environment and goals.

Your Advisors look at what you are trying to achieve in the cloud, before providing you with tailored self-service learning opportunities to upskill your teams and help you achieve your cloud goals.

This service highlights learning opportunities for your team to improve their skills and help you make the best out of your Cloud investment.

For example, if your advisors find that your team's case volume increased for Cloud Spanner, they will recommend appropriate training and certifications for Cloud Spanner to help your team spend more time building towards your goals and less time on support tickets.

Case escalation management

If you need a case to have additional attention and resources, you can escalate it. After a case is escalated, Advisors work closely with Support engineers, providing context on your cloud environment and priorities to accelerate the time to resolution. With Case Escalation, you know your cases are always dealt with as quickly as possible.
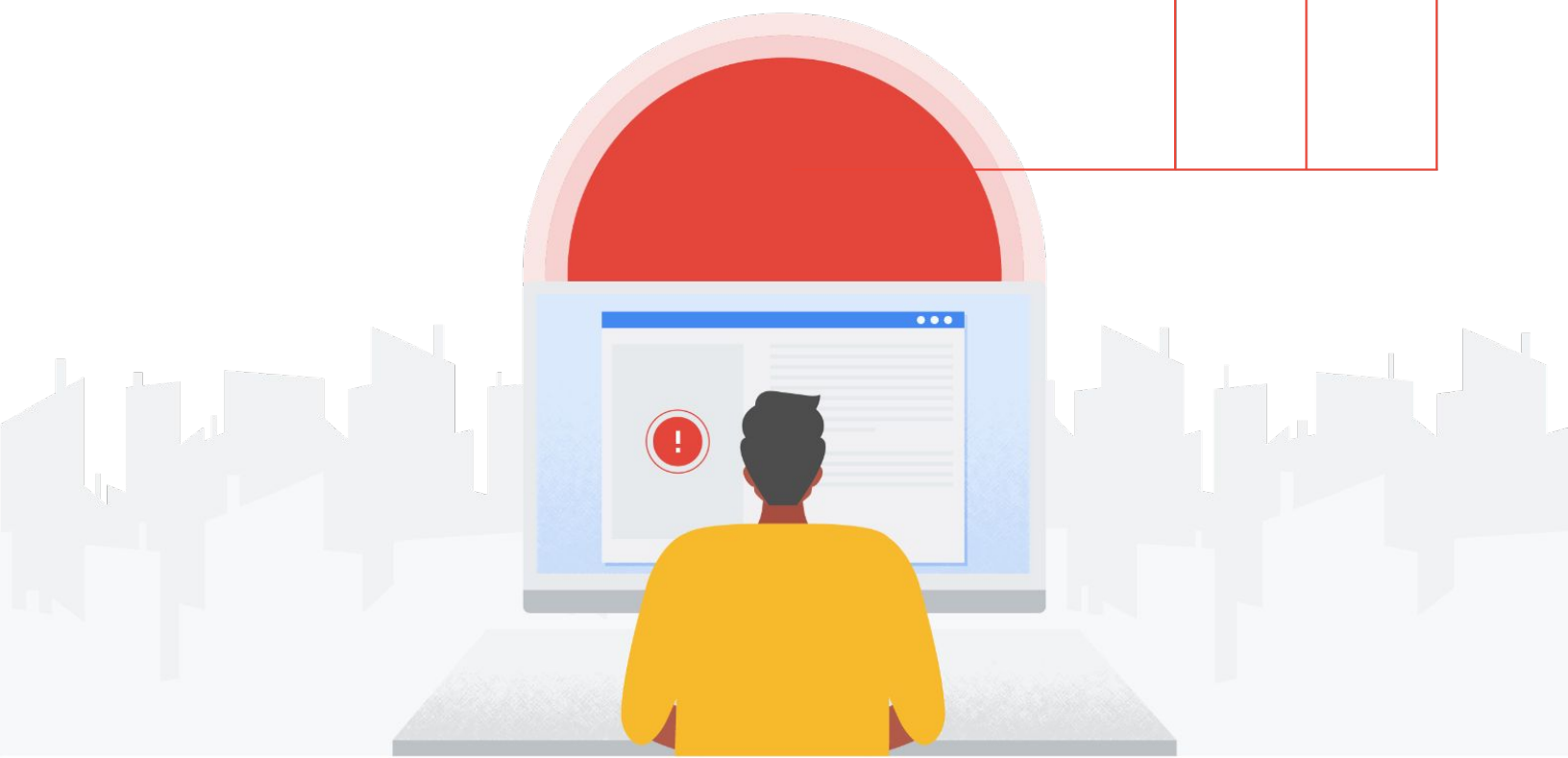
Your advisors will implement frequent touchpoints to keep you informed

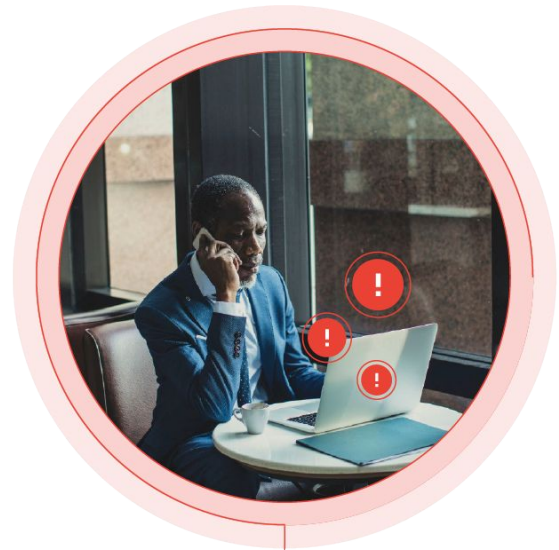You'll continue receiving updates until your case is resolved

Updates within 1 hour of the escalation

Critical incident response

As part of the Technical Account Advisor Service, your Advisors commit to understanding your organization and providing you with the right care for your most important business needs.

Your Advisor will…

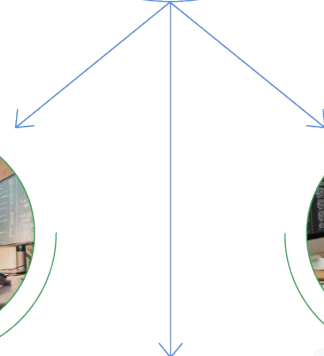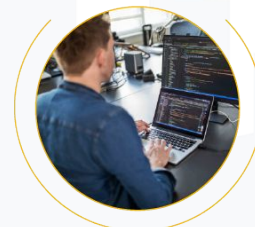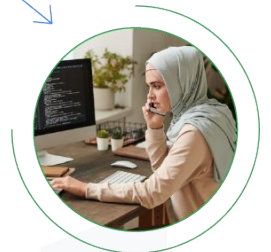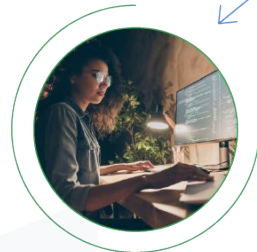✓ Proactively monitor cases impactful to your business

✓ Provide concierge-style services to keep you updated

✓ Help you understand what has gone wrong

✓ Run a post mortem to evaluate why the issue happened

Periodic reviews

Technical Account Advisors deliver periodic reviews to assess your operational health across Google Cloud, and recommend ways to get the most out of Enhanced Support.

Monthly Service Review

Your Technical Account Advisor will examine what cases have been filed over the previous month, and discuss your support experience during that time. Monthly health reports also include operational metrics, helping ensure you have the data you need at your fingertips to inform your plans for optimization and improvement.

Quarterly Operational Health Report

Here, we look closely at the past quarter and assess any trends on cases and product usage, and to discuss any relevant product announcements.
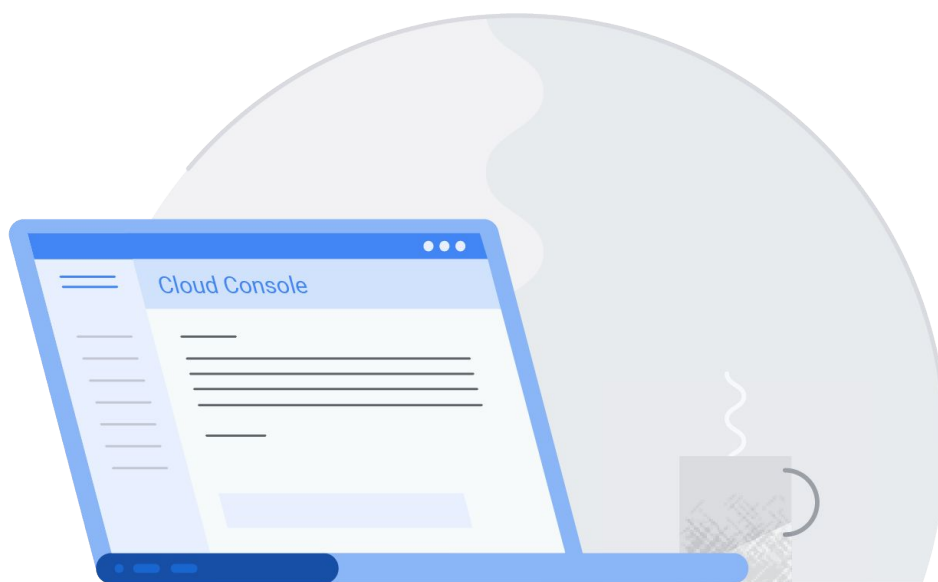
Annual Support Optimization Review

This meeting highlights opportunities to optimize your Cloud journey in the coming year, and give you macro-level insight to identify longer term trends.
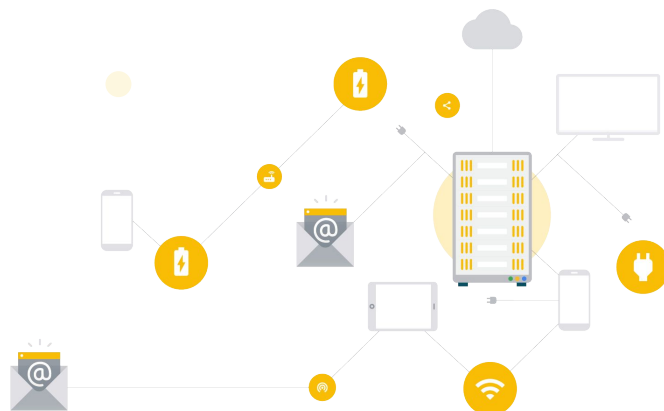
How to get the most out of the Technical Account Advisor Service

Let's spend some time reviewing best practices that will help you get the most out of your support service.


Reach out early

Reaching out as soon as you notice a problem is one of the most important things you can do to minimize disruption to your organization. Support is the best point of contact in Google Cloud when it comes to fast case resolution. We understand your organization and our support experts have the required technical know-how to come up with creative solutions to new problems. We also draw on the experience of cross-functional stakeholders when needed. All this means that working with Support will help you obtain faster resolution times for your cases.

Google Cloud

Filing a
Support case

When filing a support case, make sure that you're providing clear and complete information on time, product, location, identifiers, useful artifacts, and problem type. Detailed understanding of these key components will help Support reach a resolution sooner.

Submitted!
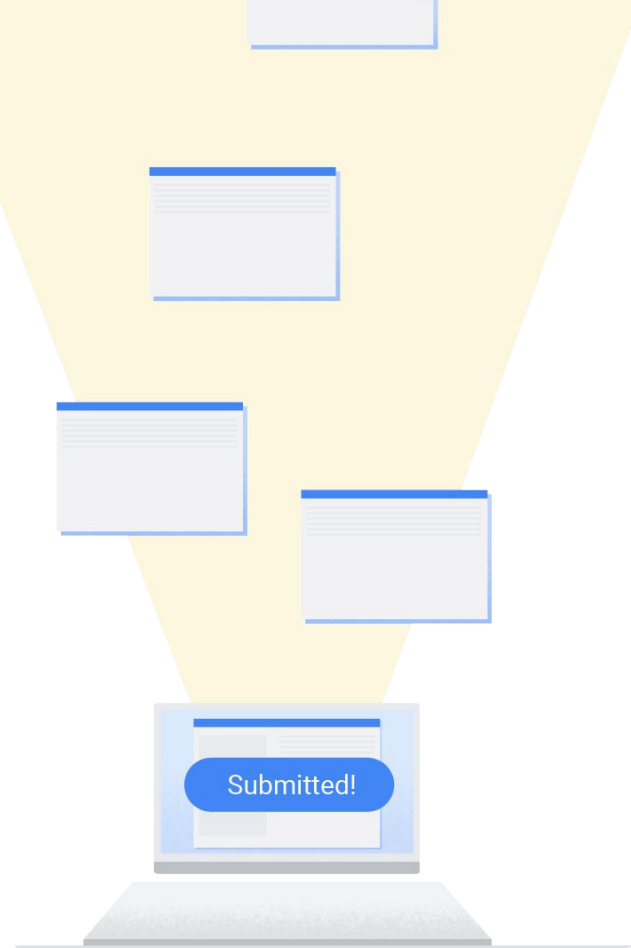
Explaining your need:

? What is the exact issue? Is it an outage, degraded service, a break-fix, or a request for general advice?

? Be clear on what result you need so that we can align our service to meet your expectations.

? Give some context on the location of the problem; did the issue occur in development, test, or production?

? Provide details for any troubleshooting or investigation you may have already done.

Describe the impact of your problem

This will allow Support to better assess the urgency and priority of the issue. If an issue has a high impact, our experts can escalate your case internally when needed. Having a sense of the impact can also provide us with valuable clues when working on the issue.
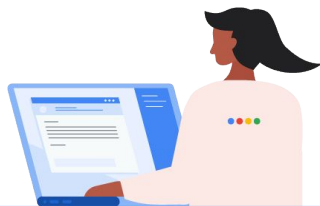
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After you've reached out to Support and provided
the necessary information, we'll get to work straight away.
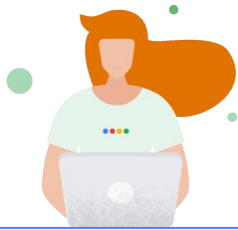
Assigned stage, we'll
send an FR (first
meaningful response).

At the **In-progress Google Support stage,**
we'll troubleshoot your case and provide
regular updates.

At the **IPGE stage** (when Support may
need to reach out to Engineering in
order to get the issue resolved), updates
will be a little less frequent.

If extra information is needed to resolve your
issue, you'll be contacted during the **Waiting on
Customer Response stage.**
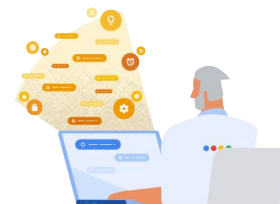
At the **Solution Offered stage,** we'll ask for
your feedback to ensure the problem has
been resolved.

Once you're happy, the
case will be moved to the
Closed stage.

Let's get started!

We are really excited to welcome you to the Technical Account Advisor Service for Google Cloud! We look forward to working together, to achieve great things for your organization, **Learn more.**