Mapping a Support Solution
Sunny Singh, Accelerated Value Leader

Meet Sunny

As an Information Management Accelerated Value Leader, Sunny Singh brings a wealth of experience and aptitude for cross-cultural communication to proactively provide effective solutions for his clients. Sunny's access to world-wide teams and resources makes him a critical contributor to his clients' software success.

> "Sunny took his client from a critical situation to being fully production-ready."

Outside of IBM, Sunny devotes his time to travelling throughout the world. Together with his family, Sunny has explored Asia, Europe and the Americas. Travel enables him to better understand our interconnected world, enabling him to map out a strategic path for optimal performance.

How Sunny drove collaboration to solve a transaction issue

When a financial services client hit a roadblock during the migration of their acquisition data, Sunny was able to engage immediately.

As a key member of the client's team, Sunny understood their complex IT environment and put them back on track to meet their deployment date. Sunny quickly pulled together a diverse set of IBM skills from Development, Engineering and Quality Assurance to provide a code fix on a time-sensitive deadline.

Sunny took his client from a critical situation to being fully production-ready, enabling them to continue their system migration. Through Sunny's leadership efforts, the client was able to:

- Successfully meet their acquisition integration deadline
- Successfully process client transactions and return to full business operations
- Avoid lengthy downtime and potential revenue loss

Sunny's Approach
Mapping it out for the client

Sunny strongly believes that the key to great client support and a quality resolution is a thorough understanding of the clients' perspective and desired result. He gains this understanding by systematically gathering information to identify root causes to make timely and effective decisions and maps out the route to a solution.

Sunny's Philosophy
Communicate for success

Sunny understands that he must be an advocate for his clients, communicating their needs to fellow IBM teams to navigate a shared outcome. By keeping the client in the loop throughout the support process, Sunny instills confidence that he can proactively guide clients through complex scenarios to better enable their innovative use of IBM Software.

> "Sunny understands that he must be an **advocate** for his clients."

Sunny's Background

Sunny's comprehensive background has given him a winning edge. His career began with a Bachelor of Science degree in Electrical engineering and an MBA in Management Information Systems & International Business. He combines over 18 years of consulting, project management and engineering experience with a knack for building relationships with his clients, making him an outstanding Support representative. Today as an Accelerated Value Leader of over ten years, Sunny provides proactive support assistance with a high level of understanding of his clients' business environment.

Hobbies

When he's not focused on his clients, Sunny travels to remarkable destinations with his family, visiting three of seven continents during their world wide travels. Sunny has explored Asia, Europe, and South America with memorable stops in India, Nepal, Italy, England, Mexico, and the Cayman and the British Virgin Islands.

Sunny finds it rewarding to teach his children about different cultures, an interest that he applies to his Support career as well. He stresses the importance of cross-cultural communication both while travelling, and while providing Support solutions for his worldwide clients.

IBM Software Accelerated Value Program

IBM Software Accelerated Value Program goes beyond standard support providing long-term, proactive technical help and advice. Acting as a single point of contact, an Accelerated Value Leader helps clients manage issues and avoid risk. You can trust that getting expert advice will result in significant cost savings and fewer issues with faster time to resolution, increasing the productivity of your support staff and giving you the ability to proactively manage your data environment. For more information, visit our Software Accelerated Value Program website at: **ibm.com**/software/support/acceleratedvalue/

IBM InfoSphere Information Server

Visit the InfoSphere website for more information.