

## **IBM Subscription and Support delivers added business value**

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### **IBM S&S Value Video featuring John Dewey, Director Worldwide Subscription and Support Sales IBM**

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Subscription and Support from IBM is a wonderful offering for clients. It provides them the access to the latest technology, as well as access to our worldwide, industry-leading support.

Customers frequently ask me, John, why would I invest in Subscription and Support from IBM? And they get a number of benefits by doing so. First, they get access to the latest release, which gets them performance improvements, ease of use enhancements, of course, updates to security, which is critically important today and access to innovative world-class new features. So those four key pieces, along with our world-class support is really the key things that they're looking for in their investment.

IBM Subscription and Support, giving customers access to the latest release, really gets them the capability to enhance their operations through performance improvements in the products. We've seen customers see double, triple, 4X performance gains in the latest release of our products.

That could mean faster query times, giving data back to users in a response time that they're looking for.

It could be developers developing code faster, getting new releases out to the market for their internal users or for external applications.

A day doesn't go by where you don't see a company business data being accessed inappropriately, or hackers getting into their systems and stealing their data. Through the updates in our IBM software products, we're enhancing our security, which is addressing that key challenge that they face in today's marketplace.

When we look at our value proposition for IBM Subscription and Support, over the years we've tracked it and customers staying on the latest release are saving 20 to 30% of return on their investment by staying current on our latest release.

A recent example of a client that I was working with that was a very large bank in New York and they were building a justification around IBM subscription and support. And what they found is, by access to our world-class support, not only for break/fix, but access to the knowledge assets and the how-to, helped justify the cost of their Subscription and Support, not only today, but in the future.

No better value than IBM Subscription and Support.

They get performance improvements, they get ease of use enhancements to the products, security improvements to their products. We make them more robust. We put world-class industry-leading innovation into the product and they get access to our support team, which is 24 hours, break/fix, of course, when they need it, we're there for them.

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