

IBM SWG S&S Support Video As Produced Transcript

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Marie Wieck: Our clients are spending a lot of their time dealing with the complexity of their data centers. They have multiple components that may have come in through mergers and acquisitions or through different divisions and different functions within their organization.

Marvin Simpson: And when customers experience issues, it's tough to identify where the issue lies, is it the middleware? is it the application? is it the operating system? is it the database?

Marvin Simpson: The real power of the IBM's support department is that we face that interoperability everyday.

Marvin Simpson: When customers call IBM for support, we have the expertise to help them identify that and get to a quick root cause identification.

Marie Wieck: And get the right access so that they can be resolved quickly and that you can keep your business running the way you need it to be.

Marvin Simpson: We spend a great deal of time on training our personnel and making sure they are the subject matter experts and they also have the ability to collaborate with their peers to make sure that they get you the expedited support that you are expecting to receive.

Marvin Simpson: There is actually two ways you can reach customer support. You can basically call in via voice which we offer 140 different languages across the world geographically, and you can also create what's called an electronic service request so you can basically create a ticket; a service request ticket based upon your needs and submit that electronically.

Marvin Simpson: Support portal offers a great deal of documentation. So customers, not only can they go there and see if there was an issue that it was previously reported and has been fixed, but they can also go in and look for technical documents; they can look for alerts; they can also sign up for a subscription so that they can get notifications.

Marvin Simpson: One of the key differentiators of IBM support versus our competitors, that I am aware of, is the severity level. We allow our customers to set the severity because we believe that the customer knows best on the severity of their issue.

Marie Wieck: We are really trying to provide a bridge for them, both in terms of how our technology fits in but also how we can provide that differentiation of integrating those multiple components and being a trusted source of not just support but also of insight into the technology to provide best practices, to provide improvements and acceleration of their own environment and how they deal with it.

Marvin Simpson: Because of the interoperability and end-to-end integration that's built in now, it becomes more and more difficult to upgrade your software. But IBM is making it easier and easier.

Marie Wieck: We want our clients to feel confident not just with one individual product but that they really have bought into an entire family of capabilities that can address all their needs.

Marvin Simpson: IBM treats each and every customer as they are the most important customer to IBM, whether you are calling from a Fortune 500 company or whether you are calling from a one or two-person shop. Every customer is a key to IBM.