



Your business never sleeps, but you can.

# SUPPORT SERVICES

*from Real*





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THE IDEA OF PURCHASING A COMPREHENSIVE SUPPORT PROGRAM SHOULD BE MORE THAN AN AFTER-THOUGHT. IT SHOULD BE AN INTEGRAL PART OF A PRODUCT PURCHASE. CHOOSING THE RIGHT SUPPORT FOR YOUR SPECIFIC BUSINESS NEEDS HELPS ENSURE A SMOOTH DEPLOYMENT, AN EFFORTLESS OPERATION AND THE QUICK RESOLUTION OF ANY ISSUES THAT MAY ARISE.

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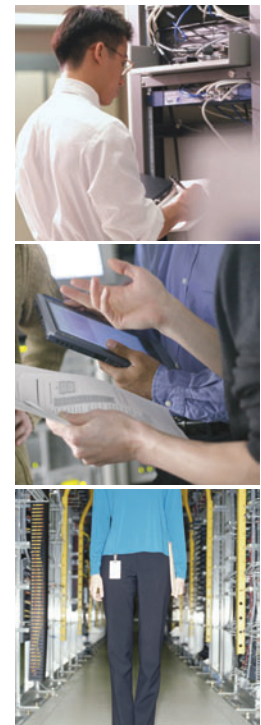
### Why Choose Support Services from Real?

In today's "always on" world, taking a wait-and-see approach regarding support just doesn't work anymore. Your staff should be able to concentrate on servicing your business and your customers, instead of your streaming media software. You shouldn't have to worry about whether or not you have the latest version or upgrade. And downtime of just about any duration can have a serious and negative impact on your business — especially if your business relies on streaming media for mission-critical applications. Purchasing the appropriate level of support from Support Services from Real can minimize the impact.

**The Right Time:** Purchasing the right support program upfront means you're covered from day one. While budgets are always a priority, purchasing a product without adequate support rarely, if ever, saves money. In addition, your business will always be up-to-date with direct access to the latest versions and upgrades from Real.

**The Right People:** Because Real is the leader in streaming media solutions, Support Services from Real gives you access to the top people in the streaming media industry. These are the people who think about streaming media every single day — concentrating on what they do best so you can concentrate on what you do best.

**The Right Program:** Whether your business will use streaming media to deliver on-demand training sessions or full-blown live events, Support Services from Real has a program to fit your business. Depending on your specific needs, five levels of support are available. Our two essential services programs are designed to solve problems as they occur. Our three premium services programs seek out and solve problems before they occur. These programs also include direct, personal support via your own Technical Account Manager (TAM), who works with you on an ongoing basis to help you plan ahead as your business expands and grows.



## Five Levels of Service-based Support

Support Services from Real offers five easy-to-understand support programs — Bronze, Silver, Gold, Platinum and Platinum On-site. Each program is based on the types of services and the level of support you need. Choosing a higher level of support means that more services are available to you. At the Gold level and up, you'll find a substantial increase in service with the addition of personal support and proactive services.

### Essential Services

- **Bronze:** Issues are addressed as they occur. Includes Web-based and telephone support during regular business hours, and access to a Product Account Maintenance (PAM) Web site. Your PAM site is customized to your specific business with access to product upgrades as well as contact information, service manuals, FAQs, self-help areas and more.
- **Silver:** Adds 24x7 emergency queuing and the resolution of priority 1 issues.



### Premium Services

For those who rely on streaming media as a mission-critical part of their business, and especially those who do live events, our premium services programs are the way to go. Our Gold, Platinum and Platinum On-site programs deliver a suite of proactive services, which allows us to seek out and solve issues before they impact your business. With these premium services programs you'll have direct access to your own Technical Account Manager (TAM), who acts as your single point of contact into the entire organization at Real.

- **Gold:** Includes a dedicated TAM assigned to your business plus proactive services such as orientation and planning sessions, status meetings and reports, team-based support including a direct conduit into the Real development team, migration planning, beta participation and more.
- **Platinum:** Adds the most responsive Service Level Agreement of any support program plus emergency on-site support, an annual "health check" of streaming architecture, technology and product briefings with the appropriate team, advanced notifications of security alerts, and the quickest resolution of all issues from highest to lowest priority.
- **Platinum On-site:** As with our Platinum service, Platinum On-site provides the most responsive Service Level Agreement and proactive support available from Real. In addition, with Platinum On-site, your TAM works with you full-time at your facility to provide the most comprehensive support available.

For more detailed information on the five levels of service-based Support, see the comparison chart on the back of this brochure.

To get the most from your streaming media products, get the best support. For more information regarding Support Services from Real, please contact us at [1.800.444.8011](tel:18004448011), or visit [www.realnetworks.com/products/support](http://www.realnetworks.com/products/support).



Support Services from Real offers five levels of service to meet the needs of your organization. All provide the responsive services you'd expect from the leader in streaming media. However, the Gold and Platinum programs also offer a unique list of proactive services that are designed to help you maintain a healthy deployment and plan for the future.

<b>SUPPORT SERVICES FROM REAL</b>	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>	<b>PLATINUM ON-SITE</b>
<b>RESPONSIVE SERVICES</b>					
Product upgrades	●	●	●	●	●
Telephone support	●	●	●	●	●
E-mail support	●	●	●	●	●
Access to knowledge-base Web site	●	●	●	●	●
24x7 emergency queuing for Priority 1 issues: be first in line for response by next business day		●	●	●	●
Hands-On Technical Account Manager (TAM): a streaming media expert dedicated to knowing your deployment and resolving your issues			●	●	●
24x7 access via mobile telephone number: rapid response to Priority 1 issues			●	●	●
Priority attention on all issues			●	●	●
Emergency on-site support when issues cannot be resolved remotely				●	●
Most responsive Service Level Agreement (SLA): for mission-critical streaming (including live broadcasts)				●	●
Dedicated, full-time support engineer on-site					●
<b>PROACTIVE SERVICES</b>					
Proactive support: ongoing technical advice on products from Real — a true partner for your streaming deployment			●	●	●
Team-based support: premium services and development teams working together to resolve issues			●	●	●
Direct conduit into Real: your representative delivers access into our core development and product teams			●	●	●
Orientation and planning session: initial meeting to outline all project and service elements, establish expectations and make sure you're ready to deploy			●	●	●
Regular progress reports: details support activity during previous period; includes information and status regarding closed and outstanding incidents			●	●	●
Migration planning: expert assistance in developing migration plans plus advice during system upgrades			●	●	●
Beta program participation: opportunity to provide feedback directly to the product team at Real			●	●	●
Annual "health check": a complete review of streaming architecture; helps reduce long-term support issues				●	●
Technology roadmaps: previews of upcoming technology releases and improvements				●	●
Advanced notifications of security alerts (when possible)				●	●
Dedicated, full-time TAM: on-site during regular business hours					●

**RealNetworks**  
 2601 Elliott Avenue  
 Seattle, WA 98121 USA  
 800.444.8011 206.674.2700  
[www.realnetworks.com](http://www.realnetworks.com)