



PREMIER SUPPORT SERVICES PROGRAM DESCRIPTION

Re: Microsoft Premier Support Services

Dear **Michael Freedman**

Microsoft is pleased to provide the following information regarding its Premier Support Services offering to assist **Israel Land Authority** in making a determination relative to a Sole Source justification. “Premier” is Microsoft’s primary enterprise-level product support offering.

Microsoft Premier Support Services as an integrated offering is performed only by Microsoft Corporation or its affiliates (including full time employees and contingent staff under Microsoft’s direction), even in those circumstances where it is sold through a reseller. The integrated Premier Support Services offering includes all of the components described below:

Key Elements of Microsoft Integrated Premier Support Services

Direct, expedient and unique access to Microsoft software developers and source code for current and future products enabling (a) specialized insight into the architecture of current solutions that can facilitate smooth migrations to existing and future unreleased products/versions; (b) quick and comprehensive resolution of product support, trouble-shooting and hot-fix type issues; and (c) immediate and focused technology feedback link between our customers and the Microsoft product development teams to help shape the direction, features and functionality of future products;

Specialized training of Microsoft personnel from Microsoft product development teams on how enterprise customers can best plan for, deploy, manage and maximize productivity of existing and future Microsoft products;

Support Account Management from an assigned Microsoft Technical Account Manager which helps to build and maintain relationships with your management and service delivery staff and helps you arrange each element of the Premier Support to assist you with your business requirements;

Premier Specialized Workshops which help you prevent problems, increase system availability and assist with creating products and solutions based on Microsoft technologies;



Premier Problem Resolution Support provides assistance for problems with specific symptoms encountered while using Microsoft products, where there is a reasonable expectation that the problem is caused by Microsoft products;

Premier Support Assistance provides short-term advice and guidance for problems not covered with Problem Resolution Service as well as requests for consultative assistance for design, development and deployment issues; and.

Information Services provide your staff with the latest knowledge on Microsoft technologies to enhance your in-house support capabilities.

- a. Premier online website. The Premier online website provides access to the following information resources at no additional charge:
 - Regularly updated product news flashes documenting key support and operational information about Microsoft products.
 - Critical problem alerts notifying you of potentially high-impact problems.
 - Web response tool for submitting and checking the status of support incidents.
 - Microsoft Knowledge Base of technical articles and troubleshooting tools and guides.

While third-party providers may offer and perform certain individual components of Premier, they can only offer on a resale basis Premier Support Services that can only be performed by Microsoft Corporation or its affiliates.

In addition, Microsoft may use outsourced service providers or contractors to perform specific tasks or activities in relation to the Premier Support Services offering; however, those outsourced service providers or contractors would not be able to perform those tasks or activities independently from Microsoft guidance, direction or without access to Premier offering key components of which Microsoft is the only direct provider.

Should you have any questions concerning this letter, please do not hesitate to contact me.

Sincerely,
Nir Alfandary
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DocuSigned by:
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