



DATASHEET

Technical Account Managers Datasheet

Technical Account Management

Fortra's Technical Account Management (TAM) program proactively identifies your evolving needs and helps you optimize solutions to deliver exceptional value to your organization.

TAM pairs you with a dedicated Fortra product specialist committed to helping you unlock the full value of your Fortra investment. This program delivers a personalized, long-term partnership built on deep insight into your environment, enabling proactive guidance and meaningful outcomes.

With each Technical Account Manager supporting only a select number of customers, you gain high-touch, consistent expertise from someone who understands your operational landscape and security priorities while focused on driving your success.

Key Benefits

Trusted Strategic Partner

TAM functions as a technical advisor who deeply understands your environment, architecture, and business objectives. Instead of reacting to issues, TAM proactively aligns with technology decisions with strategic goals. This allows your organization to plan, reduce risk, and maximize the value of your investments.

Enhanced Support Collaboration

Maintaining close, ongoing alignment with Support teams, TAM monitors trends, recurring issues, and systemic risks. This enables faster escalation of critical issues and improved communication across teams. Your organization will benefit from clearer visibility, fewer handoffs, and more coordinated experiences should issues arise.

PRODUCT SUMMARY

With TAM, you receive direct access to Technical Account Managers who work with a limited set of customers, ensuring high-touch support and consistent expertise from someone dedicated to your success.

Technical Account Managers give you:

- Support to gain the most from your Fortra solutions
- Access that is fast, dedicated, and knowledgeable
- Management that delivers hassle-free resolution of all your support issues

Proactive Cybersecurity Engagement

Through regular health checks, environment reviews, and risk assessments, TAM helps you strengthen your overall security posture. TAM will provide guidance on patching, upgrades, configuration of best practices, and emerging threats. This proactive approach supports compliance efforts and helps organizations stay ahead of security risks rather than reacting after incidents occur.

Customer Advocacy

As your internal advocate, TAM ensures your needs and priorities are clearly understood across Support, Product, and Engineering teams. TAM helps with prioritization, roadmap discussions, and resolution strategies.

Clear, Aligned Roles

A well-defined engagement model ensures seamless coverage without duplication or gaps:

- **Customer Success Manager:** Owns relationship, success metrics, and business outcomes
- **Technical Account Manager:** Provides technical guidance, proactive planning, and advocacy
- **Support:** Focuses on reactive case resolution

Together, these aligned roles deliver a cohesive, end-to-end customer experience.

Structured Engagement Model

Engagements follow a consistent, repeatable framework that includes scheduled success planning sessions, security-focused reviews, and regular alignment checks. Through this structure, you gain ongoing achievement of goals while safeguarding compliance, performance, and security.

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About Fortra

Fortra provides advanced offensive and defensive security solutions that deliver comprehensive protection across the cyber kill chain. With complete visibility across the attack chain, access to threat intelligence spanning the globe, and flexible solution delivery, Fortra customers can anticipate criminal behavior and strengthen their defenses in real time. Break the chain at fortra.com.