



## **IBM Software Subscription and Support: helping to keep your infrastructure and capabilities connected, current, secure and supported**

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IBM S&S Cloud and Smarter Infrastructure Value Video featuring Chris O'Connor, VP, Worldwide Cloud and Smarter Infrastructure strategy and engineering, Information Management

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The market is changing. Technology is changing. It's evolving.

It's constant change. It's a treadmill. As you soon as you think you've caught up, the next wave of change comes out and it hits you and you got to think about what it means.

When you use subscription and support, what you get to do is you get to ride that innovation curve deciding how fast and what rate you want to change.

You use subscription and support to keep you connected to the right data, the right information, and the right levels of software. It gives you that ability to drive your business model to different clients around the world.

It's about being able to stay attached, stay secure to the different types of clients it's a critical part of maintaining your business viability.

From a fiscal point of view what you're doing is you're really keeping all of IBM on tap to you. It gives you access to all of our people and the things that you want to be able to put onto your machines and devices. It's a set of capabilities that are always there.

Subscription and support let's you go focus on building your future and competing so that your technology infrastructure stays consistent for you the whole way through and really what it does it gives you peace of mind, as well as, peace of consistency so you can focus on the innovation you need to do, whatever your business is versus, worrying about the business of IT.