

**IBM® S&S**

## **IBM Software Subscription and Support Delivers real value to clients**

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IBM S&S Value Video featuring Miguel Carbone, IBM Business Partner, [MC Software](#)

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My name is Miguel Carbone. I am the founder from MC Software. We work with IBM for 18 years, now. And, we are a software developer company. Our goal is to be a trustable advisor for our customers. We develop strategic and unique solutions to our customers.

The clients are asking us to help them, how they can, first, make more money with less. Second, how we can change our look and feel, our mind, our products or our process to be more profitable.

They are asking us how can I know better our clients, our customer so I can sell better and sell more to them.

They are asking us how can I monitor my customer to offer more to help them to when they are in my store I make them happy.

MC chose to work with IBM first because we found in IBM the same commitment that we have in our customers.

With access to the IBM knowledge base, we can learn with other customers.

I can share information to be faster, to avoid expenses and to make our customers go to the market as fast as possible

We can do tests before the products go to the market. So, we can learn and we can work together IBM. And when the products are released to the customer, the quality, the reliability, the stability for the product is very high.

In our innovation center, I can show the IBM new features and I can replicate the customer problems. If we have some strange behavior in a customer, I am able to replicate in our lab.

So, it is very helpful to IBM Software and Subscription Support because instead they have to replicate that problem again, they can use our lab to do that.

So, we are more valuable to the customer.

So, it helps the IBM support to solve the problems as fast as possible.

We are working as one. So, this unity between MC and IBM, the customers see a lot of value in that.

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

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