

Hello and thank you for joining.

So why renew your subscription support? First, what is subscription support? What's the value and what am I paying for? These are just a few of the questions you may have about renewing. Here's some reasons to renew your subscription and support.

So why should a customer renew their maintenance? There are a lot of reasons for that one and the one thing people need to understand more than anything else is that maintenance is two sesynched components, subscription and support. Let me first talk about the support side of the maintenance renewal.

Support is what you've typically seen in the computer industry. It's 1-800 how do I get my problem solved. At least that's the way it was back in the early days of computers. It was all telephone based support and access to the technical based skills. Typically waiting on the phone for someone pick up the phone and answer that. That is obviously a key component of the maintenance renewal process here. It's a key value proposition.

The nice thing is, within IBM, we've taken significant strides in the past several years to enhance the support experience of our customers. Yes, we still have telephone support but ideally this is a small portion of the overall support we provide. We've also done alot of investment in the electronic support. So web based support, knowledge bases, anything we have out there that allows you to get information to your technical resources to allow them to solve their problems. That is a very key component.

So the support offerings we have, the breathe of them, we are a global support organization with 100's of people strategically placed around the world to provide local language support and local access and local time zone access as well, for your customers and their needs.

As Bill talked about, we have this subscription and support. So to start with, all the maintenance, you would like to have access to changes in the codes that people have found that are needed based on our additional testing, the impact of new environments, other client issues. You want to have access to them so you are not finding issues that others have already found. Secondly, in the area of subscription, we're investing 100's of millions of dollars in these products every year. So you get the value the access to that value to what we're investing anyway, you should have that access. And many people think that's only currency. Currency is really important, so you know, you get the new virtualized hyper-visor or the new operating system updates or a new piece of hardware you know, a different device. So by default, we need to keep up with all that so you have access to those capabilities.

But on top of that, you have access to the entire stream of feature and function that we're investing in. So for example if you're doing access management, you suddenly have access to the ability to link to roles in your environment you don't have to buy an extra product to do that, it comes through. Or if you're doing storage management and back-up and recovery, the fact we're doing de-duplication within the product line so we can

save time over the network space, you get access to that. You get access to a totally upgraded infrastructure to store your data in a much more robust environment. You're doing monitoring, you suddenly have access to predictive analytics. So to take your historical data that was doing analytics and you match it against your real time data and you say Tuesdays look bad. I should be doing something different on Tuesdays. Wait, lets go ahead and take that action. That's what predictive analytics does. It's in the code base.

You know, asset management, clients were very interested in linear assets, if you're doing telephone poles or lines of road, where the heck is that line in the road? I need to fix that pothole.

All of that just comes in the next stream you have access to because we're upgrading the products anyway.

And we're so concerned about our clients getting value for their investments in your product, we want them to be our clients for a very, very long time.

Then the other thing you get, we also invest in a lot of integration between the products. So you know, maybe when you got the product and then you got the second product, you had to sign in twice to get to each of them. We're investing in common single sign on between the products, common dashboards, and common data models. The ability to take data from one product and make sure it combines with data in the other product. So again that's all part of the subscription and support model. So whether it's the fixes, the environment, keeping it updated the features and functions of keeping it updated or the integration. That is the value you get for putting yourself on that maintenance stream,

And the good news is, you get to decide what you take. You have the access to all if it. I think it's a terrific model.

Thank you for joining and be sure to check our website out for updates in subscription and support. Thank you.