

**FOR PARTNERS**

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**Version:** 1.0

**Date:** August 11th, 2020

**Classification:** For Partners

**ESET Premium Support Advanced**

Pilot of 2020 services offering

Service bulletin

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# INTRODUCTION

In today’s competitive cybersecurity landscape, buyers are increasingly making their choices based not only on the available products but on the services which make up the overall solution. By evaluating services first, and choosing products that have a strong supporting ecosystem, customers can rest assured that they will be able to reap a product’s full benefits – even if something goes wrong or they themselves are not able to cover all the bases.

This trend for choosing complete solutions, instead of just standalone products, has been heralded and documented by industry analysts to quite a wide extent. As such, it is clear that vendors must be able to provide services that match their products in order to remain relevant and maintain an edge over their competitors.

ESET products are sold worldwide. More than 50% of our revenue comes from business licenses. Business customers often demand not only a high-quality product, but also supporting services. And these customers are often willing to pay more for such services. At ESET, we are more than ready to provide our customers with outstanding services that result in quick and satisfactory resolution of issues that might occasionally result from using our complex products.

ESET Premium Support Advanced (EPSA) is our flagship service categorized under ESET Professional Services family. Aimed at the Enterprise segment, but not excluding SMB segment customers, EPSA is a professional service that brings Enterprise administrators peace of mind by transfering all possible problematic aspects of our Business products to hands of ESET trained professionals. From a point of view of an Enterprise admin, purchasing our Premium Support Advanced service as an addition to his Business product license(s) will result in the following activities carried out by ESET professionals for him/her:

* starting with deployment of ESET Business product
* continuing with providing very prompt Premium Support
* through periodic inspection of his/her environment in a form of a Healthcheck
* not forgetting to upgrade the product to newer version

When it comes to **Deployment**, optimal functioning is achieved by installation and initial configuration of newly purchased ESET business products being executed solely by experienced and certified ESET professionals, either using remote connection to the customer’s network or by visiting the customer on-site.

**Premium Support** offers a guaranteed, prioritized and accelerated technical support service provided by a local and certified ESET Partner in close cooperation with ESET HQ, executed in English. The aim of this service is to troubleshoot ESET business products that are not behaving in accordance with the product manual. This sub-service of EPSA will be provided by dedicated specialist support teams working to a defined SLA in order to provide fast and detailed analysis of the problem, followed by precise troubleshooting advice (when appropriate).

**Healthcheck** is ideally executed later in the license lifecycle (e.g. after three months of license validity) in order to verify how effectively the product was initially set up and how effectively the customer altered initial settings. Of course, an output of Healthcheck is to suggest optimization of ESET product settings after they have been in operation for some time.

**Upgrade** resembles Deployment in most aspects, but is typically performed when customer wishes to upgrade from one major version of an ESET business product to another and therefore is typically executed later in the license lifecycle than Deployment.

# Service description

## 100 words

ESET Premium Support Advanced embodies a flagship, end-to-end service as and add-on to customer´s ESET business products. Built around ESET certified professionals´ expertise, Premium Support Advanced service correctly deploys customer´s newly purchased business products to fit their overall environment. Subsequently, Premium Support secures a prompt resolution of difficulties connected to daily product operation. Periodical healthchecking serves as certified overwatch of ESET product settings, aiming at suggesting improvements/optimization to settings and policies. Customers who want their products to be always on the newest version will benefit from seamless upgrade executed by professionals. All of it leading to a hassle-free product operation throughout its license validity.

## 50 words

ESET Premium Support Advanced is a flagship Professional Service that liberates administrators of deployment, setting, inspecting and upgrading ESET business products. Built around ESET certified professionals, Premium Support Advanced not only secures that the above mentioned activities are being outsourced to specialists, but also resolves customer´s technical issues as quick as possible.

## 25 words

ESET Premium Support Advanced is a flagship professional service that deploys ESET business product and secures its flawless operation, overall condition and quick incident resolution.

## Tagline

ESET Premium Support Advanced liberates administrators of all product related activities, except day-to-day operation.

# Positioning

As mentioned earlier, services and the offering of complete solutions are a clear market trend. Nevertheless, it is important to position the ESET Premium Support Advanced service correctly and understand all of its benefits when communicating with customers.

To be able to address the growing landscape of cybersecurity threats, organizations are forced to adopt more advanced tools and policies which further increase the overall complexity of their business. Rapidly emerging threats and attack techniques are a concern that can easily distract workforces, and the general lack of security specialists creates a gap that can be filled by cybersecurity vendors, systems integrators and MSSPs. In an attempt to reduce overall complexity and ensure business continuity, organizations turn to complete solution providers and expect such services even from their current security vendors.

## Target market and buyers

Enterprise grade customers (1000+ seats), SMBs and customers with complex environments (subject to EPSA resource manager approval), governments and related institutions. In general, organizations that face the challenges listed below.

## Market statistics

* In 2019, around 9% of the whole security budget of the average company went on managed security services. (Source: Forrester, Security Budgets Europe, 2020: New Threats Bring New Priorities)
* A screenshot of a cell phone

  Description automatically generatedThere is a clear shift from spending on products towards spending on services. The most dramatic shift towards services spending is observable with companies that spend up to 10 percent of their overall IT budget on security (rising from 47% on services in 2017 to 56% in 2019). (Source: Forrester, Security Budgets Europe, 2020: New Threats Bring New Priorities)
* European security leaders now spend more of their budget on services than products. Like their colleagues globally, European security leaders at Enterprises spend, on average, more than half (52%) of their budget on services related to security products versus acquiring new security products. (Source: Forrester, Security Budgets Europe, 2019: Budgets Rise And Security Services Overtake Products)
* Competition for IT security talent has led firms to explore the security services route. Stiff competition for talent has caused many firms to invest in services rather than in more expensive and hard-to-recruit security staff. Some 22% of global security decisionmakers cite lack of security staff as a major information security challenge, and 21% mention the difficulty of finding employees with the right skills. (Source: Forrester, Security Budgets Europe, 2020: New Threats Bring New Priorities)
* The security services market is considered to be focused on both SMB and Enterprise.

## Market problems

### Long resolution times

Even though software usually comes with standard product support, service levels are almost never guaranteed and vendors support their standard customers on a best-effort basis. Due to the fact that reported cases wait in a “ticket queue”, this often leads to long response times and even longer resolution times.

### The customer is just a number

Enterprise-grade customers in particular tend to be very complex. Vendors often do not really understand the needs of these customers, nor know their infrastructure and environment.

### Business continuity in danger

While our products are, in general, designed to be intuitive and have comprehensive accompanying documentation, particular product settings can still be misunderstood by admins – which may prevent them from executing vital operations.

### Malfunction in the customer’s environment

Purchasing and deploying hi-tech products unfortunately does not necessarily guarantee their seamless operation. Specific combinations of OS, HW and SW may cause unexpected behaviors.

### Steep initial learning curve

While ESET products in general are designed to be intuitive to use, without proper training, customers could be missing out on many game-changing advanced features.

### Sub-optimal product settings

Purchasing and deploying hi-tech products unfortunately does not necessarily guarantee their proper operation. E.g. too-frequent connection intervals to console; missed reports that could be useful; database overloads, etc.

### Product bugs

However comprehensive their quality assurance process, no vendor releases software products that are 100% bug-free.

### Lack of manpower

The general lack of security specialists causes an increased need for outsourcing of tasks.

### Preference for outsourcing

Many organizations are, in general, turning to outsourcing as a way to simplify the management of their resources.

### Customized IT infrastructure

Enterprise-grade customers often deploy their products to different sites in different locations, often using already crowded infrastructure. This may cause unforeseen clashes and incompatibilities which require quick and tailored actions.

### Certification compliance

Many industries (and regions) have strict certification and compliance policies which mandate products to be deployed by authorized vendors.

### Long-term costs

Creating dedicated teams and/or hiring specialists to perform niche occasional tasks can incur high long-term costs.

## Solutions

As part of the ESET Premium Support Advanced service, ESET provides an ultimate product-service solution, ranging from Deployment, Healthcheck, Upgrade and constant Premium Support. All of the previously mentioned challenges can easily be addressed by purchasing EPSA:

### Sped-up support SLAs

Once a product malfunction appears, EPSA guarantees very quick response and action times

### Knowing our Enterprise customers

Especially within the ESET Premium Support Advanced service, ESET really gets to know its customer because we take care of the complete lifecycle of the product, with the specifics of the customer’s environment in mind.

### Business continuity assurance

By healthchecking products according to a precise schedule based on the outcome of an initial infrastructure assessment by our dedicated specialists, greater business continuity is assured. ESET experts’ stamp of approval for initial installation and configuration is often required by customers, especially those with customization needs (e.g. integration with in-house tools using ESET interfaces).

### Investigation of malfunctions with a focus on the customer’s environment

### Smooth initial setup and integration

This represents a benefit for both the customer and ESET, since a well set-up product greatly lowers the number of potential issues in the future.

### No need for a specialized workforce

As ESET takes care of deploying and setting up the desired products, customers can focus their resources on their core business

### Prioritized access of EPSA customers to development teams.

What normally takes days, EPSA speeds up rapidly. With strictly fixed SLAs, tickets requiring development investigation reach our development teams in no time.

### Local partner care

Moreover, a local ESET presence enables a very local approach and, combined with ESET HQ’s technical expertise, results in the best possible ESET experience.

### Verification by experts

ESET products deployed by customer staff themselves might greatly benefit from Healthcheck service provision immediately after deployment. Or ESET products deployed as a part of ESET Deployment & Upgrade service may also benefit from a Healthcheck service after a reasonable amount of time in operation.

### Certification compliance

Having an authorized vendor such as ESET deploy the desired products helps organizations comply with cybersecurity regulations.

### Recommendations that make a difference

Inefficiencies in a customer’s ESET ecosystems will be identified by ESET experts and recommendations about potential fixes/improvements will be provided as a part of a Suggestions & Recommendations Document.

### Added value to our products

In addition to all of the above, providing professional services can be the deciding factor in deals and tenders.

# What is new: ESET Premium Support Advanced

An attentive reader of this service bulletin might have noticed that ESET Premium Support Advanced is our ultimate, full-blown service within our new service offering. It is true that from a logical-unit POV this service consists of 3 sub-services: Premium Support, Deployment/Upgrade and Healthcheck. However, we need to perceive EPSA as a service itself. Not only it consists of the above mentioned sub-services, but it also entails other benefits for customers, as described further in this chapter.

## The new ESET Premium Support Advanced offering

At ESET HQ, we have scrutinized the workings of the limited offering of services we provided in the past. When creating the new EPSA service, we tried to address major improvements that will benefit both Partners and ESET HQ, from both a capacity-leveraging point of view and from a revenue-maximizing one. Our main focus when defining this new EPSA offering was on scalability and ESET uniformity across regions worldwide

## 1. Indirect delivery model

It is obvious that in recent years a great number of our Partners have invested in their employees' technical capabilities to a very high level. It does not matter much whether we are talking about training and certification in ESET products or other relevant IT training. Both have contributed to the fact that, as of 2020, we can state that a significant portion of our Partner network is now employing highly-trained professionals who are without doubt capable of executing the ESET Premium Support Advanced service. Its exact processes, of course, will be outlined by ESET HQ in order to achieve EPSA consistency around the globe.

Including our partners in the service delivery model is also beneficial for end-customers requiring on-site service delivery capabilities. And those are almost exclusively unique to local ESET representation.

Another reason for including Partners in the technical aspect of the EPSA service is the limited capacity for service delivery from ESET HQ. If we are honest with ourselves, ESET HQ is currently not capable of covering EPS service delivery in all countries in which we sell our products. The technical specialists based at ESET HQ and dedicated to service delivery are, capacitywise, able to deliver only tens of EPS customers a year. With regards to this fact, we feel that we are losing a big portion of revenue simply because we are currently not a service-oriented company. Therefore, including Partners’ trained staff into our service delivery model will definitely leverage the current overall resources available to both HQ and Partners. Using this deeper cooperation between HQ and Partners, we will multiply our mutual Premium Support Advanced capacities, resulting in greater service coverage and revenue potential.

Newly, ESET HQ will provide support only at Level 3 (Tier 3) to our Partners. Level 1 and Level 2 will be provided by our Partners directly to end-customers, without HQ’s involvement. For every single sub-service of the EPSA service, ESET HQ created a list of activities and their categorization into Tier 1/ Tier 2 and Tier 3 – ESET HQ being responsible for Tier 3 only, the rest in hands of a Partner

## 2. Comprehensive training plans for Partners’ staff

The new service delivery model, utilizing our Partner network to a greater extent, will definitely challenge us in terms of the consistency of the delivered service across different regions. Since our ultimate goal is to achieve the highest possible quality of service, delivered consistently, we have developed a comprehensive training plan for our partners’ professionals who will cover Tier 1 and Tier 2 of ESET Premium Support Advanced

In the last chapter of this service bulletin we briefly suggest which trainings (either in ESET products or other related Microsoft trainings) HQ might require from each Partner’s Premium Support Advanced professionals, regardless of their geographical location.

## 3. Tier-based pricing

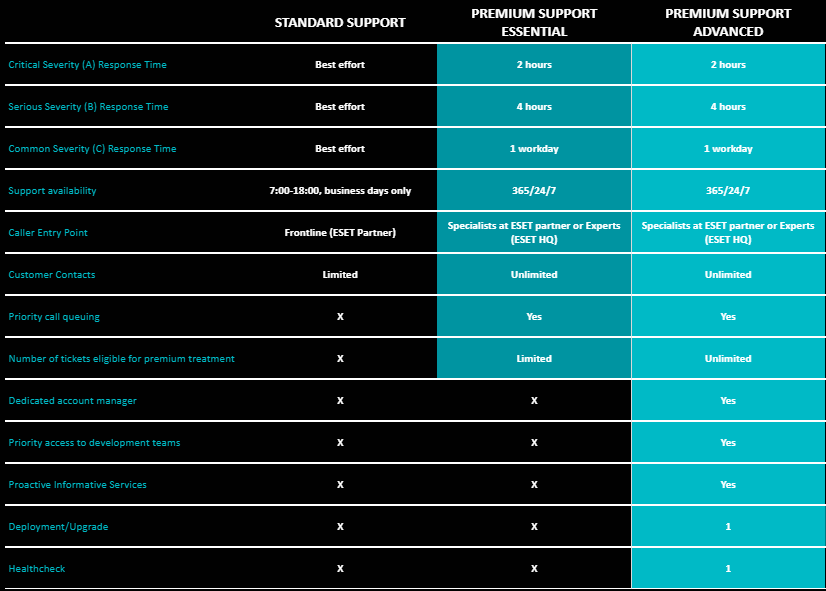
To reflect the dynamic pricing models that make our solutions more cost-effective for Enterprises, we have completely rethought our old services pricing model. The new 2020 offering of ESET Premium Support Advanced features “fixed price per seat” pricing, which gradually declines according to which tier the customer falls under. We have categorized our customers into the following tiers: up to 499 seats, 500-999, 1000-1999, 2000-4999, 5000-9999, and 10000 and above. The higher the tier, the better the seat price. Discounts do not apply.

## 4. Scope of ESET Premium Support Advanced vs ESET Premium Support

Customers have basically 2 options to opt for when thinking of purchasing a Professional Service from our offering.

ESET Premium Support, in a nutshell, gives a customer much sped-up SLAs and contacts directly to specialists in order to avoid waiting in queue of a hotline. This service is available 365/24/7 in all regions. In legal Terms and Conditions of this service, ESET HQ will individually set a number of tickets eligible for premium treatment in order to comply with so called “fair usage policy”.

ESET Premium Support Advanced contains all attributes of ESET Premium Support and much more, as visible in the following table.



* A number of tickets eligible for premium treatment is not limited
* Moreover, a dedicated specialist will serve as an Account Manager. Either a pre-sales specialist or a service execution specialist will be very attentive to customer´s needs during their license validity. He/she will approach customer/s proactively in order to check when a particular EPSA sub service need to be executed and will also serve as either Tier 1/ Tier 2 or an immediate link to Tier 1/ Tier 2 professionals.
* In case an issue that arose in customer´s environment and a product development teams needs to be involved in investigation/ resolution, the ticket automatically gets a higher priority if EPSA is applicable.
* Sometimes, it occurs that our specialists discover either a sudden product incompatibility with a new OS update, or a similar technical issue. While ESET immediately starts working on resolving the issue on a global scale, our EPSA customers are simultaneously proactively informed on the issue and mitigation of its effects with regards to the infrastructure of that particular customer.
* ESET specialists will deploy the newly purchased product (or upgrade your already deployed product) to fit your environment, or will upgrade an existing to a higher version. Scope of this service is defined by the tier under which this particular customer falls.

Example 1:

* + Customer ABC wants to protect 800 Windows machines by EES (Endpoint Security)
  + ABC purchases ESET Premium Support Advanced for his EES license
  + this means that with 800 seats (800\* 1 product) they will fall under 500 – 999 Tier (Tiers of customers are a part of Pricing and Licensing document)
  + EES product will be deployed in customer´s environment by ESET professionals in a scope that deploys a reasonable number of machines (will be agreed from case to case with customer, but let´s assume for now we are talking about 100 endpoints).
    - ESET professionals also prepare installation packages for customer´s admins to use in order to finish the EES´s deployment to their whole network on their own
  + The above applies for both Deployment and Upgrade

Example 2:

* + Customer DEF wants to protect 2200 Windows machines by EES (Endpoint Security) and EFDE (Full Disk Encryption)
  + DEF purchases ESET Premium Support Advanced for these 2 ESET business products
  + this means that with 4400 seats (2200\* 2 products) they will fall under 2000 – 4999 Tier (Tiers of customers are a part of Pricing and Licensing document)
  + both (EES and EFDE) products will be deployed in customer´s environment by ESET professionals in a scope that deploys each of the two products to a reasonable number of machines (will be agreed from case to case with customer, but let´s assume for now we are talking about 100 endpoints).
    - ESET professionals also prepare installation packages for customer´s admins to use in order to finish both EES´s and EFDE´s deployment to their whole network on their own
  + The above applies for both Deployment and Upgrade

Example 3:

* + Customer XYZ wants to protect 1200 Windows machines by EES (Endpoint Security) and EEI (Enterprise Inspector)
  + XYZ purchases ESET Premium Support Advanced for these 2 ESET business products
  + this means that with 2400 seats (1200\* 2 products) they will fall under 2000 – 4999 Tier (Tiers of customers are a part of Pricing and Licensing document)
  + both (EES and EEI) products will be deployed in customer´s environment by ESET professionals in a scope that deploys each of the two products to a reasonable number of machines (will be agreed from case to case with customer, but let´s assume for now we are talking about 100 endpoints).
    - ESET professionals also prepare installation packages for customer´s admins to use in order to finish both EES´s and EEI´s deployment to their whole network on their own
  + The above applies for both Deployment and Upgrade
* ESET specialists will on a periodical basis inspect settings/ policies/ reports/ etc. of customer´s ESET products for which they purchased EPSA license. As an outcome of this service, customer will get a list of Suggestions and Recommendations in order to maximize benefits ESET products they use. This document will also advise on improvements of existing product settings/ policies/ reports etc.

# Prerequisites and conditions for ESET Premium Support Advanced

* Only newly purchased (and/or deployed) ESET products are eligible for the EPSA service and should be a part of the overall solution (Products + Services) provided to customers
* Customers, with their environments and product licenses, have to be approved for the EPSA service by a Premium Support Advanced Specialist
* Technical issues (tickets) must be raised only within the related product license validity (timeframe) in order to benefit from the EPSA service: either 1, 2 or 3 years
* Customers must raise EPS technical issues (tickets) via an official form/dedicated contact person at the local ESET Partner
* An initial assessment of the customer’s current environment for Deployment/ Upgrade service must be performed (by completing the Assessment Form) to confirm the feasibility of products proposed by sales representatives, before promising anything to the customer
* Date and schedule planning of Deployment/ Upgrade sub-services must be done in coordination with HQ if the customer exceeds a 1000-seat threshold.
* Normally communication between the customer and EPSA specialists should be handled by a SPOC (single point of contact, e.g. the sales representative), unless agreed otherwise (e.g. for complex projects, requiring the customer’s technical staff to communicate with our deployment specialists).
* Removal of third party security solutions is possible only using standard methods recommended by the third party vendor on officially supported operating systems (anything outside of these boundaries should be handled by the customers’ staff).
* A Deployment and/or Upgrade is considered to be completed upon signature of an Acceptance Protocol by both parties (meaning the ESET Premium Support Advanced specialist who performed the deployment and the customer’s designated staff).
* Only already deployed ESET products are eligible for the Healthcheck sub-service
* The customer is willing to provide supervised access to his/her environment and related infrastructure by the remote management tools used by ESET
* Date and schedule planning for HealthCheckmust be done in coordination with HQ if the customer exceeds 500-seat threshold
* A HealthCheck is considered to be completed upon customer’s signature of the Suggestions & Recommendations Document by the customer

# Responsibilities in the service delivery model

As already mentioned in this Service bulletin, ESET Premium Support Advanced consist, among other crucial attributes, mainly from the following sub-services:

* ESET Premium Support
* ESET Deployment & Upgrade
* ESET HealthCheck

Further in this chapter we will look at how responsibilities are divided in each of these sub-services delivery

## A screenshot of a map Description automatically generatedESET Premium Support

The diagram abowe depicts an ideal workflow for a customer support ticket raised within the ESET Premium Support Advanced service, with rows representing an “actor” or a person responsible for execution of a specific activity in the workflow. The goal of this diagram is to describe a sequence of sub-activities that leads to a successful, by-the-book resolution of technical issues that has arisen from using ESET business products and was in turn reported through the EPSA service. For the sake of simplicity, we will further describe the ideal flow of a technical support case (indicated by green arrows) without any change requests or inconsistencies which may occur along the way. The **ESET Premium Support** (as a sub-service of EPSA) process begins with a customer identifying a technical flaw or a behavior that contradicts the one described in the product documentation of an ESET business product. For this product a valid EPSA license needs to be purchased. The customer immediately contacts his dedicated point of contact for the EPSA service at the relevant ESET Partner site.

Provided a ticket for this particular issue (with this particular customer) does not yet exist, the Premium Support Advanced Specialist (PCS) creates a new ticket on the customer’s behalf. If the PCS at the Partner is unable to resolve the issue by Tier1 / Tier2 means, he/she forwards the issue to ESET HQ (Tier 3 support) by creating a parallel support case. Irrespective of whether the partner is integrated via TSI or Salesforce, a parallel case reaches ESET HQ Tier 3 support.

For illustrative purposes, let’s assume that the Tier 3 PCS at ESET HQ is able to analyze the issue and provide a satisfactory solution/fix to the customer problem. At this stage, the status of the EPS ticket is “Solving“. If the partner’s PCS verifies ESET HQ’s proposed resolution and is fully aligned with it (and requires no additional information from HQ), he/she closes the ticket by transferring it to “Resolved“ status. The customer is then informed by the Partner PCS about how his/her ticket was resolved and what actions to take in order to prevent the issue from re-occurring.

Of course, the example above follows an ideal workflow, including both L1/L2 and L3 support levels. Looking at the diagram, one can observes that there are also numerous alternative scenarios when it comes to EPSA service delivery:

* The technical ticket might get solved by Level 1 / Level 2 without ESET HQ assistance
* The ticket might, after analysis, be regarded as non-technical and therefore “Invalid”
* The ticket might be incomplete and might, after creation, require additional information from the customer
* Etc.

All possible scenarios/ workflows are covered in the diagram

## Deployment & Upgrade

A close up of a sign

Description automatically generated

The diagram above depicts an ideal workflow for the Deployment & Upgrade (EPSA´s sub-service), with rows representing an “actor” or a person responsible for execution of a specific activity in the workflow. The goal of this diagram is to describe a sequence of sub-activities that lead to a successful, by-the-book delivery of Deployment & Upgrade within EPSA. For the sake of simplicity, we will further describe the ideal workflow (indicated by green arrows) without any change requests or inconsistencies which may occur along the way. Of course, these are also fully covered by the diagram.

### Deployment Proposal Phase

Begins with an Enterprise Customer expressing the need for execution of the D&U service as a part of their EPSA license . The Partner’s Services Request Handler (later in the text referred to as the Salesperson) fills in an Assessment form together with the Enterprise Customer and hands it over to the Partner’s Premium Support Advanced Specialist (Level 1/ Level 2) (later referred to as the ‘PCS’) for evaluation. If, based on the Assessment form, it seems that provision of the D&U service delivery is feasible, the PCS prepares an ESET Service Proposal describing aspects like environment schema, endpoint requirements and scope of the service. The Salesperson in turn adds the price to the ESET Service Proposal, which is then sent to the Enterprise Customer for acceptance. In an ideal world the Enterprise Customer accepts the Service Proposal and the PCS can proceed with preparation of a Deployment Plan. The Deployment Plan is a form specifying details of service delivery, in particular: date and time, connection type and scope of the service. The customer’s agreement to the Deployment Plan means that there are no obstacles in the way of successful delivery of the D&U service. The last activity in this phase is the preparation of a Deployment Checklist which sums up the pre-conditions to be met in the customer’s environment so that the Deployment Execution Phase runs smoothly, without losing precious time in this phase.

### Deployment Execution Phase

Is pretty straightforward, with the PCS either connecting remotely to the customer’s environment or visiting on site. Deployment (or Upgrade) then runs according to the agreed Service Proposal. After the PCS is done with the service execution, s/he tests whether the ESET products in the customer’s environment are set up/upgraded correctly. Signing of the Acceptance Protocol is a very important step and is carried out typically by the PCS right after the service execution in order to obtain the customer’s consent to the scope and extent of the delivered sub-service.

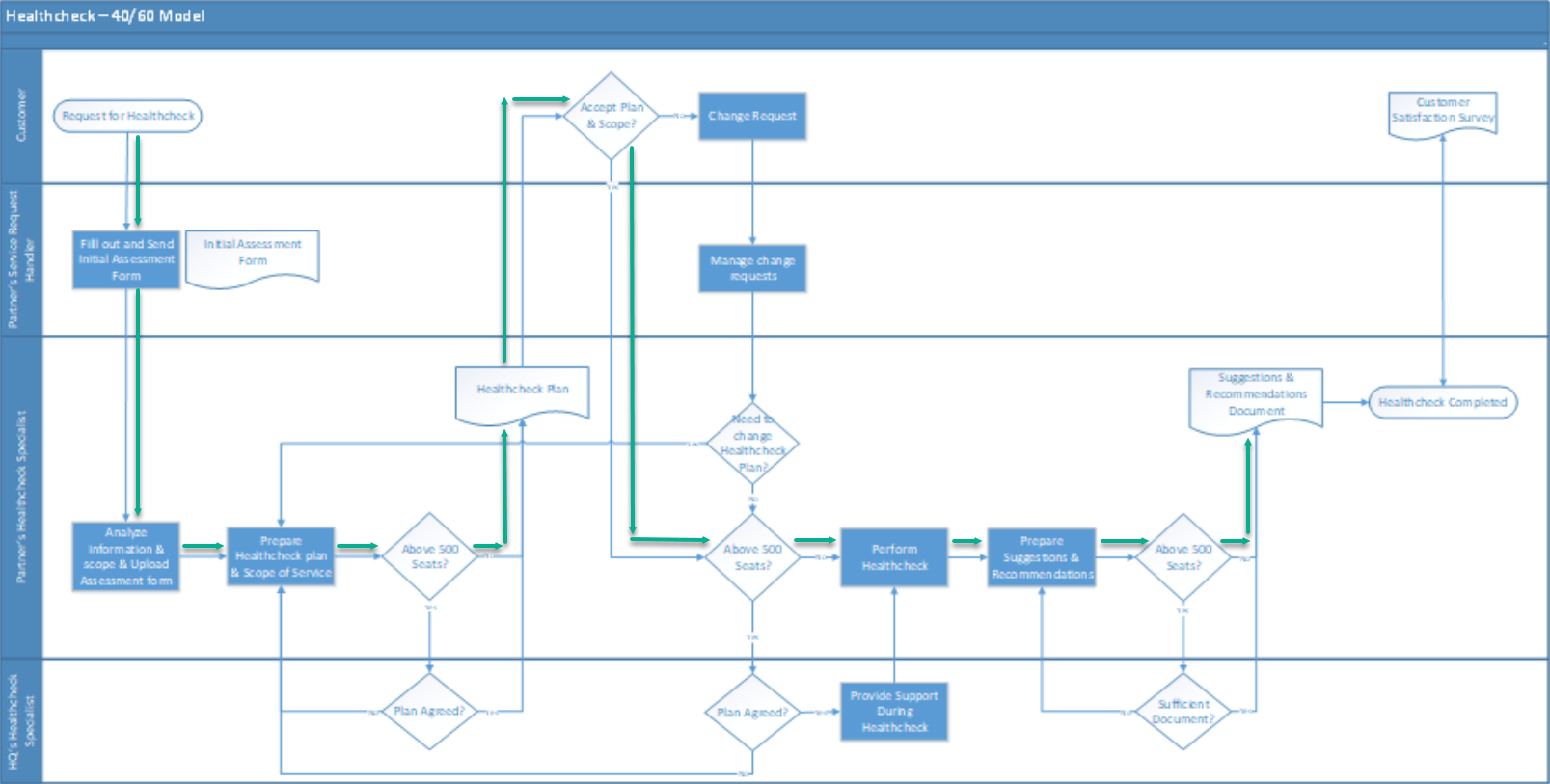
### Post Deployment Phase

Is typically connected with finalization of billing and invoicing (if not done earlier in the process). The PCS or the Professional Services Team at HQ might ask for feedback on the executed service

Reading the diagram together with its description, the reader of this service bulletin might have noticed that the last row of the diagram is for ESET HQ Product Specialist activities (Tier 3/ Level 3). In order not to put too much bureaucratic pressure on our partners, ESET HQ gets involved only in a couple of special cases, usually depending on the size of the customer. In general, ESET HQ assists the Partner with:

* assembling ESET Service Proposals for customers with more than 5000 seats
* reviewing ESET Service Proposals for customers with more than 1000 seats
* overseeing Deployment & Upgrade service execution for customers with more than 1000 seats

## Healthcheck



The diagram above depicts the ideal workflow for the Healthcheck (a sub-service of EPSA), with rows representing an “actor” or a person responsible for execution of a specific activity in the workflow. The goal of this diagram is to describe a sequence of sub-activities that lead to a successful, by-the-book delivery of this EPSA sub-service. For the sake of simplicity, we will further describe the ideal workflow (indicated by green arrows) without any change requests or inconsistencies which may occur along the way. Of course, these are also fully covered by the diagram.

### Healthcheck Plan Phase

Begins with an Enterprise Customer expressing their need for the Healthcheck service. The Partner’s Services Request Handler (hereinafter referred to as the Salesperson) fills in an Assessment form together with the Enterprise Customer and hands it over to the Partner’s Premium Support Advanced Specialist (Level 1/ Level 2) (hereinafter referred to as the PCS) for evaluation. As part of the Assessment form, the PCS should very briefly familiarize themselves with the list of ESET products to be healthchecked and approximate environment schema (Server, Database, Agents, Products, etc.) of that particular customer. If, based on the Assessment form, it seems that delivery of the Healthcheck service is feasible, the PCS prepares an ESET Healthcheck Plan describing aspects like the environment schema in which ESET products are deployed, and the scope of the service. The Salesperson in turn adds a price to the ESET Healthcheck Plan (based on how demanding it is expected to be), which is then sent to the Enterprise Customer for acceptance. In an ideal world the Enterprise Customer would accept the Healthcheck Plan and the PCS can then proceed to organize a remote session/on-site visit with the customer in order to execute the service.

### Healthcheck Execution Phase

Is pretty straightforward, with the PCS either connecting remotely to the customer’s environment or visiting them on-site. The Healthcheck service then runs according to the agreed Healthcheck Plan. After the PCS has completed the service execution, s/he disconnects from the customer’s environment and starts working on the Suggestions & Recommendations Document. This document is then presented to the customer as an outcome of the service and the PCS requests the customer’s approval. Signing of the Suggestions & Recommendations Document is a very important step and is carried out typically by the PCS in order to obtain the customer’s consent to the scope and extent of the delivered service.

### Post Healthcheck Phase

Is typically connected with finalization of the billing and invoicing (if not done earlier in the process). The PCS or Professional Services Team at HQ might ask for feedback on the executed service.

The last row of the diagram above encompasses ESET HQ Product Specialist activities (Tier 3/ Level 3). In order not to place too much bureaucratic pressure on our Partners, ESET HQ gets involved only in a couple of special cases, usually depending on the size of the customer. In general, ESET HQ assists Partners in:

* agreeing to ESET Healthcheck Plans with customers of more than 500 seats
* reviewing the ESET Suggestions & Recommendations Document for customers with more than 500 seats

# List of products eligible for for ESET Premium Support Advanced

*As of June 1, 2020*

|  |  |
| --- | --- |
| ESET Cloud Administrator | ESET Full Disk Encryption |
| ESET Cloud Office Security\* | ESET Full Disk Encryption for ECA |
| ESET Endpoint Antivirus for Linux | ESET Gateway Security for Linux |
| ESET Endpoint Antivirus for Mac OS X | ESET Mail Security for IBM Lotus Domino |
| ESET Endpoint Antivirus for Windows | ESET Mail Security for Linux |
| ESET Endpoint Encryption | ESET Mail Security for Microsoft Exchange Server |
| ESET Endpoint Security for Android | ESET Secure Authentication |
| ESET Endpoint Security for Mac OS X | ESET Security for Microsoft SharePoint |
| ESET Endpoint Security for Windows | ESET Security for Microsoft SharePoint Server |
| ESET Enterprise Inspector | ESET Security Management Center |
| ESET File Security for Linux | ESET Virtualization Security |
| ESET File Security for Microsoft Windows Server | ESET Security Management Center Cloud\* |

\* not yet released

Since ESET’s product portfolio is dynamic and our offering may change over time, it is strongly advised to always verify the list of products eligible for the EPSA service against our [End Of Life policy (EOL)](https://support.eset.com/en/kb3592-is-my-eset-product-supported-eset-end-of-life-policy-business-products). The list of products in the above table reflects our current business products offering, but to obtain fresh information regarding supported versions, always visit our EOL website.

# Human resources requirements for successful delivery

The goal of the ESET Premium Support Advanced service is

* to provide the means for EPSA customers to raise support requests within prioritized channels and under better SLAs.
* to have the customer’s environment certified while setting up ESET products in their environments and to ensure that the environment is set up correctly.
* to have the customer’s environment checked on a regular basis and to give suggestions and recommendations in order to optimize the operation of ESET products. By providing the right recommendations to our Healthcheck customers, we are minimizing the costs connected with Technical Support and Customer Care that would stem from sub-optimal operation of ESET product environments.

ESET Premium Support Advanced Specialists (PCS) are Technical Support Engineers (or similar) who are eligible for this task and can introduce our best practices to customers based on their vast experience of solving customers’ technical issues. The PCSs are experts on several products based on in-depth knowledge from several years of experience (ideally) with ESET products on a technical position. They primarily take care of tasks according to their expertise but have also a good knowledge of other products. They deliver a high quality of work within their expertise and there is no need to frequently verify the outcomes of their work. They demonstrate very high reliability and full autonomy. They keep up to date on trends, new tools and ESET products. The PCS comes up with innovative ideas and solutions to problems, as well as with proposals for optimization of existing processes and systems, and suggestions to implement new tools and technologies. The PCS must cooperate and communicate with customers and other teams effectively, which requires very good communication skills and an ability to work in complex environments. In addition, each PCS should:

* Know and properly use all the tools and processes relevant for the tasks
* Prepare testing environments; reproduce reported issues and cooperate with ESET HQ while searching for solutions
* Reproduce reported issues and cooperate with ESET HQ while searching for solutions
* Provide remote assistance while troubleshooting if needed
* Provide on-site/remote installation for selected customers
* Provide on-site/remote healthchecks for selected customers
* Visit/call selected customers to gather the necessary data and to deliver the required services
* Perform conceptual, systematic, creative and methodical activities
* Develop further improvements to the services’ guides and processes
* Suggest improvements to the services guides and processes
* Propose solutions and execute them in customers’ environments
* Manage projects related to services (per customers, tracking the related activities)
* Plan service provision by using existing systems

To reach global consistency in quality assurance of service delivery towards customers, ESET HQ requires the following certifications to be fulfilled by Partners’ PCS staff according to the Tier/ Level they aspire for:

### Tier 1/ Level 1 Premium Support Advanced Specialist

|  |  |
| --- | --- |
| Course Code | Course Name |
| HQ-TT | ETT | ESET Technologies Training |
| HQ-POT | EPOT | ESET Product Overview Training (Business part only) |
| HQ-EES | EES01 | ESET Endpoint Security Training\* |
| HQ-ESMC\_7 | ESMC01 | ESET Security Management Center Basic Training |
| HQ-ESMC\_7-2 | ESMC02| ESET Security Management Center Advanced Training |
| HQ-EFS\_7 | EFS01 | ESET File Security Training\* |
| HQ-TSS | TS01 | ESET Technical Support Training |
| HQ-ESMC\_7\_MSP | MSP02 | ESET Security Management Center for MSP Environments Training (some topics) |
| HQ-TT | ETT | ESET Technologies Training |
| HQ-POT | EPOT | ESET Product Overview Training (Business part only) |
| TBD | ESET Healthcheck Guide\*\* |
| TBD | ESET Professional Services Introduction\*\* |
|  |  |

\*The training is not yet available  
\*\*The training is not yet available; it will contain an explanation of the processes and requirements regarding the available services

### Tier 2/ Level 2 Premium Support Advanced Specialist

|  |  |
| --- | --- |
| Course Code | Course Name |
| HQ-EEI\_1.2 | ENT02 | ESET Enterprise Inspector Deployment Training |

Furthermore, to properly support other ESET products, we recommend that the PCS also certify themselves to those products (if certification is available) besides their already existing PCS certification. We also recommend acquiring any relevant third-party certifications on the following topics: networking basics, database fundamentals, Windows servers.