

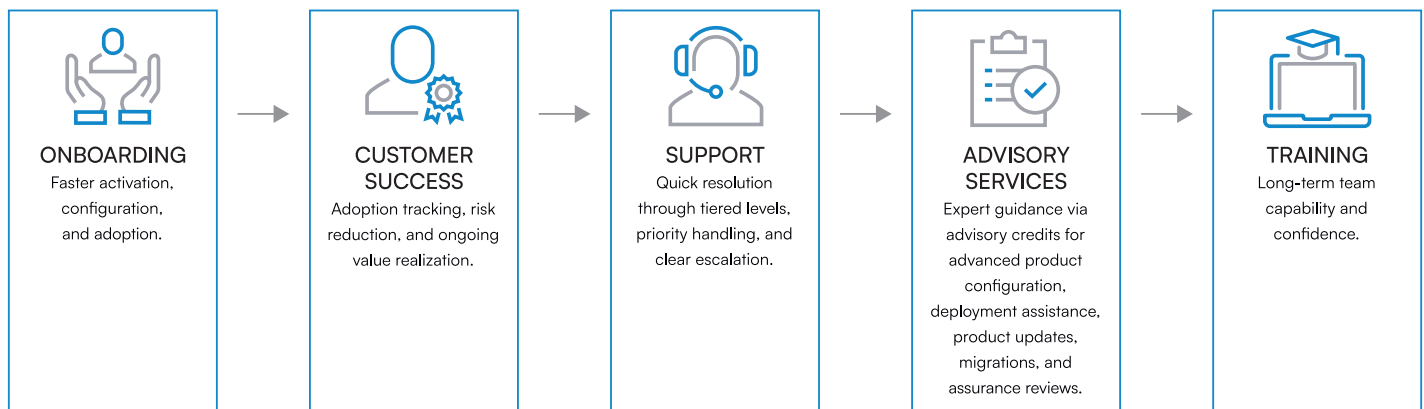
Barracuda Support Plans

The right level of support for every security environment.

Security support is no longer just about how fast issues get resolved. Organizations need support that helps them deploy faster, reduce risk, improve adoption, and get more value from their security investments over time.

Barracuda support plans deliver lifecycle support across onboarding, technical support, advisory services, customer success, and training. Available in three tiers – Core, Plus, and Pro – each aligned to business criticality, helping organizations cut downtime, speed up time to value, and strengthen resilience.

Beyond ticket resolution



Choosing the right level of support



Core support — *Reliable support for day-to-day operations.* Always-available operational support and self-service resources. Included with every active subscription, no additional purchase required. *Best for:* Organizations seeking reliable, self-service support for day-to-day operations.



Plus support — *Priority support for business-critical environments.* Faster response times, guided onboarding, advisory credits, and structured customer success engagement. *Best for:* Organizations needing SLO-backed support and proactive, structured engagement.



Pro Support — *Strategic support for mission-critical environments.* Dedicated ownership, proactive guidance, and strategic engagement where downtime and uncertainty aren't an option. *Best for:* Mission-critical environments with high operational risk or a need for dedicated ownership.

Expert guidance when you need it

Plus and Pro include advisory credits for expert help with onboarding, migrations, optimization reviews, updates, advanced configuration, and assurance reviews.

- Plus: 2 Advisory credits annually
- Pro: 4 Advisory credits annually

Why Barracuda support plans

Reduce downtime — Tiered support and clear escalation minimize disruption.

Accelerate time-to-value — Guided onboarding gets customers to value faster.

Optimize continuously — Advisory services and assurance reviews improve performance and reduce risk.

Strengthen ownership — Pro adds TAM-led ownership, incident command, and formal RCA reviews.

Improve adoption — Customer success drives adoption, health tracking, and value realization.

Build long-term capability — Training builds skills and confidence across teams.

Whether you need reliable day-to-day support, priority response, or strategic ownership for mission-critical environments, Barracuda support plans provide the expertise and lifecycle engagement to reduce risk, improve resilience, and maximize long-term outcomes.

Comparison of support plans

CAPABILITIES	CORE SUPPORT	PLUS SUPPORT	PRO SUPPORT
Support availability	24x7 multi-channel support	24x7 multi-channel support	24x7 multi-channel support
Priority handling	Standard	High	Top
Sev-1 incident response	Best effort	30-minute SLO	15-minute SLO
Support ownership	L1 support	L2 pooled support	TAM-led oversight, with L2/L3 handling case resolution
Escalation priority	Standard escalation	Priority escalation	TAM-driven escalation management and coordination
Incident command support	Not included	Not included	Included
Formal RCA reviews	Not included	Not included	Included
Planned-change standby support	Not included	Office hours	24x7 including off-hours
Self-service onboarding	Included	Included	Included
Guided onboarding	Not included	First value	Full value
Advisory credits*	Available separately	2 credits annually	4 credits annually
Assurance review	Self-service	Bi-Annual, guided	Quarterly, guided
Customer success engagement	Digital-only engagement	Pooled customer success manager	Dedicated customer success manager
Business reviews	Not included	Bi-annual reviews	Quarterly business reviews
Product training	Campus self-paced training	LMS reporting and training management	Advanced training and certification benefits, includes 2 vouchers#

* Advisory credits expire 12 months from the date of purchase

Vouchers expire 12 months from the date of purchase

Customer success engagement models

What is included at each level of customer success engagement.

Every Barracuda customer is supported by a customer success model matched to the scale and complexity of their environment. The table below compares the three models across the service areas that shape your experience.

SERVICE AREA	CORE (DIGITAL)	PLUS (POOLED)	PRO (DEDICATED)
Your contact	No CSM; a system-led digital experience	A pooled customer success team	A named CSM, dedicated 1-2-1
How we engage	One-to-many digital journeys, in-product guidance, and automated outreach on risk signals	Digital plus targeted human touchpoints, triggered by risk, adoption gaps, or renewal timing	Proactive, strategic partnership with clear accountability and continuous alignment
Success planning	No formal plan; self-directed, tracked through usage and health signals	Formal plan twice a year: goals, initiatives, milestones, risks, owners	Full plan reviewed quarterly, with progress check-ins and status tracking against goals
Business and value reviews	Automated reporting and product usage insights	Formal review twice a year: progress, adoption, wins, risks, and next priorities	Quarterly executive review with a formal ROI scorecard, tailored to your sponsors
Adoption programs	Self-service content, in-app guides and email nudges; no customization	Targeted, trigger-based campaigns, webinars, and enablement, tuned by segment	Structured multi-product adoption plan, with enablement by stakeholder group
Health and KPI reporting	Basic, generic reporting	Shared value reports: usage, adoption, support trends, risk flags, and milestones	Detailed value report plus an executive view: KPI trends, outcomes, risk, and ROI
Escalation advocacy	Standard support process	Priority handling, internal follow-up, and incident command assist	Full cross-product advocacy, leadership coordination, and executive communication
Best suited to	Customers well served by digital guidance delivered at scale	Customers needing moderate guidance at key moments	High-value or complex environments needing a strategic partnership

Barracuda customer success practices

PRACTICE	WHAT IT INCLUDES, WHERE IT APPLIES
Success plans	Business outcomes agreed with your stakeholders and mapped to your KPIs; use case and feature-level mapping; milestones with target dates, owners, and success criteria; adoption and organizational risks; a 30-to-60-day action plan alongside longer-term initiatives.
Business reviews	Executive summary; outcome progress against plan; adoption and usage insights by product, feature, and user group; ROI and value realization through cost avoidance, efficiency gains, and risk reduction; risk review; roadmap alignment; next-step plan.
Adoption programs	Segmentation and triggers based on health scores and usage; a defined use case journey such as an advanced threat protection rollout; multi-step campaigns, webinars, and one-to-one deep dives; playbooks and training; before and after measurement; a feedback loop into product.
Health and KPI reporting	Health score; product adoption metrics such as active users, feature utilization, and trends; engagement metrics; support, and risk signals; renewal and commercial context; lifecycle stage from onboarding through adoption to renewal.

To discuss which model best fits your environment, or what it would take to move to a more hands-on model, speak to your Barracuda customer success contact.

