SnapDragon Medical Corporation

SNAPFUSION™ Products

Customer Support Guide

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Contents

About This Guide

SnapDragon Customer Support Guide describes services provided through SnapDragon Customer Support (SnapHelp), Education (SnapEd), and the SnapDragon Web site. It also provides general information on how to contact SnapHelp.

Introduction

Effective technology support to SnapDragon customers is a critical responsibility of SnapDragon Medical and plays a significant role in SnapDragon's organizational effectiveness and efficiency. The purpose of the Customer Support Guide is to improve this support by improving the prioritization of work and clarifying the process, roles and responsibilities. It also allows SnapFusion customers to understand what their expectations for support should be, what they can do to facilitate the support process and how to escalate incidents as necessary.

This document is prepared for use by SnapHelp (Customer Support) and SnapEd (Education) staff but also allows our clients to understand the processes and practices that the SnapHelp follows to support them.

The document begins with a review of the services provided by the SnapHelp, how to access them and when they are available. The support process is then described. The section on Service Standards identifies the approach to prioritizing incidents, the service standards SnapDragon strives to attain and the escalation procedures.

Common Terms in this guide:

SnapDragon: The SnapDragon Medical, Inc. Company

SnapFusion: The core system customized into 3 unique blends:

SnapFusion_Dr (developed for Physicians)

SnapFusion_HC (developed for Home Care professionals)

SnapFusion_HME (developed for Healthcare Medical Equipment professionals).

SnapHelp: The Customer Service/Support division of SnapDragon Medical, Inc.

SnapEd: The Education & Training division of SnapDragon Medical, Inc.

Overview

SnapDragon provides SnapHelp for support relating to the SnapFusion systems, and general troubleshooting.

Incidents (Trouble Tickets) **occur when a client experiences an unanticipated problem.**

Incidents that cannot be resolved directly by SnapHelp staff will be routed appropriately for resolution. In all cases, SnapHelp staff will create a '*Trouble Ticket*' to record the client's incident. The incident will record the time the incident is initiated, a description of the incident and the date and time the incident is resolved or forwarded for resolution.

Incidents are fully documented and tracked through to closure with the use of our problem management software. It is also used to generate problem management reports and service level statistics for SnapDragon management.

Each incident is assigned a Priority level; each Priority level has service standards that define the expected times to respond to and to resolve the incident. Incidents have service standards based on the type of incident. Frequencies for providing updates and escalation procedures are also defined for all incidents.

Incidents that require a significant amount of work (mini-projects), changes in architecture or new software releases from the vendor to fulfill will also be tracked in our Projects database.

SnapHelp

Contact SnapHelp via the SnapDragon Web site, phone, fax, or e-mail if you encounter problems. For information on how to contact SnapHelp, see Opening and Tracking a Call SnapHelp in this guide.

This *SnapDragon Customer Service Guide* can also be found on the SnapDragon Web site at: www.snapdragonmedical.net /SnapHelp.htm

You must have an Organization ID code (Org ID) before you can receive SnapHelp. This is a code consisting of letters and numbers selected by your company/location to uniquely identify you in the SnapFusion system. It is used every time you login to both the SnapConsole and the SnapConsole web site you normally use for accessing our system. If you do not have a Org ID, contact your local administrator for yours.

Chapter 1

Welcome!

Welcome to SnapDragon Medical and to **SnapHelp** (SnapDragon Customer Service) and **SnapEd** (SnapDragon Education). SnapHelp and SnapEd provides a number of resources and services to help you resolve your questions and concerns quickly and efficiently and to optimize your productivity with SnapFusion software through many options of education services. This chapter identifies the different types of customer service SnapDragon offers and tells you where each type is described more fully.

What Is SnapHelp?

SnapHelp is not just a "Buzzword", it is a lifestyle! We ensure we only employ enthusiastic, customer-focused, professionally trained analyst who will not only assist you, but who will he happy to assist you and ensure you have an **EXCELLENT Customer Service Experience** (see below). What we strive for is to have you be happy to call us and we will do our best to make your day better for it!

Customers can contact SnapHelp by phone or e-mail, or through our SnapHelp Web site.   SnapDragon provides customer service in two forms:

- **SnapHelp (Customer Support)**: Assistance by Analysts trained in solving technical problems with SnapFusion software. SnapHelp is described in chapters 4–8.

- **SnapEd (Customer Education)**—Assistance with Education needs. SnapEd is described in chapters 2-3.

What is the Customer Service Experience?

"Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company."

Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth.

ITIL

Here at SnapHelp we have adopted the concept of "Best Practices" to ensure an EXCELELENT Customer Service Experience. We want you to be glad you contacted your friends' at SnapDragon so we use ITIL (defined below) as a foundation to deliver excellence. This standard is leading the world for processes in Information Technology and we want to be sure we benefit from best practice and lessons learned to deliver the best for you.

What Is ITIL (pronounced "Eye-till")?

The IT Infrastructure Library, ITIL, is a set of best practices for IT. It is generally divided into two main areas, Service Support and Service Delivery. These in turn consists of a number of 'ITIL Disciplines'.

ITIL was created in the late 80's by the UK government's CCTA. It is now very widely used, and supported by a range of materials and training course (including exams and certification).

ITIL (®, the IT Infrastructure Library) is essentially a representation of best practice for IT service management. It comprises a series of books and information which provide guidance on the quality provision of IT services. It is now, by far, the most widely used IT service management best practice approach in the world.

ITIL addresses six topics: Service Support; Service Delivery; Planning to Implement Service Management; ICT Infrastructure Management; Applications Management; The Business Perspective.

Overall, it is essentially a representation of best practice for IT service management, comprising a series of books and information which provide guidance on the quality provision of IT services.

IT Service Management (ITSM) itself is generally divided into two main areas, **Service Support** and **Service Delivery**. Together, these two areas consist of 12 disciplines that are responsible for the provision and management of effective IT services.

For a list of ITIL Terms please reference Appendix A at the end of this document

Chapter 2

SnapHelp

The **SnapHelp** program at SnapDragon is designed to help you operate at peak performance. The main focus is to deliver excellence in the customer service experience. The program provides also access to the latest releases of SnapFusion software, telephone support, Web-based SnapHelp, and documents. Both SnapHelp and SnapEd are accessible through SnapHelp (Customer Support Center).

Contacting SnapHelp

The most important aspect of your relationship with SnapHelp is your ability to contact a SnapHelp Analyst and, if possible, to troubleshoot your problems and solve them by yourself. When you contact SnapHelp, your call is handled according to its content and your geographic location. This chapter describes the process of contacting SnapHelp and obtaining help on your issue.

Customers worldwide can call their SnapHelp Support Representative for their region at the phone number listed at the end of this guide. You can also obtain contact information and details at www.SnapDragon.net/SnapHelp.htm.

Reliable and Consistent SnapHelp

- Responsive Phone Support from professional SnapHelp Analysts using a common database

- Remote diagnostics and resolution of problems from ITIL best practice process

- Key components of our Customer Support Model:

  🌺 **1 Mission: To get you back to your primary business…providing excellence in Health Care**

  🌺 **Clear, concise ENGLISH spoken**

  🌺 **SnapHelp Analyst hired FIRST and FOREMOST for their being customer-focused and then professionally trained to assist you**

  🌺 **SnapHelp and SnapEd based locally out of our own Corporate Headquarters**

  🌺 **Standard escalation procedures**

  🌺 **Comprehensive customer service guide**

  🌺 **Easy to use On-Line Help**

  🌺 **Web-based EASY to follow training**

…All designed to create an EXCELLENT Customer Service Experience

Availability

SnapHelp services are provided between the hours of 9:00am and 5:00pm Monday through Friday except for holidays
The SnapHelp is closed on the following holidays:

- New Years Day
- Good Friday
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Day after Thanksgiving
- Christmas Eve Day
- Christmas Day
- New Year's Eve Day

Client Responsibilities

SnapFusion clients play an important role in the successful operation of the SnapHelp. This section summarizes the things clients can do to assist in the smooth operation of the SnapHelp.

- **SnapHelp as point of entry:** The SnapHelp is the appropriate point of entry for support. All requests to the SnapHelp are assigned a Priority level and tracked against service standards. Service standards do not apply to requests placed directly with support staff (calling developers directly). In addition, requests that bypass the process can result in inappropriate prioritization of work.

- **Provide complete information when placing a support request:** The more information received, the faster the work on resolution can be made. Please be ready to give us all the information you can think of such as what exactly is the issue? What were you attempting to do at the time of the incident? Did you notice any error messages? Did you capture any screenshots? Basically, anything you can think of to pass on will assist us to help get back to your work faster. We appreciate anything you can pass on.

- **Confirm that Priority level assigned is appropriate** A Priority level is assigned to each incident at the time the incident is placed by SnapHelp staff in conjunction with the client. If the Priority level doesn't seem right, please discuss it with the person handling calls on the SnapHelp. In most cases the difference can be resolved with a discussion regarding the situation and definition of the Priority levels. When agreement is not reached, the dispute is escalated to the SnapHelp Director.

- **Respond to requests for information** On occasion a SnapHelp Analyst will contact the client with a request for more information or with a request to confirm that a incident has been resolved. When such a request is made, please <u>respond</u> in as timely a manner as possible. If the problem is resolved or does not recur, please let us know so the incident can be closed. *All incidents will be automatically closed within 3 days of resolution unless we are notified otherwise.*

- **Support for SnapFusion used at home or offsite of the work location.** The SnapHelp will support *SnapFusion* systems that are used at home only until it is determined that the SnapFusion system is at fault (in simple terms, we cannot support your actual home PC or home Network connection). The end user is responsible for the general maintenance (Virus/Spy ware updates) that is required for keeping your PC running efficiently and is only supported when the incident is directly related to the SnapFusion system and not the actual home PC or software within.

Support and Productivity Web Tools 24x7

- Ability to Log Incidents via web site, email, fax, phone or voicemail

- Online tracking of Incidents (TROUBLE Tickets)

- Online software downloads

  – Technical Points of Interest

  – Technical Application Notes

  – Suggested Techniques, FAQs, and Help documents

  – New product release reference documents

  – Product Enhancement Request tool

  – **SnapEd:** Live "Tips and Techniques" Web casts and "How to" videos

Scope of Services

SnapHelp will provide support for the standard SnapFusion system software. A request to install and support software that is not part of SnapFusion is submitted to your local Information Technology department.

Support is not provided for personal computers, personal computers software, or local networks.

SnapHelp is the appropriate point of entry for support. All requests to SnapHelp are assigned a Priority level and tracked against service standards. Service standards do not apply to incidents placed with support staff through direct conversation, e-mail or voice mail. In addition, incidents that bypass the process can result in inappropriate prioritization of work.

The SnapHelp phone system currently has two lines, when both lines are busy; calls are forwarded to voice mail where a message can be left. Please use this voice mail to alert us if you have an incident or request. We WILL check voice mail thought the business day and the start of each day as well to ensure any after-hours messages are addressed. SnapHelp will follow-up as quickly as possible on all voice mails. Receipt of all messages left on voice mail will be confirmed within an hour during normal business hours, generally by an e-mail providing the incident number assigned to the call. In cases where the call is about problems accessing the system, an incident number will be provided by phone or voice mail.

Identifying the Services You Need

Before you call SnapHelp for customer service, determine whether you need the SnapHelp or SnapEd. See the previous descriptions. Then, from one of the next two tables, choose the group best suited to serve your needs. The listed chapters describe the type of service provided by each group and the method to contact each group.

SUPPORT TYPE	DESCRIPTION	Pg
Product Assistance	**SnapHelp:** Assistance with SnapFusion_Dr Assistance with SnapFusion_HC Assistance with SnapFusion_HME	XX
Education	**SnapEd** for your learning needs	XX
Purchasing	**SnapCredits** purchasing/applying to your account SnapHelp will assist you with these	XX

Processing Your SnapHelp Calls

When you call SnapHelp, your call is routed to the appropriate automated call distribution (ACD) phone queue. Each queue corresponds to a specific SnapDragon product or functionality.

If a SnapHelp Analyst is available, the system immediately routes your call to that Analyst. If an Analyst is not available within two to three minutes, the system gives you the following options:

- Continue to wait for the next available Analyst
- Leave a voice mail message

> If you leave a message either on voice mail or with an operator, a SnapHelp Analyst will return your call within two business hours during normal business hours or the start of the next business day if after hours.

> The SnapHelp phone system is designed to provide you with flexible options and to let you speak directly with a SnapHelp Analyst as quickly as possible.

Method of Resolving Your Question/Incident/Request

A SnapHelp Analyst will work with you to resolve your question to your satisfaction. Have the results of the pre-call checklist ready so that the Analyst can provide you with efficient service. See Preparing for Your Call to SnapHelp in this chapter for more information about the pre-call checklist. Be prepared to try to replicate the issue.

When SnapHelp resolves your question, and you agree to the resolution, the status of the call is changed to "Resolved." You can use a resolved call number for reference purposes. If you want to reopen a call that has been resolved, you can do so by calling SnapHelp or contacting us through email/fax.

> *Note: If you have a new technical issue to report, do not refer to a resolved call number. Instead, follow the steps for contacting SnapHelp to open a new call. See Opening and Tracking a Call to SnapHelp earlier in this chapter.*

If the SnapHelp Analyst determines that more specific data is necessary to resolve your question, follow the appropriate procedure listed in "Sending the Data" in the next chapter. When SnapHelp receives the additional information, they will contact you to confirm its receipt.

SnapHelp also provides you with the option of "Bug Tracker" reports for issues reported by your company.

Things to try before you Call

Before you contact SnapHelp, troubleshoot your issue by following the steps in the pre-call checklist:

1. See the SnapHelp page of the SnapDragon Web site at
    www.snapdragonmedical.net/SnapHelp.htnl

2. This Web site contains thousands of technical documents, including:

    –   TIP Sheet: Suggested Techniques—Recommended approaches to common tasks and descriptions
        of new functionality.

    –   User Guides: Documents that describe specific technical issues with SnapFusion products. These
        generally include workarounds and anticipated software corrections.

    –   WBT: Recorded Web Based Training (WBT) which is accessible 24 x 7 to assist you in
        learning the workflow, functions, and procedures for your system.

    –   Product Help—Online access to the product's Help system.

2. Read the appropriate documentation to verify that you used the correct procedure to achieve
    your intended result.

3. Determine whether you can reproduce the issue by performing the same procedure again, using
    the minimum number of steps.

4. If you cannot solve the problem with the previous operations, record the following information
    before calling SnapHelp:

    –   The environment in which the problem occurs, including the product (for example
        SnapFusion_HC, module, and menu selections

    –   Your hardware type and model, operating system version, amount of RAM

    –   Any messages that appear in the message or start window

    –   Your software version, and Org ID

Opening and Tracking a Incident with SnapHelp

If you complete the pre-call checklist and determine that you need to contact SnapHelp, you can do so on the Web, by telephone, fax, or e-mail, as described in the following sections. In each case, SnapHelp will issue you a unique incident number in the format "Snap34444" that you can later use to track the resolution of your issue.

Information to be provided when placing a SnapHelp incident:

The client should be prepared to provide the following information when placing a incident to the SnapHelp:

- Name of the person experiencing the problem
- Name of contact person for follow up (if different)
- Department
- Org ID
- Telephone number (& Extension if applicable)
- Application or Function where problem is occurring
- Error Message (if any) – Error message that displays on the screen or the full screen error that appears. **NOTE: If there is an informational or error message on the screen, use Ctrl+Print Scr keys to copy the message and paste it into Word or an e-mail or write down the message.**
- Description of the problem. As appropriate, provide specific details on the problem, for example, identify the:
- Document, type of file, folder, etc.
- Description of the business impact of the problem. The SnapHelp will assign a priority based upon established Priority levels and confirm the Priority level with the client.

Work Flow for Incidents

If not resolved by 1st level support, the problem is assigned to the appropriate 2nd level support staff. If the problem has not been directed to the appropriate staff member, it is their responsibility to reassign the incident to the correct person as quickly as possible. If staff members cannot determine to whom the incident should be assigned, they will contact the SnapHelp Director, who will assign a staff member.

2nd level support contacts the SnapHelp or client once a resolution is determined or within the service levels to arrange for a mutually agreeable time to resolve the problem.

If 3rd level support (site visit) is required, the 2nd level SnapHelp Analyst who has the incident continues to hold the incident and is responsible for coordinating the site visit activity, monitoring progress, providing status updates to the client as per service standards and keeping the incident up to date.

When the incident is resolved *and the client has been notified*, the SnapHelp Analyst closes the incident.

- Each involved staff member must update the incident.

- Each incident has a target date and time for resolution based on defined service standards. If the incident is not resolved within the established service standards, escalation is required (see *Escalation*).

Incidents that require a significant amount of work (mini-projects), changes in architecture or new software releases for SnapFusion to fulfill will be tracked in our Project tracking database.

Priority Levels

- **Critical:** Work severely impacted (requires resolution STAT)

- **Urgent**: Work impacted (requires resolution within 4 hrs.

- **Medium:** Work impacted, but can operate via "workaround" (requires resolution within 1-2 days)

- **Request**: Work unimpacted (no formal time-limit, generally used for product future modification request)

Following Up Your Incident

To follow up on an issue that has been logged, give the incident number you were assigned for the call, for example, "SF4567", to the SnapHelp Analyst. Refer to that number on any further correspondence.

For further information, refer to the Support area of the SnapDragon Web site at www.snapdragonmedical.com/SnapHelp.htm. This Web site contains answers to frequently asked questions, as well as links to portions of the SnapHelp Web site.

Using Additional Methods for Opening an Incident

Opening Incidents on the SnapDragon Web Site

You can use the SnapDragon Web site to open SnapHelp incidents 24 hours a day, 7 days a week, by using the SUGAR CRM tool located in the SnapHelp section of the SnapDragon Web site. This application provides easy-to-follow instructions and returns a incident number immediately upon submission of all information.

Opening Incidents by Telephone or Fax

To contact SnapHelp by telephone or fax, see the list of phone numbers in the Contact Information section at the back of this guide.

Opening Incidents by E-Mail

Send e-mail to SnapHelp@snapdragonmedical.com, with Issue as the subject. Please give us as much detail of your incident or request in the body section of your email.

Tracking Incidents on the SnapDragon Web Site

You can also use the SnapDragon Web site to track your SnapHelp incidents by using Sugar CRM located in the SnapHelp page of the SnapDragon Web site. You can view incidents placed by your company to SnapHelp through this application. Sugar CRM provides searching, tracking, and sorting capabilities. You can also add your own comments to a incident. When comments are added, the SnapHelp Analyst assigned to your incident is automatically notified.

SnapDragon Staff Support Roles

SnapHelp involves a range of staff from various SnapDragon departments. The staff that will be involved will vary according to the nature of the request. There are clearly defined roles in the process; it is only who is acting in these roles that will vary by request. The roles are the following:

- SnapHelp Director
- Technology Directors
- 1st Level Support
- 2nd Level Support
- 3rd Level Support

Note: Each of these roles is reviewed below.

1st Level Support

Normally provided by the SnapHelp staff. The SnapHelp staff will immediately resolve incidents where possible (based on skills and call volume) and route unresolved problems to the next level of support. Service requests are assigned to an appropriate staff member who will schedule the work to be completed by the required date.

1st level support will:

- Take incidents from clients and diagnose, dispatch or resolve, and record incidents into Sugar CRM.
- Agree on Priority level with client.
- Assign incidents to the appropriate staff member. (1st or 2nd level support)
- Resolve problems and complete work required for assigned incidents. Provide updates to client on assigned incidents as per service levels.
- Re-assign a incident to another staff member for resolution when necessary, and update the incident accordingly.
- Notify the SnapHelp Director of callers with critical issues and record all the details in the incident.
- Monitor the SnapHelp voice mail box and retrieve messages.
- Follow escalation procedures as appropriate.
- Distribute Incident Management reports to SnapDragon management.

2nd Level Support

Provided by internal SnapHelp staff and SnapFusion System Analysts. These groups have the additional technical knowledge and expertise required to resolve incidents passed to them by 1st level support.

The second level support groups will:

- Resolve problems and complete work required for assigned incidents.
- Provide updates to clients on assigned incidents as per service levels.
- Re-assign incidents to other staff members for resolution when necessary, and update the incident accordingly.
- Contact and manage incident resolution through third level developers as required.
- Update the Sugar CRM incident with any relevant information.
- Inform the SnapHelp Director when a client is dissatisfied with how a problem is handled.

- Notify SnapHelp Analysts of system wide issues.

3rd Level Support

Developers and Engineers who supplied the original product or are contracted to provide support on the involved product. Contacts with third level groups are handled by the 2nd Level Support staff that is assigned the incident.

SnapHelp Director.

The SnapHelp Director monitors compliance with service levels and enhances incident resolution and service delivery by acting as a facilitator and liaison between the various people involved in 1st, 2nd and 3rd level support.

The SnapHelp Director will:

- Update greeting message on SnapHelp phone line as required. (e.g. e-mail is unavailable)
- Send voice messages as required concerning major system outages.
- Issue or coordinate the issuing of E-Mail where problems are affecting clients.
- Prepare and distribute the regular client reports including the monthly service level reports.
- Work with the President/CEO of SnapDragon and Technology Directors, as appropriate, to analyze problem trends and make recommendations as to how to improve overall service.
- Schedule and support regular problem review meetings with SnapDragon staff and management.
- Ensure that the SnapHelp has a current "Contact List" for SnapDragon support teams and 3rd level support.
- Establish and maintain escalation contacts.

Technology Directors.

The Directors are responsible for system reliability and overseeing the delivery of support services to SnapDragon customers. These individuals will provide leadership and coordination to ensure that support services are delivered thoroughly and efficiently. The Directors strive for continual improvement within the Technology group, its support to clients and in its interactions with outside developers.

The Technology Directors will:

- Supervise performance of 2nd level staff that report to them.
- Ensure that staff are adequately trained for their work
- Assess and implement recommendations for improvement

Setting a Priority for your Incident

Priority Table
This table is to better help you define a Priority Level of your Incident/Request

Priority Level	System Status	Characteristics
System Down	System Down	One or more of SnapDragon's core operational systems are unavailable.
CRITICAL	Org Down	**A production enterprise system is down.** Failure of a component where one or more people cannot perform a business function: Failure to complete this business function is causing one or more of the following: • negative impact on member service • significant financial impact • negative impact on productivity of a group or staff member • negative impact on the Organization reputation • No workaround is immediately available, and degraded mode of operation is not available or not acceptable.
URGENT	System Up/Major Degradation on performance	Failure of a component, where one or more people cannot perform a business function Failure to complete this business function will cause one or more of the following: • negative impact on member service • financial impact • negative impact on productivity of a group or

staff member

- negative impact on the Organization reputation

- A work around is available or a degraded mode of operation is available and acceptable.

MEDIUM	System Up/Minor Degradation on performance	Failure of a component, where one or more people cannot perform a business function.

- None of the affected people has a negative impact on member service or financial impact.

- One or more of the impacted people has a deadline that is at risk.

- Failure of a component, where one or more people cannot perform a non-critical business function.

- No deadlines are at risk or negative impact on member service or financial impact will result..

REQUEST	System Up	Request for a modification of existing system or a future modification request (FMR)

- Easy to define as a "Nice to have" item or feature
- None of the affected people has a negative impact on member service or financial impact.

- None of the impacted people has a deadline that is at risk.

- No deadlines are at risk or negative impact on member service or financial impact will result.

A Priority level is assigned to each incident at the time the incident is placed by SnapHelp staff in conjunction with the client. Disputes on the incident Priority level are escalated to the SnapHelp Director.

Incident Status

A Status is assigned to each incident at the time the incident is placed. These are for internal staff use to assist us in determining current state of Incident. A description of the Incident Status is as follows:

- **New:** New Incident in working with 1st-level SnapHelp Analyst

- **Assigned:** Incident is assigned to appropriate escalation member

- **Closed:** All issues resolved with Incident. Client is satisfied with effort.

- **Pending Input:** Awaiting input or info from client/analyst/developer

- **Rejected:** Incident discovered to be not valid for the SnapFusion System

- **Duplicate:** Additional Incidents referring to the exact same issue/problem

System Down Defined

SnapFusion System Down—A production enterprise system is down.

- SnapHelp management is notified when incident is initiated or priority is increased.
- SnapHelp works continuously with customer until resolution is reached or alternate technique is found.
- Development resources are contacted to assist with the troubleshooting process and, if necessary, provide a software update
- Evaluation is completed to determine if 24-hour support is required.
- Formal management review is completed every 24 hours.
- If necessary, a Bug Tracker Report is filed to report a software defect.

System Down Categories

Use the SnapFusion System Down priority level with care so that valid situations get the necessary resources. The SnapFusion System Down incident priority is reserved for SnapFusion customers with SnapFusion software in a production environment. When all production work has stopped and cannot reasonably continue, the situation qualifies as a business emergency.

Categories for this priority level:

- A majority of end users cannot access SnapFusion server software.

- The SnapFusion system remains unresponsive or exits repeatedly causing unacceptable or indefinite delays.

- Customers cannot access SnapFusion software for sustained periods

- End user activities result in a productivity drop of 80% or greater

- Server performance for the Enterprise results in a productivity drop of 80 percent or greater

Protocol in Business Emergencies

In a business emergency, SnapDragon encourages you to immediately call the SnapHelp Line and speak with a SnapHelp representative. Request "SnapFusion System Down Attention". SnapHelp will work 24x7 until they can start a working system or as long as they continue making useful progress.

During this emergency period, you must provide a contact, either on site or by pager, to assist with data gathering, testing, and applying fixes. This technical contact must speak English and must be knowledgeable with SnapFusion software and the production environment to help resolve system issues.

Information Required for the SnapFusion System Down

Whether you speak immediately with a SnapHelp representative or use Sugar CRM, you are asked the following questions for SnapFusion System Down:

- What is the business justification? Choose one of the categories from the list above.

- How many total users are on this production system?

- How many of those users are impacted by this problem?

- What actions have been taken to bring the system back online? Include any new or changed contact information since the opening of the incident.

- How long has the system been down?

Calling SnapHelp immediately is the preferred approach to a System Down condition. You can use Sugar CRM to set the System Down priority level after you open the incident but not while you initially log the incident.

Service Standards

The service standards presented in the following table represent standards that SnapDragon believes are attainable goals. We have been, and will continue to introduce a range of service and architectural changes that enhance our capacity to improve these service levels. These will include:

- Increase the use of troubleshooting over the phone and using desktop Remote Control to allow support staff to 'see' and manipulate the client's computer.
- Increase use of self-help guides for customers.
- Continued development of SnapEd programs.

We believe that these changes, together with the guidelines and processes from this guide will allow us to exceed these standards and to establish higher performance standards as our new target.

SnapHelp Service Standards

The service standards for incidents focus on resolving the problem experienced. SnapHelp will strive to meet the goals shown below to the best of our ability.

SnapHelp Service Standards Goals

Priority	Time to First Response	Frequency of Status Updates	Time to Resolution
Critical	Immediate	Every 30 min	1hr
Urgent	30 min	Hourly	4hr
Medium	1hr	N/A	2 Business Days
Request	Email response within 1 day	N/A	N/A

'Time to First Response' is the time until some action is taken on the issue. In some cases this means working at the system level to understand and address the problem. For other requests it will begin with contact with the client reporting the problem.

'Frequency of Status Updates' refers to the frequency with which updates will be provided to the client during the time the problem is not resolved. Updates will be provided by phone (voice mail if the person is not there) or e-mail.

'Time to Resolution' is difficult to manage as the nature of the problem may preclude resolution within the specified time frame (e.g. Hardware failure may require replacement of a part that has to be done by our system Analysts/developers). Also, time to repair for failures of non-supported hardware or unsupported software are not subject to these service standards.

On occasion the SnapHelp Analyst who has been assigned the ticket will contact the client with a request for vital information or with a request to confirm that the problem has been resolved. When such a request is made of the client, the request will be placed 'on hold' until a response is received. This 'on hold' time is not included in service level monitoring. If there is no indication that that the person is away from the office (i.e. a voice mail or e-mail absence message) and no response is received within a week, the problem will be assumed to be resolved and the ticket closed. The client will be notified when the incident has been closed.

Incidents that require a site visit to resolve will be scheduled for as early as a mutually convenient time can be arranged.

Escalating Incidents

The escalation process outlined in this section is used by SnapHelp to ensure that, if problems are not resolved within established service standards, appropriate resources are notified.

Escalation is performed by the Senior SnapHelp Analyst or SnapHelp Director with support from the Sugar CRM System.

SnapHelp provides customers with multiple mechanisms for escalating technical issues. The increased priority of an incident or an escalation of a incident reflects the urgency of a particular issue. SnapHelp uses this following information to understand the impact of a particular issue for each customer:

- **Change incident priority**—Alerts the SnapHelp Analyst to the change in priority

- **Escalate this incident**—Involves the SnapHelp Analyst's manager

How to Escalate an Incident to SnapHelp Management

An incident can be escalated to a SnapHelp Manager if necessary. A manager will become directly involved in ensuring that the appropriate resources are working towards issue resolution. This may include the escalation of a Bug Tracker Report. An incident can be escalated by phone or Web through one of the following methods:

- Web-based Sugar CRM—The direct manager of the support Analyst assigned to your incident is notified automatically when the incident is escalated in Sugar CRM. You cannot set the escalation status while opening the incident via Sugar CRM. However, you can update the status in Sugar CRM by clicking Escalate this incident. For any subsequent escalation request, you must contact SnapHelp by one of the remaining escalation methods.

- SnapHelp Feedback Line numbers: Simply ask for your incident to be addressed by a manager

- SnapHelp regular phone numbers: Simply ask for your incident to be addressed by a manager

In each case, reference your SnapHelp incident number and you will be directed to the appropriate SnapHelp Manager.

If calling the Feedback or SnapHelp phone numbers, use the following procedure:

1. Inform the SnapHelp Analyst that you want to escalate a technical issue and provide the associated SnapHelp incident number. The SnapHelp Analyst will transfer you to the appropriate manager.

2. If the manager is unavailable, the Analyst will seek out another SnapDragon Manager to address your escalation.

Understanding Escalation Levels

An incident can be escalated to SnapHelp Management if necessary See the previous section for details on how to escalate a incident. You are encouraged to escalate your issue to ensure the proper level of attention and resources. There are three levels of escalation within SnapHelp.

Escalation Level 1

- The incident is escalated to the SnapHelp Analyst's direct supervisor.
- The SnapHelp Manager will ensure that proper resources are applied to the incident. By escalating a incident, you are indicating that the incident requires SnapHelp management attention. A SnapHelp Manager will ensure that you are contacted about the escalation.

Escalation Level 2

- If you are not satisfied with the response for an issue, escalate your incident a second time. The incident is escalated to a second level of SnapHelp management.

- The SnapHelp manager will work with the SnapHelp Analyst and Analyst's supervisor to ensure that proper resources are applied to incident.

- If necessary, a Bug Tracker Report will be escalated.

Escalation Level 3

- If the issue requires higher management involvement, escalate the incident again to a third level of SnapHelp management.

- The SnapHelp Director will work with direct reports to ensure proper resources are applied.

- If necessary, a Bug Tracker Report will be further escalated.

SnapHelp Feedback Line

SnapHelp would like to hear from you. If you need help with a technical problem, education/training, or consulting, contact SnapHelp as described in this chapter. If you have comments, suggestions, or concerns regarding the services provided by SnapHelp, contact our SnapHelp Feedback Line. The feedback line offers direct access to SnapHelp management. For more information on how to contact the SnapHelp Feedback Line, visit the SnapDragon Web site at www.snapdragonmedical.net/feedback.htm and see the Contact Information at the back of this guide.

Product Retirement and the Support Policy

The dates for the conversion of SnapFusion products to limited and discontinued support and the related policies are in the SnapFusion Product Calendar at www.snapdragonmedical.net /Product _calendar.pdf.

Products Enhancements Requests

An enhancement or future modification request (FMR) is an idea or suggestion that SnapDragon can evaluate for possible inclusion in future product releases. SnapDragon appreciates your suggestions for software enhancements.

You may submit an enhancement to SnapDragon or track the progress of a previously submitted enhancement using the same tools used to contact SnapHelp.

Enhancements are automatically routed to the appropriate Product Management personnel for evaluation and consideration. SnapHelp does not handle or track enhancement requests.

In general, each new enhancement request is initially evaluated within approximately two or three weeks. As a result of this initial evaluation, an enhancement request may be categorized as:

- **Implemented**—This enhancement was implemented in release (number) of product (name).

- **Need More Info**—SnapDragon needs the following additional information to consider this enhancement:

- **No Plans**—SnapDragon does not plan to implement this enhancement at this time

- **Being Considered**—SnapDragon will consider this enhancement for inclusion in future software releases.

- **Planned**—SnapDragon is currently planning to include this enhancement in the next software release.

    Note: Plans often change for a variety of reasons. Thus, although SnapDragon may plan to include a specific enhancement in a specific software release, this is not a commitment to implement this enhancement in any release of any product. Only enhancements with the category of "Implemented" are considered commitments by SnapDragon.

After the initial evaluation of an enhancement request has been completed, all enhancements in the "Being Considered" category are evaluated for inclusion in each subsequent software release. However, since SnapFusion generally provides software releases approximately once per year, the implementation of a specific enhancement can require an extended period of time.

If you want to emphasize the importance of a specific enhancement request, you should contact your sales representative.

Submitting an Enhancement Request on the SnapDragon Web Site

You can use the SnapDragon Web site to submit enhancement requests 24 hours a day, 7 days a week, by using the SnapFusion Enhancement Request located in the SnapHelp section of the SnapDragon Web site. This application provides easy-to follow instructions and immediately returns an enhancement tracking number upon submission of all information.

Tracking Enhancement Requests on the SnapDragon Web Site

Use the SnapDragon Web site to track the progress of your enhancement request by using the SnapFusion Enhancement Request tool located in the SnapHelp section of the SnapDragon Web site. You can view enhancement requests placed by your company through this application. The SnapFusion Enhancement Request Logger provides searching, tracking, and sorting capabilities. You can also add your own comments or any requested information to an enhancement request. When comments are added, the appropriate Product Manager is automatically notified.

CHAPTER 5

SnapEd

SnapDragon delivers a blend of high quality education (**SnapEd**) designed to help users realize higher levels of productivity in a shorter timeframe.   This training is developed by a team of professional educators with certifications in course development to ensure the content and organization is easy to follow and professionally developed.

The following Education services are available:

Training Courses

Unique technological insights not found elsewhere and interactive content in four formats:

- Classroom

   Interactive training is designed and delivered by the SnapEd technology experts.

- Virtual Classroom:

   Instructor-led training over the Internet provides the benefits of classroom training without the travel expense.

- Web-based training:

   Self-paced training includes the same comprehensive content as other courses (lecture, demonstrations, hands-on exercises, and assessments). These are recorded modules developed in flash that gives the customer complete control to pause, go forward or back and to end a lesson at any time 24 hours a day, 7 days a week!

- Customized Corporate Learning Programs

   Personalized, role-based training curricula designed to meet specific needs

   For more information on training offerings, course schedules, or to register for a course, visit www.snapdragonmedical.net/*SnapEd.html.*

CHAPTER 6

SnapCredits

Purchasing SnapCredits

This section describes the process for requesting additional SnapCredits and how to get assistance with SnapCredits

-Section coming soon-

Summary

As stated in the Introduction, the purpose of the SnapHelp Guide is to improve support to SnapDragon clients by improving the prioritization of work and clarifying the process, roles and responsibilities. It also allows SnapDragon clients to understand what their expectations for support should be, what they can do to facilitate the support process and how to escalate requests as necessary. In order to achieve these goals, it will be necessary to continue to refine this document, please support this continuous improvement by providing your suggestions to the SnapHelp Director.

Appendix A.

ITIL Terminology

Some commonly used ITIL terms in service delivery and service support areas are explained below

Service Desk Function

The Service Desk is not an ITIL process, but rather a function that serves as the primary liaison between users and IT service providers, and a focal point for information gathering and service coordination. The Service Desk manages interactions between the technical infrastructure and the user community. Primary functions of the service desk include incident management, providing answers to basic usage questions and providing the interface for user initiated change to the infrastructure (e.g. add a user).

Incident Management

Processes associated with reporting and resolution of an unscheduled disruption in service - i.e. and "incident".

Problem Management

Processes associated with increasing the stability of the IT infrastructure by identifying the root causes of incidents and taking proactive or remedial actions to eliminate them.

Change Management

Processes associated with the management of changes to the technical infrastructure in such a way as to mitigate the risk of causing incidents.

Configuration Management

Processes aimed at profiling and managing the various components (CIs) of the infrastructure and providing that information to the various other processes associated with administration of, and change to, the infrastructure and its components. "Configurable items" include, but are not limited to : people, devices, software, processes and documentation.

Release Management

Processes associated with the distribution and operational management aspects of the CI lifecycle - e.g. release management, distribution, operation, archiving.

ITIL Service Delivery Processes

Service Level Management

Processes associated with the identification, definition, documentation, implementation and management of the service levels agreed to by consumers and providers of IT services.

Capacity Management

Processes aimed at ensuring the optimum capacity of IT resources to achieve the level of performance agreed with the client.

Availability Management

Processes associated with ensuring the optimum utilization of resources, methods and techniques to achieve the level of IT services agreed upon with the client.

IT Service Continuity Management

Processes associated with ensuring that there are adequate technical, financial and organizational safeguards to protect the continuity of IT services as established in the agreed SLAs in the event of a serious and prolonged service disruption

Financial Management for IT Services

Processes associated with the determination, accumulation, and utilization of relevant financial data to ensure the sound balance between price and performance at every level of operation. It also provides methods for recovery of costs, if desired.

Incident

Any event that is not part of the standard operation of a service and causes, or may cause, an interruption to, or a reduction in, the quality of service.

Problem

The undiagnosed root cause of one or more incidents.

Known error

An incident or problem for which the root cause is known and a temporary workaround or a permanent alternative has been identified. If a business case exists, an RFC will be raised, but—in any event—it remains a known error unless it is permanently fixed by a change.

Major incident

An incident with a high impact, or potentially high impact, which requires a response that is above and beyond that given to normal incidents. Typically, these incidents require cross-company coordination, management escalation, the mobilization of additional resources, and increased communications.

Service Desk

A function that provides the vital day-to-day contact point between customers, users, IT services, and third-party organizations. The service desk not only coordinates the incident management process, but also provides an interface into many other IT processes.

Service request

Requests for new or altered service. The types of service requests vary between organizations, but common ones include requests for information (RFI), procurement requests, and service extensions. Requests for change (RFC) may also be included as part of service request.

Solution

Also known as a permanent fix. An identified means of resolving an incident or problem that provides a resolution of the underlying cause.

Workaround.

An identified means of resolving a particular incident, which allows normal service to be resumed, but does not actually resolve the underlying cause that led to the incident in the first place.

Backout plan

A documented plan detailing how a specific change, or release, can be undone after being applied, if deemed necessary.

Change advisory board (CAB)

The CAB is a cross-functional group set up to evaluate change requests for business need, priority, cost/benefit, and potential impacts to other systems or processes. Typically the CAB makes recommendations for implementation, further analysis, deferment, or cancellation.

Request for change (RFC)

The formal change request, including a description of the change, components affected, business need, cost estimates, risk assessment, resource requirements, and approval status.

Operating level agreement

An internal agreement with support IT functions, supporting the SLA requirements.

Operating level objective

Objectives within an operating level agreement that indicate the measures to be reported in the operational environment. The operating level objectives are aligned to the service level objectives.

Service

A business function deliverable by one or more IT service components (hardware, software, and facility) for business use.

Service catalog

A comprehensive list of services, including priorities of the business and corresponding SLAs.

Service level agreement

A written agreement documenting the required levels of service. The SLA is agreed on by the IT service provider and the business, or the IT service provider and a third-party provider.

Service level management

The process of defining and managing through monitoring, reporting, and reviewing the required and expected level of service for the business in a cost-effective manner.

Service level objectives

Objectives within an SLA detailing specific key expectations for that service.

Service level agreement review

The operations management review for service level management. Also referred to as the SLA Review. This involves reviews of the SLAs and performance against objectives, and a review of previous and potential issues that may affect services.

Underpinning contract

A legally binding contract, in place of or in addition to an SLA . This contract is with a third-party service provider on which service deliverables for the SLA have been built.