



## Pervasive Support for a Connected World

In a world where day-to-day business and technology are inseparable, companies like yours need to maximize employee productivity and optimize customer satisfaction — anywhere, anytime and in any language. Everyone depends on technology, so when technology doesn't work, corporate and personal productivity can grind to a halt. SupportSoft, the leader in support automation solutions, has software to help you maximize technology uptime and minimize individual downtime, with a vision that is both simple and profound: To provide pervasive support for a connected world.

### The Technology That Keeps Technology Working

SupportSoft is in the business of solving problems, the tens of thousands of technical and related business problems that can involve any combination of hardware, software, applications and business processes. Our support automation solutions provide the technology that keeps technology working, across a wide range of systems and networks, personal computers, servers, handheld devices, instruments, security, applications and business processes.

Your organization can use our products to solve technology-, infrastructure- and service-related problems experienced by the people within and outside your company: your employees, customers and/or subscribers and business partners. Whether we're addressing today's problems, or preparing for tomorrow's service and support needs, SupportSoft's answer will always be: Problem Solved.

### Proactive, Web-based, Personalized Support

SupportSoft software provides for automated, end-to-end resolution of service and support problems. Our support automation products are based on industry-leading technologies for which we've already received five patents, and have four patents pending.

### All of our product suites are designed to deliver:

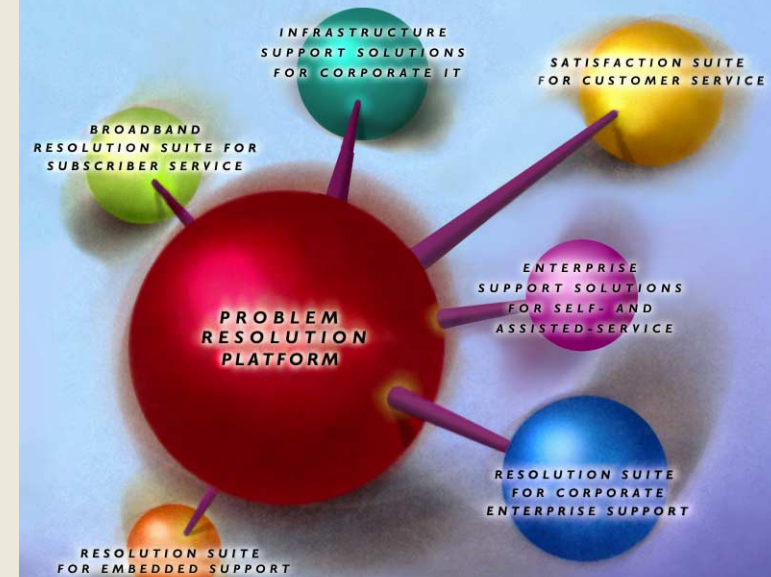
- **Proactive, Preemptive Support** that solves problems before user productivity is impaired. Our self-healing and mass-healing capabilities enable mission-critical applications to repair themselves, allowing complete problem avoidance.
- **Personalized Problem Resolution** via self-service or assisted-service — remotely, proactively and automatically. SupportSoft software guides the user or support representative to the right tools and resources for quick, efficient, personalized problem resolution.
- **Smart Support Delivery** improves assisted-service between any service or support provider and any user. No matter where the customer, partner or employee is located, information about the support request is used to connect the user to the appropriate support provider, whether the provider is around the corner or around the world.
- **Unparalleled Business Insight**, allowing you to identify and focus on your most pressing service and support issues. For example, with SupportSoft's Scorecard capability, you can analyze user request information, measure service performance and make adjustments to your support environment where needed, all in real-time.

**“SupportSoft complements our existing support toolset and improves our ability to keep a greater number of employees' personal computers up and running automatically, while maintaining a high level of consumer satisfaction and reducing our overall costs.”**

— Greg Lange, Global Support Services Product Manager, Global Business Services, The Procter & Gamble Company

## The Power to Solve Problems Better than Ever

All of SupportSoft's support automation products are designed using a common software architecture based on a set of patented technologies, called the Problem Resolution Platform. This powerful software platform is highly scalable, flexible and ready to be quickly configured to meet customer needs. No matter what the market requirements or end-customer, the common denominator in all SupportSoft solutions is our software's ability to solve problems — over the Internet, or if required, in a disconnected mode, anytime, anywhere.



All of SupportSoft's products are based on the Problem Resolution Platform, a set of patented, market-proven support automation technologies.

### SUPPORTSOFT PRODUCT LINE

**Resolution Suite™:** SupportSoft offers corporate enterprises an automated, fast, highly scalable and cost-efficient way to tackle the challenge of supporting employees and partners in today's technology-driven businesses. Across a wide range of enterprise technologies, the Resolution Suite reduces support costs, increases user productivity and helps IT departments scale their support capabilities to handle even the most demanding requirements.

**Enterprise Support Solutions:** Component products designed for the enterprise seeking a full support automation solution but needing a place to easily start, SupportSoft offers a set of individual solutions that combine analyst and employee functionality into one automated support approach. It starts with resolving user problems via self-service, and ends with analysts that are more empowered in their ability to quickly deliver effective, personalized support through assisted service technologies.

**Infrastructure Support Solutions:** SupportSoft products for infrastructure problem management include a set of component software solutions that provide proactive, automated problem resolution for critical parts of your IT infrastructure. They allow you to pinpoint essential information, provide management insights, respond to critical events and help reduce total cost of IT ownership (TCO) through asset discovery, security, release management and mass-healing technologies.

**Satisfaction Suite™:** The Satisfaction Suite empowers customers or partners to help themselves independently in a self-help environment, or through seamless escalation to assisted service. Whether your company serves a thousand customers or millions, the Satisfaction Suite can readily integrate into existing customer relationship management (CRM) systems to help you provide quick, accurate answers, increase satisfaction and improve customer retention.

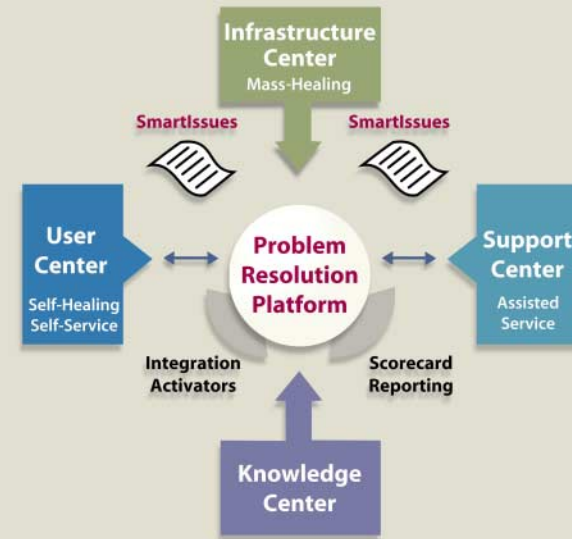
**Broadband Resolution Suite™:** Broadband service providers look to SupportSoft for a fully integrated, end-to-end solution that addresses all aspects of broadband service, from installation through ongoing support. In doing so, it helps providers reduce costs, increase customer satisfaction and rapidly scale their support and service capabilities. Proven to scale to meet the needs of millions of subscribers, SupportSoft's Broadband Resolution Suite is used by six of North America's eight top broadband service providers.

**Embedded Support:** SupportSoft technology helps providers of software applications, hardware and handheld devices (including those based on the PocketPC, RIM Blackberry, Microsoft Windows, and Palm OS platforms) add value to their products by embedding support automation capabilities directly into them. In addition, SupportSoft helps OEMs prepare to offer pervasive support for a connected world with a "support operating system" that can be deployed within enterprise software and a wide range of IP-based devices, from PDAs to mobile phones to medical equipment.



## The Problem Resolution Platform: Architected for Growth

Each of SupportSoft's solutions share a fundamental architecture, consisting of four product interfaces that together can be used to build a comprehensive, scalable and dynamic service and support framework. While the interfaces may vary in name and specific functionality based on the audience they serve, each shares in the technical virtues of SupportSoft's Problem Resolution Platform at the center of each solution. The Infrastructure Center, User Center, Support Center and Knowledge Center are the building blocks of a customized enterprise-wide solution that can meet your organization's specific needs.



*SupportSoft's Problem Resolution Platform provides the foundation for an end-to-end support solution that's personalized, Web-based, automated and context-sensitive.*

### Problem #684

#### THE PROBLEM

Lars is an engineer working on an oil rig off the coast of Newfoundland. One afternoon he received an email with the subject line "I love you." It can get lonely on an oil rig, so Lars opened it immediately. Unfortunately, rather than an email from an onshore sweetheart, "I love you" was really a computer virus containing a worm that automatically mailed itself to everyone in his email address book. His company's mail server was quickly overwhelmed by the dramatic increase in the volume of email. Thousands of employees were being affected as the virus spread throughout the company.

#### THE SOLUTION

The corporate IT department first sent an instant notification to the entire company, which popped up from Lars' taskbar and warned him not to open any further "I love you" emails. The IT department, using a point-and-click tool from SupportSoft, created an automated virus response called a SupportAction that detected the presence of the "I love you" worm on the PC and deleted the associated files. It then updated the virus definitions with the latest version. Every company PC was scanned, fixed and updated in short order — the perfect ending to a "love" story.

#### PROBLEM SOLVED.

### Problem Resolution Platform: The software engine that drives solutions and intelligent escalation

The Problem Resolution Platform is the single point of integration for all user support, no matter where users may be. It's the place where users can connect with the right tools, information resources and people that best address their personal support needs.

Using SupportSoft's patented SmartIssue™ technology, the Problem Resolution Platform captures the data most relevant to the user's problem, speeding resolution. In addressing each support transaction, it creates a rich repository of all SmartIssue information. This in turn helps the Resolution Suite's Scorecard create management reports that transform the same information into actionable insight.

In addition, the Problem Resolution Platform can extend the value of investments your company has already made in enterprise applications, feeding information into call-tracking systems to automatically populate trouble tickets.

### User Center: Power to the people

The SupportSoft User Center™ is a critical tool for any enterprise that wants to reduce the number of support calls, shorten call length and increase user satisfaction.

It empowers users to help themselves, quickly and efficiently, with automated capabilities that include:

- **Self-Service**, through a suite of components that helps users solve their own problems quickly and easily, whether connected to or disconnected from the web.
- **Seamless Escalation**, for users who still require assistance from a support professional after attempting self-service.
- **A Single View of Support**, with a single location for users to request, receive and track all of their support needs.
- **The Right Answer at the Right Time**, delivered in the proper context.

### Support Center: Configurable for maximum management productivity

The SupportSoft Support Center™ gives support analysts a comprehensive set of tools and capabilities for providing online assisted support to users. It helps them collaborate and communicate so end-user problems can be solved faster, and analysts can work with greater productivity.

Using the Support Center, IT managers can use a point-and-click interface to configure the support environment for each analyst level (i.e. Tier One, Two or Three), putting only the right tools at the right set of fingertips, ranging from context-sensitive, online assisted service to user-initiated, permission-based remote control.

### Infrastructure Center: The pillar that supports the enterprise

The SupportSoft Infrastructure Center™ assists your IT organization with the complex task of managing myriad technologies and related issues across even the largest enterprise. It enables "one-to-many" mass-healing solutions, whether the need is to quickly deliver resolutions to problems such as bug fixes across thousands of desktops or assess the inventory and value of your IT assets.

### Knowledge Center: The source for today's support answers, and new answers to come

The SupportSoft Knowledge Center™ helps you accommodate a growing number of users in two ways: by automatic problem resolution with SupportActions™, and by providing integrated knowledge authoring tools that allow your IT staff to quickly and easily create, update, manage and publish content. Put simply, SupportSoft provides knowledge optimization, a new solutions category that goes well beyond traditional knowledge management because it provides highly personalized and automated resolution to problems — not a lengthy list of static "answers" that can often be irrelevant to the user's problem or question. Knowledge optimization helps IT organizations keep the real knowledge in — while eliminating as much management as possible.

A SupportAction automates resolution for common support problems quickly and easily. SupportActions can solve a wide range of support issues; for example, after

a user finds a precise answer to a personal question via self-service, a SupportAction can provide "one-click-fix" automatic resolution. A SupportAction can also bring mass-healing, such as updating a virus protection software application, across multiple desktops at once. One-to-one or one-to-many, SupportActions can often solve problems before they occur.

In addition to helping create and execute SupportActions, the Knowledge Center allows you to easily update knowledgebases for user or analyst reference. SupportSoft's knowledge authoring capabilities include:

- **Integrated Knowledge Authoring**, allowing the IT department to handle up-to-the-minute support issues in real-time, quickly and effectively, helping to reduce call spikes or eliminate calls altogether.
- **Template Driven Content Authoring**, so your IT department can focus on the information that will solve end-users' problems, without having to worry about its look-and-feel. Built-in workflow, spellcheck and WYSIWYG editing capabilities simplify the process.
- **Powerful Point-and-Click Authoring Capabilities** that minimize the need for complicated scripting. This helps the support organization provide solutions more quickly, with less up-front training.
- **Easily Personalized Solutions**, based on the Knowledge Center's flexibility, extensibility and ability to handle multiple programming languages.

## Problem #2085

### THE PROBLEM

Sandy, a salesperson for a Fortune 500 company, just arrived at her hotel. She wanted to download the latest customer presentation before meeting her client for the dinner that would close the deal she had been working on for months. Using her laptop, Sandy could dial up, but her connection was refused repeatedly. Frustrated, she changed her network settings, but only made the problem worse; now she couldn't even get the modem to dial. Everything had worked fine just a few days before — what happened?

### THE SOLUTION

On the desktop of her laptop Sandy desperately clicked on the button for "Disconnected Support" to get help. She noticed that there had been some changes to her network settings since two weeks ago, so she repaired them with the simple click of one button using SupportSoft's self-healing feature. Sandy's next attempt to dial in was successful and she downloaded the customer presentation she needed. Equally important, the presentation helped her close the deal!

### PROBLEM SOLVED.

## SupportSoft problem management and problem resolution products: Flexibility to meet specialized enterprise needs

Your organization may want to start its support automation initiative with SupportSoft software that addresses specific enterprise problems or urgent business requirements. If so, SupportSoft gives you individual product options today that will easily let you grow into a comprehensive support automation suite tomorrow. These products include:

### INFRASTRUCTURE SUPPORT SOLUTIONS FOR PROBLEM MANAGEMENT

SupportSoft's proactive capabilities, including self-healing and mass-healing, enable IT infrastructure managers to focus on strategic opportunities within the enterprise. The SupportSoft infrastructure support products enable system healing, better asset management and rapid recovery from security breaches. These can translate into increased system uptime, improved service levels and enhanced return on IT investments. Infrastructure support products include:

- **Auto Discovery and Metering™** addresses the critical need for an IT organization to know what specific software and hardware is present inside their company. SupportSoft's Auto Discovery and Metering can help you quickly gain control of your desktop, laptop and server assets. You can make decisions regarding software licensing, OS upgrades, IT planning and patch

levels. Whether planning a software migration, checking for license compliance or budgeting for the year, a reliable inventory of your IT assets can accurately identify where you are over invested and where you need to invest more, giving you essential insights into total cost of ownership.

- **Auto Release and Resolve™** makes it easy for IT to gain control of, and proactively manage, the end-user desktop software environment to reduce TCO and ensure a secure, problem-free end-user experience. It manages the process of delivering updates to end-users' desktops, laptops and remote devices quickly and securely, giving IT administrators the ability to schedule and automate the updating of different forms of software content, including:
  - New application versions
  - Patches
  - Virus signature updates
  - Updates to content
  - Changes in registry settings
  - Entire system replication

Auto Release and Resolve also allows the IT administrator to obtain information about existing user environments to ensure that an update will be successful. It lets resource requirements be checked, updates initiated, and provides application protection before and after updating, with an "Undo" option if the update fails.

**Auto Secure and Recover™** allows you to get the enterprise back to work quickly after a virus attack with automatic deployment of virus updates across thousands of desktops. With SupportSoft's mass-healing technology you can eradicate viruses without time-intensive scripting or desk-side visits. It integrates easily with leading antivirus products, adding fast, automated mass-healing capabilities to their real-time virus detection and advanced scanning engines. Auto Secure and Recover also provides a preventive measure, allowing you to automatically scan and identify hidden viruses on desktops and eliminate them, without interrupting user productivity. Using SupportSoft SupportActions for self-healing problem resolution, actions can be planned, scheduled and deployed automatically to a user, group, department or entire organization.

### ENTERPRISE SUPPORT SOLUTIONS FOR PROBLEM RESOLUTION

SupportSoft enables employee self-service as well as allowing help desk analysts to more rapidly and accurately respond to support issues. SupportSoft knowledge optimization products can deliver personalized answers based on the specific system environment of the user asking the question. In addition, they can deliver automated resolution to their support problems. In all cases, each component product is designed to work together and provide a stepping stone toward a complete support automation solution with SupportSoft's Resolution Suite software. Solutions include:

- **Employee Knowledge Center™** is a knowledge optimization solution that empowers users to help themselves with fast, effective self-service that reduces call center volumes and adds precious time back into employee productivity. Optimized specifically for a service and support environment, it consists of a knowledgebase that can be searched anytime, anywhere via the Web to provide assistance in the form of "how-to" articles, as well as provide for personalized results and automated resolution.
- **Analyst Knowledge Center™** is a complete knowledge optimization solution designed to meet the specific needs of support professionals. It provides fast access to an analyst support knowledgebase, to help answer callers' questions with greater speed and accuracy. Helping to reduce call times and boost analyst productivity, the Analyst Knowledge Center provides for automated solutions that accelerate problem resolution by eliminating manual processes, and personalization for more accurate answers based on the end-user computer environment. Lastly, the support organization is provided with easy-to-use authoring tools and built-in publishing workflow, so

that new content can be added to the knowledgebase for timely delivery of new answers to user problems.

- **Remote Assistant™** lowers support costs and improves productivity by allowing a support analyst to take control of a user's system with their permission, without the need for installing specialized software. Remote Assistant can speed resolution in instances when it's simply faster for the analyst to directly solve the problem, instead of coaching the user through the steps via telephone, especially since Remote Assistant can automatically diagnose the specific characteristics of a user's system.
- **Request, Resolve and Notify™** responds to one of the most common user questions of IT management, the status of their request for help with a technical problem. Request, Resolve and Notify answers the status question and more, by automatically providing a resolution to the user's problem and notifying them via email on how to execute a "one-click-fix."
- **Mobile Device Assistant™** lets users help themselves with fast, effective offline self-service that reduces help desk volumes and can improve the productivity of a mobile workforce. It supports popular handheld operating systems such as Palm, Microsoft Pocket PC and RIM Blackberry, as well as Microsoft Windows.

SupportSoft can embed problem resolution into your laptop computer or other mobile device with onboard self-service knowledge management that is:

- Efficient and effective in resolving problems
- Fast and accurate, to exceed user expectations
- Easily integrated into existing enterprise mobile devices and computing platforms

## SUPPORTSOFT GLOBAL SERVICES PROFESSIONALS ENSURE YOUR SUCCESS

Our Global Services team is a professional engineering organization offering the skills and experience to ensure the successful deployment of SupportSoft software. SupportSoft Global Services has a proven track record of successful software deployment in numerous industries, ranging from manufacturing and high tech, to financial services and broadband service providers.

Our Global Services customer offering begins with the talents of its people who are ably supported with tools and online forums to provide timely customer access to information. Customers are always connected with Expert Exchange, a customer service portal where technical questions can be answered around the clock, while the SupportSoft User Group program provides a regular forum where customers can meet to speak with and learn from their peers.

## About SupportSoft

SupportSoft (Nasdaq: SPRT) is the world's leading provider of support automation software. SupportSoft's patented software platform allows businesses to automate and personalize the support they provide to their customers, partners and employees, helping them reduce costs and drive user satisfaction. Global 2000 companies using SupportSoft's software include corporate enterprises like GE, Cisco Systems, BT and Schlumberger, plus OEMs and service providers like IBM, Sony, CSC and BellSouth. SupportSoft has offices worldwide.

To find out more about how SupportSoft solutions can help you increase employee productivity, enhance customer satisfaction, improve customer retention, optimize your infrastructure and lower service and support costs, please visit [www.supportsoft.com](http://www.supportsoft.com).

**"Leading technologies, like SupportSoft's, help multi-national corporations face the challenge of managing their complex computing environments and changing IT environments."**

—Harry Harji, Vice President  
Schlumberger Network Solutions

## The Global Leader

SupportSoft is a recognized market leader in solving large, complex support automation challenges. Our award-winning technology helps one-fourth of the Fortune 50 companies, and six of the top eight North American broadband service providers, run their businesses better. We can help your company to accomplish three essential business goals:

- **Deliver excellent support** to both internal and external users, fostering high levels of customer satisfaction and loyalty
- **Allow the support infrastructure to easily scale** to accommodate millions of users
- **Significantly reduce the costs** of providing service and support

And we can help you achieve these goals worldwide. SupportSoft is available in ten languages (German, French, Spanish, Japanese, Korean, Simplified Chinese, Traditional Chinese, Portuguese, Dutch and English). Today, we're helping many multinational organizations conduct business in a globally consistent manner, as well as introducing local businesses throughout the world to the benefits of support automation in their native language.

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SupportSoft, Resolution Suite, SmartIssue, SupportAction, SmartResult System, Problem Resolution Platform, Satisfaction Suite, Broadband Resolution Suite, User Center, Support Center, Knowledge Center, Infrastructure Center, Auto Discovery and Metering, Auto Release and Resolve, Auto Secure and Recover, Employee Knowledge Center, Analyst Knowledge Center, Remote Assistant, Request, Resolve and Notify, Mobile Device Assistant, all product names, service names and related logos or slogans are registered trademarks or trademarks of SupportSoft, Inc. All other company, product or service names referenced in this literature are used for identification purposes only and may be trademarks of their respective owners.

