

## **PLM ensures future with IBM Software Subscription and Support**

### **IBM S&S Value Video featuring Antonio Carrasco, CEO, PLM**

PLM, it's a 75-years-old company. It's a Physician's Reference book, but we changed the whole model now and everything is now in digital.

PLM main users are physicians and health professionals. We work around Latin America. I'm talking from Mexico, Central America, Venezuela, Peru, Ecuador, Colombia, and Chile. Those are 200 million people that they work together on a daily basis with PLM's information.

We deliver information about drugs and we help them to make better decisions about their prescriptions.

Transforming ourselves from books, going to social, to cloud, to mobile, it was a whole challenge because we have to change the culture of the people that we work with, and then to sell ourself as a high-tech company.

What we faced was we have to transform and it's difficult to transform, so we partner with, in this case, IBM in order to go in this path of changing.

PLM in order to meet those challenges decided that the best partner is IBM. We bought Watson Content Analytics, SPSS, all the middleware with IBM SoftLayer and MobileFirst around all their services that we're using today.

IBM Subscription and Support have helped us in many ways.

Every year we receive a new version or a new release and we got that release and put it in the market really quickly.

They tell us what's going on with the technology, within the technology and what's new and what's good to have.

PLM's users, they find the technology very important because the decisions (they) are easier and much better and more precise in their prescriptions.

Thanks to the Subscription and Support, we are now able to go directly to the physician's mobile devices. We bring them the best information, the fastest information and the information that they need in order to do better prescriptions.

Giving better information to physicians will help many people— to have a better health and definitely to improve them self – as persons, as in the country, as in an economy as a whole.

[www.ibm.com/software/subscriptionandsupport](http://www.ibm.com/software/subscriptionandsupport)

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