4. The method of claim 2, wherein the receipt is transmitted over a network from the purchasing facility of the client to the mobile device of the user after the first and second products have been purchased by the user via the purchasing facility of the client.

5. The method of claim 2, further comprising dynamically creating a touch plan representing an outline of support services to be provided by the support center based on information of the registration of the first and second products.

6. The method of claim 5, further comprising, in response to the first event, determining whether the change of the first product has an impact on the second product based on the touch plan, wherein the second message is sent to the user only when the impact exists.

7. The method of claim 5, further comprising:

establishing a support session with the user to provide support services to the change for at least one of the first product and the second product; and

automatically updating the touch plan based on the support services for the change.

8. A computer-readable storage medium having instructions stored therein, which when executed by a computer, cause the computer to perform a method of any of claims 1 to 7 ~~for product support services, the method comprising:~~

~~determining, at a support center, a relationship between a first product provided by a first vendor and a second product provided by a second vendor, wherein the first and second products have been purchased by a user via a purchasing facility associated with a client of the support center;~~

~~in response to a first event received from the client or the first vendor indicating a change of the first product, transmitting a first message to the user on behalf of the client notifying the user the change of the first product; and~~

~~automatically transmitting a second message to the user offering a support service of a possible change of the second product in view of the relationship between the first and second products, without requiring the user to initiate a request for the support service.~~

9. An apparatus comprising means for performing a method of any of claims 1 to 7.

~~9. The computer-readable storage medium of claim 1, further comprising:~~

~~receiving, at the support center prior to determining the relationship, a receipt from the user listing the first and second products purchased via the purchase facility of the client; and~~

~~in response to the receipt, automatically registering the first and second products within the support center based on information extracted from the receipt, without requiring the user to specifically provide product information of the first and second products.~~

~~10. The computer-readable storage medium of claim 2, wherein registering the first and second products comprises:~~

~~contacting the first vendor and the second vendor on behalf of the user to obtain product information of the first and second products, respectively; and~~

~~storing the product information of the first and second products in a user asset store that is associated with the user, wherein the relationship between the first and second products is determined based on the product information.~~

~~11. The computer-readable storage medium of claim 2, wherein the receipt is transmitted over a network from the purchasing facility of the client to the mobile device of the user after the first and second products have been purchased by the user via the purchasing facility of the client.~~

~~12. The computer-readable storage medium of claim 2, further comprising dynamically creating a touch plan representing an outline of support services to be provided by the support center based on information of the registration of the first and second products.~~

~~13. The computer-readable storage medium of claim 5, further comprising, in response to the first event, determining whether the change of the first product has an impact on the~~

~~second product based on the touch plan, wherein the second message is sent to the user only when the impact exists.~~

~~14. The computer-readable storage medium of claim 5, further comprising:~~

~~establishing a support session with the user to provide support services to the change for at least one of the first product and the second product; and~~

~~automatically updating the touch plan based on the support services for the change.~~

~~15~~10. A system for product support services provided by a support center, the system comprising:

a touch plan engine to determine a relationship between a first product provided by a first vendor and a second product provided by a second vendor, wherein the first and second products have been purchased by a user via a purchasing facility associated with a client of the support center; and

a case management module coupled to the touch plan engine, in response to a first event received from the client or the first vendor indicating a change of the first product, to transmit a first message to the user on behalf of the client notifying the user the change of the first product, wherein the case management module is configured to automatically transmit a second message to the user offering a support service of a possible change of the second product in view of the relationship between the first and second products, without requiring the user to initiate a request for the support service. ~~Automatically? Same as above.~~

~~16~~11. The system of claim ~~15~~ 10, further comprising:

a support services application programming interface (API) to receive, prior to determining the relationship, a receipt from the user listing the first and second products purchased via the purchase facility of the client; and

a registration module coupled to the support services API, in response to the receipt, to automatically register the first and second products within the support center based on information extracted from the receipt, without requiring the

user to specifically provide product information of the first and second products.

~~17~~12. The system of claim ~~16~~ 11, wherein the registration module is configured to

contact the first vendor and the second vendor on behalf of the user to obtain product information of the first and second products, respectively, and

store the product information of the first and second products in a user asset store that is associated with the user, wherein the relationship between the first and second products is determined based on the product information.

~~18~~13. The system of claim ~~16~~ 11, wherein the touch plan engine is configured to dynamically create a touch plan representing an outline of support services to be provided by the support center based on information of the registration of the first and second products.

~~19~~14. The system of claim ~~18~~ 13, wherein, in response to the first event, the case management module is configured to determine whether the change of the first product has an impact on the second product based on the touch plan, wherein the second message is sent to the user only when the impact exists.

~~20~~15. A computer-implemented method for product support services, the method comprising:

transmitting, from a one-touch application installed on a mobile device of a user to a support services application programming interface (API) of a support center over a network, a receipt of purchasing a first product provided by a first vendor and a second product provided by a second vendor via a purchase facility of a client of the support center, wherein the receipt is utilized by the support center to register the first and second products for support purposes, without requiring the user to provide product information to the support center;

receiving, at the one-touch application of the mobile device from the support center, a first message indicating a change of the first product; and

receiving a second message from the support center offering a support service for possible change of the second product due to the change of the first product, wherein the second message is automatically received without having the user to initiate a support request to the support center.

16. A computer-readable storage medium having instructions stored therein, which when executed by a computer, cause the computer to perform a method of claim 15.

17. An apparatus comprising means for performing a method of claim 15.

~~21~~18. A computer-implemented method for product support services, the method comprising:

determining, at a support center, a relationship between a first product provided by a first vendor and a second product provided by a second vendor, wherein the first and second products have been purchased by a user via a purchasing facility associated with a client of the support center;

in response to a first event received from the client or the first vendor indicating a change of the first product, automatically performing modification of the first product and the second product on behalf of the user, without requiring the user to initiate a request for the support service; and

transmitting a message to the user notifying the user the modification of the first product and second product.

19. A computer-readable storage medium having instructions stored therein, which when executed by a computer, cause the computer to perform a method of claim 18.

20. An apparatus comprising means for performing a method of claim 18.