Druva Technical Account Management Program

The Druva Technical Account Manager (TAM) is a highly skilled resource with deep technical knowledge of Druva products and industry best practices. Acting as a trusted advisor, the TAM serves as a customer advocate within Druva, providing strategic guidance and proactive recommendations for optimizing system configuration and implementing best practices for product and security. The TAM conducts technical workshops to enhance awareness of the product and its features, ensuring that customers achieve their desired business outcomes.

Engagement model

The Druva TAM program is an annual engagement designed to provide customers with a dedicated Technical Account Manager. The TAM is an extension of our customer team, supporting you throughout your Druva journey.

Key benefits

The Druva Technical Account Manager (TAM) is your dedicated advocate and advisor, committed to your long-term success. Here's how they deliver exceptional value:

- **Proactive partnership:** The TAM acts as your single point of contact, providing ongoing support and building a deep understanding of your business needs.

- **Accelerated value:** Receive expert guidance to quickly adopt Druva solutions and maximize your return on investment.

- **Dedicated advocacy:** The TAM champions your needs within Druva, ensuring your priorities are addressed and your voice is heard.

- **Strategic advice:** Benefit from tailored recommendations and best practices throughout your entire Druva journey.

- **Optimized performance:** We help you fine-tune configurations and integrations for maximum efficiency and security.

- **Proactive problem prevention:** We identify and address potential issues before they impact your business.

- **Strategic planning:** Collaborate with your TAM on strategic planning and risk assessments to align your data protection strategy with your business goals.
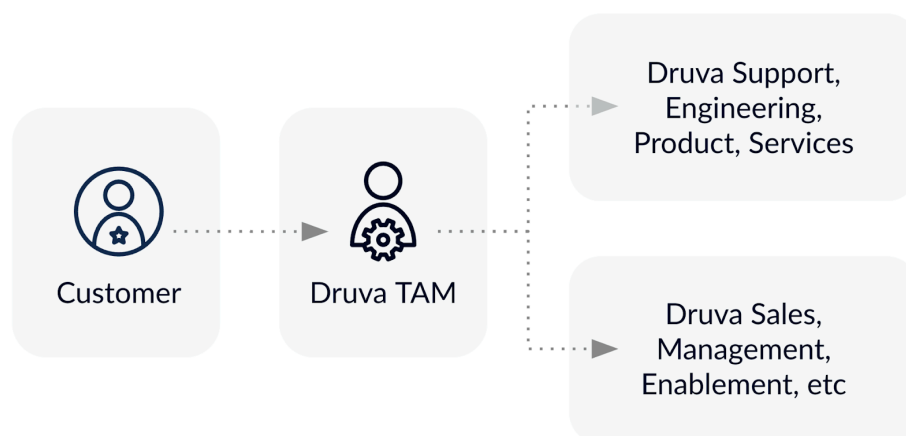
Outcome-focused

The TAM is a trusted advisor throughout your Druva lifecycle, driving adoption, health, advocacy, and expansion of your program by offering:

- Assistance during account growth and expansion
- Feature adoption
- Tech workshops
- Tech health and gap assessments
- Recovery playbooks (BCP planning)
- Proactive reporting on customer health
- Provide best practices and strategic guidance

- Predict consumption and usage trends
- Security-focused playbook review
- Security fire drills
- Security feature adoption
- Business reviews
- Escalation management
- Early access to upcoming features and enhancements

Key Druva TAM deliverables and activities

Accelerate adoption	• Assist during account growth and expansion • Drive feature adoption • Train your team for faster value realization
Customer health	• Semi-annual comprehensive tech health assessments • Optimization best practices • Analyze consumption usage patterns and predict requirements • Quarterly tech workshops • Monitor key business metrics
Security-focused	• Annual security gap assessments • Security response simulations to test and improve recovery capabilities • Annual recovery playbook reviews and recommendations • Partner in BCP planning, including recovery strategy • Drive security best practices and adoption
Customer advocacy	• Proactive customer engagement • Proactive escalation management • Quarterly business reviews • Monthly reporting on key metrics and SLAs • Early access programs

Druva TAM focus areas

The TAM will partner with the customer in the following areas to drive operational excellence and efficiency.

Continuous engagement:

- Establish and maintain a robust and consistent communication plan to understand customer's evolving needs and key priorities
- Develop a deep understanding of the customer's technical environment and provide strategic assistance to optimize the same
- Act and extended team member and trusted advisor to provide ongoing support and guidance

End-to-end ownership:

- Take full responsibility for the customer's success and experience
- Serve as the primary point of contact and advocate for the customer within the organization
- Coordinate and collaborate with internal partners to ensure the customer's needs are met

Proactive approach:

- Anticipate customer needs and potential challenges before they arise
- Identify and work on opportunities for improvement and optimization
- Continuously explore options to add value and exceed customer expectations

Service scope

Druva TAM Service offering provides a dedicated TAM resource for 10 hours per month (up to 120 hours per year), typically yearly or multi-year engagement. Customers can purchase additional TAM hours as required. The Druva TAM is a shared resource operating in the region during normal business hours in accordance with customer availability. During non-business hours, customers can leverage Druva Support to address any business exigencies.

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Druva is the leading provider of data security solutions, empowering customers to secure and recover their data from all threats. The Druva Data Security Cloud is a fully managed SaaS solution offering air-gapped and immutable data protection across cloud, on-premises, and edge environments. By centralizing data protection, Druva enhances traditional security measures and enables faster incident response, effective cyber remediation, and robust data governance. Trusted by over 6,000 customers, including 65 of the Fortune 500, Druva safeguards business data in an increasingly interconnected world. Visit druva.com and follow us on LinkedIn, Twitter, and Facebook.