



# The Avid Advantage OnCue Program



## Proactive Project Assessment and OnCue Incident Management

At Avid®, we're committed to delivering high-quality products and support services to our customers and partners. Just as a backstage crew provides essential support during a special event, our team delivers exceptional service to ensure that your technical issues are handled in the most effective way possible. Whether it's a system upgrade, a major implementation, or an unexpected system issue, our trained technicians will be there to ensure your success.

We're there when you need us the most.

### Proactive Project Assessments

To maximize productivity and minimize downtime, it's important to handle upgrades and major events carefully. Our Proactive Project Assessment allows our team to stay on alert for impending events and engage appropriate resources to support you when necessary. In addition, when you engage with Avid Global Services, our technical experts will develop a plan before any onsite action occurs—and provide a post-engagement review to ensure your expectations were met.

#### Includes:

- Review and approval of technical plans
- Pre-flight product checklists
- Avid Executive notifications
- Risk assessment and mitigation plans
- Dedicated on-call resources as needed
- Complete end-to-end post engagement assessment

### OnCue Incident Management

We're committed to helping you manage unexpected situations that might impact uptime. As part of our Avid Advantage Support Offerings, our technical staff is ready and available to help you effectively address your unexpected issues 24 hours a day, 365 days a year. We recently enhanced our industry-standard global escalation process to better align Avid's response to the urgency of your issue. We take into account both the technical severity of the issue, as well as the impact on your business, so we can respond quickly with an action plan and appropriate resources.

#### Top benefits:

- Consistent, worldwide problem resolution process
- Formal action planning process
- Specific roles and responsibilities for Escalation Team members
- Active customer participation
- Efficient problem resolution
- Improved continuous communication

The Avid Advantage: Speed, Flexibility, ROI

To learn more, contact [avidglobalservices@avid.com](mailto:avidglobalservices@avid.com) or visit [avid.com/support](http://avid.com/support)

# The Avid Advantage–OnCue Program

## Escalation Process

Avid employs an industry-standard escalation process for all support events that cannot be resolved within a reasonable time. This process provides for increasing levels of resources and technical assistance to be applied based on both elapsed time and the level of severity of the issue.

Avid also uses a severity/priority escalation matrix to determine appropriate response for any escalation and holds the right to exclusively determine the severity level of an issue. Avid will leverage customer feedback to set the appropriate priority level for all escalations that will help determine the appropriate level of response and will communicate the escalation status to senior executives at both the customer and Avid. There are three escalation states possible: Code Blue, Urgent and Important. Please see the chart below for more details on how Avid establishes the appropriate escalation level.

## Priority/Severity Matrix

	S1	S2	S3	S4
P1	Code Blue (Critical)	Code Blue (Critical)	Urgent	Important
P2	Code Blue (Critical)	Urgent	Important	Normal
P3	Urgent	Important	Normal	Normal
P4	Important	Normal	Normal	Normal

  

<b>Code Blue (Critical)</b>	On-air (or potential for on-air) failure
<b>Urgent</b>	Significant customer impact
<b>Important</b>	Some business impact, some customer duress
<b>Normal</b>	Minimal business impact. Minimal Customer duress. Standard case handling state

For further details on the Avid Escalation process, please click [here](#) to access our Knowledge Base article.

To learn more, contact [avidglobalservices@avid.com](mailto:avidglobalservices@avid.com) or visit [avid.com/support](http://avid.com/support)