Technical Account Management

Premium Support customers receive access to a named Technical Account Manager (TAM) serving as an extension of your team into Google, providing you with a partner to advocate for your needs, enable deployment velocity, and accelerate your business outcomes. TAMs are experts who use their comprehensive technical expertise to guide your priorities and cloud objectives to ensure you gain the right part of Google at the right time.

Premium Support customers also receive access to purchase additional service capabilities for their uniques business requirements with Value-Add Services (VAS). VAS expands your business options to upgrade Technical Account Management to engage a **dedicated TAM** or **multiple TAMs.**

Key Objectives
- **Architecture Stability:** Provide best practice guidance as you implement critical solutions to meet performance, resilience and business requirements
- **Platform Health:** Help ensure your health on Google Cloud, guiding the proactive and reactive support at your most critical moments.
- **Operational Rigor:** Help you to transform and modernize IT operations and cloud operating models to effectively use cloud and drive overall best use and satisfaction of Google Cloud.

Features
Premium Support includes access to a named TAM:

- Operational Health Reviews
- Escalation Guidance & Support
- Billing Management Setup
- Cost Management Best Practices
- Cloud Training Recommendations
- Event Readiness
- Google Product Roadmap Access
- Capacity Planning: New Deployments & Events
- Logging of Feature Requests

Additional features of Dedicated TAM include:

- Cloud Roadmap Planning
- Program Status Reviews
- Cloud Capabilities Workshops
- Cloud Cost Optimization Analysis
- Learning Assessments, Plan & Tracking
- Event Planning & Management
- Feature Request Advocacy
- Google Cloud Architecture Reviews
- Operational Readiness Exercises
- Performance & Reliability Optimization

Consult a sales representative for more information. Visit cloud.google.com/tam for more details.

Technical Account Management Options
Minimum 12-month engagement. Non-cancellable fees. Pricing occurs as specified in the applicable Ordering Document.

Premium Support includes access to a named TAM, the foundational technical guidance service.

Value-Add Service: TAM Services - *available as an additional purchase for Premium Support customers:*

- **Dedicated TAM**
  An upgraded, high-touch service delivered by a TAM within your region for more services and an in-depth engagement.

- **Multi-TAM**
  An upgraded service designed for large, complex or global organizations, delivered collaboratively by multiple dedicated TAMs.