

IBM SWG S&S Product Management Video As Produced Transcript

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Inhi Cho Suh: Clients are overwhelmed by the growth of data. And I would actually change it, I would say there is not enough data.

Inhi Cho Suh: The ability to digest information coming at you from multiple sources and synthesize that as quickly as you need to run your businesses and make the decisions that you need to do really allows you to have a tremendous competitive advantage.

Inhi Cho Suh: Subscription and Support is a key component of how we think about delivering our set of solutions and capabilities end to end. And the reason is, is we think about the end investment that clients have long term in the technology. But also it's a method by which we take feedback around new requirements, new innovations, challenges, areas for improvement and it's a key part of the conversation dialog we have with clients to ensure that they are using the technology in the most optimal way

Inhi Cho Suh : Ensuring that you are up-to-date on the latest capabilities and up-to-date on the software ensures that you get the latest features whether it's enhancements that we have made around real-time, improvements in batch processing or it could be end-user usability advancements that we have done both at an administrative level as well as visibility level.

Marie Wieck : We continue to have a huge investment over \$6 billion a year in R&D.

Inhi Cho Suh : The types of technology investments we are making are really allowing clients to take advantage of the analytic capabilities that we have, the information management capabilities in order to make sense of the information they have around their enterprise and make decisions with a higher degree of confidence and accuracy and speed.

Marie Wieck : As an example, we provided just in the last couple of years access to OSGi standards feature packs, mobile capabilities that allow you to extend your WebSphere applications out to mobile devices.

Inhi Cho Suh: One thing is consistent in every enterprise. The questions you ask today may not be the questions you want to ask tomorrow. And to be conscious of what are the information sources that actually matter most to your enterprise requires that you are up-to-date in the technology to be able to consume and access that set of pool of information and also be very current in how you are deploying the set of capabilities to best take advantage of that.

Inhi Cho Suh : Areas of new innovations like Big Data, analytics, security, Cloud, I really encourage clients to stay up-to-date in their subscription and service because that area of the technology is so new that we are innovating and investing monthly.

Marie Wieck : Having both new innovations, improvements and performance as well as fixes and addressing things that may come up like security vulnerabilities, all of those things not only reduce your risk, but they allow you to innovate.

Inhi Cho Suh: Clients should really look at subscription and support as a way to ensure that they are not only up-to-date in terms of the latest technology but they are actually getting the most value out of the software.