



cloud bridge

Elevate

Partner-Led Support

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1 Overview

Cloud Bridge's **Elevate Premium Support** is designed to go beyond AWS's standard support by delivering personalized, context-aware, and value-driven assistance. As an **AWS MSP Competency Holder**, we bring deep expertise and proactive solutions to optimize your cloud operations. Our support model ensures you achieve the maximum impact and reliability from your AWS environment, meeting the demands of production workloads with a partner-focused approach.

Elevate Premium Support is Cloud Bridge's Partner-Led Support (PLS) offering. PLS allows us to offer high quality support, leveraging specialised tooling and knowledge built on the experience of AWS Support. PLS is a substitute for other forms of direct AWS support, such as Business and Enterprise.

Important Note: Cloud Bridge must be your billing partner for us to be able to offer PLS support.

2 Scope of Management

Partner-Led Support offers a range of features designed to keep your environment secure, cost-efficient, and well-architected. Here are the core benefits of Partner-Led Support:

- **24/7 Context-Aware Technical Support:** Access to AWS-certified experts around the clock, ensuring swift and relevant resolutions tailored to your workloads.
- **15-Minute SLA on Critical Incidents:** Immediate prioritisation of critical issues to minimise downtime and maintain operational stability.
- **Proactive Monitoring:** Availability monitoring of critical production workloads using CloudWatch, enabling pre-emptive responses to issues before they escalate.
- **Backup Success/Failure Monitoring:** Ensure data resilience with comprehensive tracking of backup job success and failures.
- **Technical Account Manager (TAM):** Personalised guidance, workload optimisation, and regular strategic sessions tailored to your business objectives.
- **Billing Support and Cost Optimisation:** Simplify cloud cost management with expert recommendations, monthly billing reviews, and access to AWS cost-saving tools like AWS Cost Explorer.
- **Well-Architected Reviews and Compliance:** Regular reviews based on the AWS Well-Architected Framework, along with annual security compliance reporting.
- **Self-Service Tools:** Access to tools like AWS Trusted Advisor for optimising infrastructure and AWS Personal Health Dashboard for personalised health alerts.

2.1 Why Choose Partner-Led Support?

While AWS Direct Support offers strong capabilities, our Partner-Led Support takes it a step further with a more personal touch and strategic focus on your unique needs. Here's how we add value beyond standard support features:

Key Features & Value-Added Benefits

- **Custom Proactive Alerts:** Tailored notifications about AWS updates that impact your workloads.
- **Critical Incident Response:** 24/7 immediate action on production-impacting issues.
- **Value-added Extras:** Including annual security compliance and posture review, and availability monitoring.

- **Custom Support Playbooks:** Optimised incident response and operations.
- **Discounts:** Receive discounts on other popular services.

Replacing Your Existing Support Plan

Partner-Led Support **replaces any existing AWS Business or other support plan** you currently have. It provides a robust, personalised reactive support service that meets and exceeds your support requirements, while also ensuring compliance with requirements for AWS Enterprise Discount Program (EDP)/ Private Pricing Agreement (PPA). If your organisation has or is considering an EDP/PPA, Partner Led Support or Direct Enterprise Support is a mandatory requirement.

A Cost-Effective Alternative to Direct Enterprise Support

Our Partner-Led Support can also be a **more cost-effective option** compared to purchasing AWS Enterprise Support directly, without compromising on quality. By leveraging our personalised approach and dedicated team, you benefit from cost savings along with the same high level of response availability and proactive support features.

Our Partner Led Support has no minimum charge, whereas Direct Enterprise Support carries a \$15,000 minimum fee.

A Reactive Support Offering (Not a Managed Service)

It's important to note that Partner-Led Enterprise Support is a **reactive support offering**, not a managed service. We focus on providing timely assistance when issues arise, guiding your teams with expert advice and tailored recommendations. We are here to support you through incidents, architectural reviews, billing guidance, and proactive checks, but we do not operate or manage workloads on your behalf as a managed service provider would.

Whilst there are some proactive value-add features, this is not a full managed service and support is provided in an advisory "hands off" capacity.

3 Service Detail

3.1 24/7 Context-Aware Technical Support

Around-the-clock access to AWS-certified experts who understand your environment and workloads. Assistance includes issue resolution, technical guidance, and troubleshooting.

Limited to workloads under active support and within an AWS account enrolled to service.

Note: you must notify us of any new accounts that are created and require enrolment in support.

3.2 15-Minute SLA on Critical Incidents

Critical incidents receive a guaranteed response time of 15 minutes to minimise business disruption.

- Applies only to **production workloads** tagged as CBElevatePremiumSupport.
- Limited to **critical applications and infrastructure** affecting business operations directly.
- Non-critical issues are subject to standard SLA times (e.g., 30-minute response for high priority).
- It is the customer's responsibility to ensure that eligible workloads are tagged with the correct value.

3.3 Proactive Monitoring

Continuous monitoring of critical production workloads via CloudWatch to detect and address issues proactively.

- Monitoring is limited to resources explicitly tagged with CBElevatePremiumSupport.
- Covers **critical production workloads only**; development and staging environments are excluded.
- Alerts and responses are based on CloudWatch configurations and may require customer participation for setup.

See [Appendix – Standard Cloud Watch Alarms](#) for specific alarms monitored.

3.4 Backup Success/Failure Monitoring

Comprehensive tracking of AWS backup jobs to ensure successful backups and identify failures promptly.

- Limited to AWS backup jobs configured for **production workloads tagged as ElevatePremiumSupport**.
- Regular updates on backup statuses will require the customer to maintain proper tagging and AWS Backup configurations.

See [Appendix –AWS Backup Cloud Watch Alarms](#) for specific alarms monitored.

3.5 Technical Account Manager (TAM)

A dedicated TAM provides personalized guidance, best practices, and strategic insights.

TAM hours are allocated based on monthly AWS consumption:

- < \$10k/month: 1 hour per quarter.
- \$10k–\$100k/month: 2 hours per quarter.
- > \$100k/month: 4 hours per quarter.

Additional TAM hours are available upon request at an additional cost.

TAM sessions must be scheduled at least 2 weeks in advance.

3.6 Well-Architected Reviews

Regular reviews based on the AWS Well-Architected Framework to assess workload efficiency, reliability, and security.

- Reviews are contingent on **AWS approval** of scoped workloads.
- Customers are eligible for one review per scoped workload per year.
- Additional reviews are subject to availability and pricing.

3.7 Security Reviews

An annual security compliance and posture review is included to ensure alignment with best practices and compliance requirements.

- Limited to **one review per year** upon customer request.
- Additional security reviews are available at an extra cost, subject to request and scope agreement.
- Customers are responsible for implementing recommendations to maintain compliance.
- Security review is only performed on accounts enrolled into PLS.

3.8 Self-Service Tools

Access to AWS self-service tools like **AWS Trusted Advisor** for optimisation insights and **AWS Personal Health Dashboard** for alerts.

- Full access to **Trusted Advisor checks** included in Elevate for all in-scope accounts.
- Customers can view the full set of Trusted Advisor checks [here](#).

4 Service Exclusions

To maintain focus, the following areas are outside the scope of Elevate Premium Support but can be addressed via tailored statements of work (SOWs) or our other Managed Service offerings:

- Customer-managed application support.
- Database administration tasks like performance tuning.
- Architectural redesigns or new infrastructure implementations.
- Routine system administration tasks.

5 Customer Responsibilities

- **Engagement and Feedback:** Collaborate with your dedicated account manager by providing necessary access, timely feedback, and specific requirements to help us refine and optimise our service delivery.
- **Compliance with Guidelines:** Adhere to the recommended practices and changes advised through regular reviews and health checks to maintain system integrity and compliance.
- **Tagging:** Ensure resources are tagged with the correct tag so they are picked up for critical workload monitoring and backup notifications.
- **Authorised Persons:** Provide us with up-to-date contacts of authorised persons, including out of hours contacts.
- **New Account Creation:** Notify us of any new AWS accounts that need to be enrolled to PLS. Preferably before account creation, or any production workload is deployed to allow time for the account to be onboarded.

6 Onboarding

The onboarding process for **Cloud Bridge Elevate Premium Support** is designed to be seamless, efficient, and transparent, ensuring minimal disruption to your operations while fully integrating your accounts into our support framework. This process ensures you quickly begin benefiting from our enhanced support features.

6.1 Initial Engagement

Kick-off Meeting: A dedicated onboarding manager will be assigned to you to discuss your business needs, workload priorities, and expectations from the support service.

Information Gathering: We'll work with your team to collect the necessary details, including:

- **Payer Account IDs:** Identifying the main accounts responsible for billing.
- **Linked Account IDs:** Listing all linked accounts to be included in the support plan.
- **Existing Workload Details:** Understanding your production environments, critical workloads, and backup strategies.

6.2 Account Validation

Review of Account Structure: Our team will validate and confirm the list of AWS accounts to ensure full coverage and alignment with your operational structure.

Security and Access Setup: We'll assist you in configuring necessary permissions and secure access to enable effective support and monitoring.

6.3 Configuration and Alignment

Support Integration: We'll integrate your accounts into our **support desk**, ensuring all incident and service requests can be logged seamlessly through email, phone, or the Cloud Bridge web portal.

CloudWatch Monitoring Setup: Critical workloads will be configured with custom monitoring and alerting to enable proactive support.

Backup Monitoring Configuration: AWS backup jobs will be configured for success and failure tracking.

6.4 Activation and Go-Live

Activation Timeline: Support coverage will become active based on the submission date of your onboarding request:

- **Requests Submitted by the 20th of the Month:** Effective on the 1st of the following month.
- **Requests Submitted After the 20th of the Month:** Effective on the 1st of the second subsequent month.
- *Example:* A request submitted on December 19th will be active on January 1st. A request submitted on December 21st will be active on February 1st.

7 Service Management

Our service management approach ensures a seamless, efficient, and effective operation of the Elevate Premium Support service. We provide a service manager who acts as your primary point of contact. This manager is responsible for overseeing the delivery of services, managing the service relationship, and ensuring that the service aligns with your strategic business objectives. Regular service reviews are conducted to discuss service performance, upcoming changes, and continual improvement opportunities.

8 Incident, Request and Problem Management

8.1 Incident Management

Our incident management process is designed to respond swiftly to security incidents to minimise impact and restore normal service operation as quickly as possible. When an incident occurs, it is immediately logged, categorised, and escalated according to its severity in line with SLA. Our team provides regular updates throughout the incident lifecycle, from identification to resolution, ensuring you are always informed.

Tickets are raised through the following methods:

- Email: support@Cloud-Bridge.co.uk
- OOH case logging phone number: 01628 965200
- Cloud Bridge Web Portal: <https://cloudservices-support.zendesk.com/hc/en-gb>
- Chat via Cloud Bridge Web Portal: <https://cloudservices-support.zendesk.com/hc/en-gb>
- Automated email alerts: support@Cloud-Bridge.co.uk

9 Service SLAs

The priority levels which drive the SLA's are based on the impact to the business and its users. Our flexible approach allows us to operate the same level of service and meet the agreed SLA's for cases logged inside and outside of standard UK working hours.

Our standard SLA's can be seen below as an example but agreed SLA's for customers requiring 24x7 support, consisting of either case logging or incident response and fix solutions can be implemented.

We will respond to any call-based escalation and the call will be logged and escalated accordingly. The SLA goal is for all tickets to be logged within 15 minutes and to have an engineer working on an incident/Request or Problem within 1hr of the initial call or alert being raised according to the agreed support hours.

	Incident	Request	Problem
Ticket Logged	15 mins	15 mins	
Engineer Response: Urgent	15 mins	15 mins	1 hr Updates
Engineer Response: High	1 hr	1 hr	2 hr Updates
Engineer Response: Medium	4 hr	4 hr	4 hr Updates
Engineer Response: Low	12 hr	12 hr	12 hr Updates

Priority Level / Name	Description
Urgent	A service / system which is critical for day-to-day operations is unavailable. A significant number of staff members are not able to perform their functions. The incident affects a large number of customers. The incident has the potential for major financial loss or damage to the organisation's reputation.

High	One or more departments is affected. A service / system which is significant for day-to-day operations is unavailable. The incident's sphere of impact is expanding rapidly, or quick action may make it possible to limit its scope. Financial loss and damage to the organisation's reputation are possible. Time-sensitive work or customer actions are affected. The incident affects high-status individuals or organisations (i.e., upper management or major clients).
Medium	Only a small number of users are affected. None of the services lost are critical. Financial loss and damage to the organisation's reputation are limited in scope.
Low	The effects of the incident appear to be stable. Affected services are optional and used infrequently. Important or time-sensitive work is not affected. No critical services are involved, and there is little or no potential for financial loss or loss of reputation.

9.1 Escalation

For all technical related matters, the support team have clear escalation routes to their higher-level technical colleagues and also to our 3rd party suppliers with whom we have underpinning support contracts in place.

Escalation routes and contact numbers for any issues the customer feels are not being progressed in line with their expectations will be provided to all customers and this will give them access to the Cloud Bridge management team within and outside of normal working hours.

9.2 AWS Compute Service Level Agreement

AWS will use commercially reasonable efforts to make the Included Services each available for each AWS region with a Monthly Uptime Percentage of at least 99.99%, in each case during any monthly billing cycle (the "Service Commitment"). In the event any of the Included Services do not meet the Service Commitment, you will be eligible to receive a Service Credit

Service Credits are calculated as a percentage of the total charges paid by you (excluding one-time payments such as upfront payments made for Reserved Instances) for the individual Included Service in the affected AWS region for the monthly billing cycle in which the Unavailability occurred in accordance with the details found via the following link:

<https://aws.amazon.com/compute/sla/>

10 Appendix – Standard Cloud Watch Alarms

Service	Check	Alert Criteria
EC2	StatusCheckFailed_System	Alert on failure
EC2	StatusCheckFailed_Instance	Alert on failure
EC2	CPUCreditBalance	Alert on balance drop below 20
Autoscaling group	GroupInServiceInstances	Alert if group drops to zero (adjustable based on healthy/unhealthy host count)
RDS Instances	FreeLocalStorage	Trigger an alarm if free storage space drops below X GB for 10 minutes
ELB	HealthyHostCount	Trigger an alarm if healthy host count drops below X

11 Appendix – AWS Backup Cloud Watch Alarms

Service	Check	Notification Criteria
AWS Backup	NumberOfBackupJobsFailed	The number of backup jobs with status of Failed.
	NumberOfCopyJobsFailed	The number of cross-account and cross-Region copy jobs that AWS Backup attempted but could not complete.