

IBM Subscription and Support brings real value to Waypoint Consulting's clients

IBM S&S Value Video featuring Jon Serafino, IBM Business Partner, [Waypoint Consulting](#)

Waypoint Consulting is a business analytics partner with IBM. Anything that falls within business analytics or information management portfolios is what we do.

The partnership between Waypoint and IBM is very synergistic in that, as a local implementation partner, we're able to meet the demands of local customers and provide the necessary support and implementation strategy and expertise that they come to expect.

What we do as an implementation partner is we have a service that we include with all renewals. We refer to it as our Membership Alignment Plan, or MAP Service.

We utilize that MAP service to ensure that clients do remain current on their subscription support so they can continue to get the latest functionality as well as technical performance enhancements that IBM has to offer.

A great example of that is the current release of Cognos BI as well as Cognos TM1. They both have significant advancements, both in data visualization as well as functionality and performance.

One of our clients recently had a competitor call on them and was showing them a visualization tool that in their mind was a little shinier than what they had with Cognos BI.

Basically, we went in and said, listen, the latest version of Cognos BI has all the visualization functionality that you're looking for. We just need to do the upgrade.

Obviously it's an upgrade at no cost because they were current on their maintenance and not only were they able to see these advanced visualization techniques be implemented into their solution, but they were still able to maintain data governance and security and all the other things that go along with the Business Analytics solutions from IBM.

Waypoint's clients view IBM subscription support as something that's critical to help them manage their infrastructure and their business.

Again, we're in the business of analytics, so if an executive is unable to get the information that he has come to expect by virtue of having an IBM solution, that's a problem, and IBM is there 24/7 to ensure that the proper support is there.

www.ibm.com/software/subscriptionandsupport

