



IBM Software Subscription and Support: proactive, pervasive innovation and expertise across the entire software lifecycle experience

IBM S&S Cloud and Smarter Infrastructure Value Video featuring Bill Kribbs, VP, Cloud & Smarter Infrastructure Support & Services, IBM Software

Technology has changed a lot over the past five to ten years. It's moved from clients doing things based upon the IT infrastructure and what IT could provide. Now it is more line of business, driving what the IT organization has to deliver versus the other way around. Speed of delivery is critical.

Our challenge within the support organizations is to make sure we have the resources that have the skills that can look at things the way a customer consumes the technology.

Do we see problems in a proof of concept during a sales process? Do we see issues with a deployment? Do we see issues with running the software afterwards?

We take all of those areas of the client lifecycle and leverage the analytics that we get from that to try to improve the experience across that lifecycle.

When we see patterns in our data we leverage proactive notifications to our customers to get that information out to them hopefully before they have the problem.

IBM support provides a lot of differentiation in the market for our clients.

We have access to the developers. We provide lab advocates where needed. We do architecture work with clients as part of an overall engagement and whichever problem happens to be your first business issue we can bring resources to bear that help you leverage that first issue into the rest of your IT ecosystem.

There are a lot of complex problems that we solve with our portfolio; by leveraging the subscription side of this we try to take some of the complexity out of your ability to manage your software portfolio.

It is all about allowing a customer to get the information they need when they want it.