# IBM SWG Subscription and Support Overview Video

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Marvin Simpson, Product Support Manager, Maximal Asset Management

**As Produced Transcript**


**Marie Wieck:**  Our whole objective with our relationship with customers is really about ensuring client success.  It's one of the things that we hold as a fundamental principle.

**Inhi Cho Suh:**   Right now, most clients are challenged by how to manage their expenses in such a way that they invest in the technology that's going to deliver the greatest value.

**Marie Wieck:**  IBM Software Subscription and Support is really designed to be the vehicle that you have investment protection in the software, that you are really protected as you use your software as the market evolves.

**Marvin Simpson:**  When you purchase a software product from IBM, included in the purchase of the contract is one year of Subscription and Support.

**Marie Wieck:**  It provides unlimited downloads and access to current versions of the software; it provides for fixes; it allows you access to our experts either through our portal as well as through our call centers.

**Marie Wieck:** But then, at the end of that year, we really are looking to you to see a renewal as a normal part of your business in order to have those updates, those enhancements and the continued investment protection that you need to run your business.

**Inhi Cho Suh:**   What's interesting about technology is it's never static much like your enterprise.  And if you are up-to-date on your subscription and support then  you are going to get the latest set of capabilities in each install and upgrade.

**Marie Wieck:** It's really important to be able to have access to new standards, to new innovations, to deal with new challenges, how to leverage social media, how to leverage mobility and the whole IBM Subscription and Support model really helps address that.

**Marie Wieck:**  We saw up to 85% performance benefits in our WebSphere Application Server, 25% in our MQ family.

**Inhi Cho Suh:**  In IMS 12, we were able to improve the performance by over 60% versus the prior release.

**Inhi Cho Suh:**  Clients should really look at subscription and support as a way to ensure that they are not only up-to-date in terms of the latest technology but they are actually getting the most value out of the software.

**Marvin Simpson:** One of the keys to IBM Subscription and Support is making sure that the product is meeting the needs of the customers.

**Marie Wieck:** when I have a problem, how do I get access around the clock, worldwide, wherever I am, to the experts I need to resolve a problem, to get my software and my business up and running again?

**Marvin Simpson:** there is actually two ways you can reach customer support. You can basically call in via voice which we offer 140 different languages across the world geographically, and you can also create what's called an electronic service request.

**Marie Wieck:** You can constantly interact either through our call centers or through our portal to provide the kind of feedback and get access to the best practices that will you to be successful with our technology.

**Inhi Cho Suh:** IBM invests an incredible amount in research and development. On an annual basis, it's over $6 billion.

**Marie Wieck:** All of that gets rolled to right back into our products in the form of updates, in the form of enhancements and in the form of fixes that come through feedback from our thousands of worldwide global customers.

**Inhi Cho Suh:** If you want a competitive advantage for your industry, I would highly encourage you to stay up-to-date especially in your most recent technology purchases.

**Marie Wieck:** And we want you to consider the benefits that you can get from this type of program by constantly renewing and keeping access with the latest innovations that we can provide.