

SUCCESS OFFERINGS • ENTERPRISE

TECHNICAL ACCOUNT MANAGERS

YOUR DEDICATED TECHNICAL PARTNER FOR LASTING SUCCESS

Technology delivers its full value only when an expert who knows your organization is guiding it. ImageTrend's Technical Account Managers (TAMs) are dedicated technical partners who help you adopt, optimize, and get more from your ImageTrend solutions — so every investment moves your mission forward. Available with a Signature Enterprise Success Offering, a TAM puts a proactive expert in your corner, not just a support line to call when something breaks.

The TAM difference

- **Dedicated focus.** Each TAM partners with just 10–13 organizations — so you're known, not one of hundreds in a queue.
- **A weekly cadence.** Standing weekly touchpoints keep your projects, initiatives, and planning moving forward.
- **Built around you.** Every engagement is tailored to your goals — no cookie-cutter checklists, just the guidance your organization actually needs.

TAM or CSM — what's the difference?

Your **Customer Success Manager (CSM)** is your relationship point of contact after the sale, supporting renewals, contracts, and account questions across your journey from go-live to renewal. Your **Technical Account Manager (TAM)** is your technical advisor, providing ongoing, scheduled guidance on how to adopt, optimize, and get the most from your solutions. The CSM keeps you connected; the TAM helps you go further, faster.

What your TAM delivers

- **Strategic partnership** — More than an account manager, your TAM is immersed in your objectives and challenges to align ImageTrend solutions with your long-term vision.
- **Recurring touchpoints** — A consistent weekly meeting cadence to drive your projects, initiatives, and future planning.
- **System optimization guidance** — Your TAM reviews how your system is used, pinpoints opportunities to improve, and builds an optimization plan through a regular Adoption Checkup.
- **Product adoption guidance** — Hands-on guidance that helps your team embrace new features and realize the full value of the platform.
- **Change management** — Support for onboarding new administrators and navigating organizational change, keeping operations stable through every transition.



- **Priority ticket handling** — High-priority issues are routed to a dedicated team of Technical Account Specialists who know your organization, with TAM oversight for coordinated handling and consistent follow-through.
- **Regulatory & data compliance planning** — Proactive guidance to keep your system aligned with evolving industry standards and ready for what's next.
- **Development roadmap input** — Your TAM advocates for the initiatives that matter most to you, channeling your feedback into ImageTrend's product direction.
- **Onsite strategic session** — In-person collaboration on use cases, product design, and usability — included with your Signature Enterprise offering.

Included with a Signature Enterprise Success Offering

What's included	Signature
Dedicated Technical Account Manager	Included
Recurring touchpoints	✓
Product adoption guidance	✓
System optimization guidance	✓
Change management support	✓
Priority ticket handling	Routed to the TAM team with TAM oversight
Regulatory & data compliance planning	✓
Access to beta products & testing	✓
Development roadmap input	✓
Onsite strategic planning session	✓
Connect Conference Passes	4

Get more from your ImageTrend investment

Talk to your ImageTrend account team about adding a Technical Account Manager or [schedule a demo](#) at [imagetrend.com](https://www.imagetrend.com).

[Schedule a Demo](#)

