



## **IBM S&S John Dewey Video: IBM Software Subscription and Support: Innovation, expertise, enhanced security and higher ROI**

We are seeing a fundamental shift in the rate and pace of technology.

We read in the trade press every day where customers are exposing their internal data or their customer data externally through hackers or breaches in security.

And customers need to protect that environment

As we innovate and deliver new products or new releases of our products, we are enhancing the security. And that is critically important in today's environment.

We are delivering new releases and new innovations at twice the rate as our competitors.

So as customers invest their S&S dollars with IBM they are getting a better return on that investment. We found through benchmarks, ... that customers that are staying current on the latest releases are on average spending 20 to 30% less to maintain their IT environment than those that are on back releases.

One example of customers using S&S is a very large bank in the New York Area. They migrated from the current version to the latest version that we had just released.

They did it in one day, very minimal effort to upgrade and they saw a 70% improvement in their throughput and through compression a 40% reduction in the amount of storage they had.

So the cost of S&S in that particular customer paid for itself plus some in the customer's environment.

You know, one of the best parts of my job in working with subscription and support is working with customers and hearing feedback from them I had one customer from a large retailer justify out and do the math. They were saving one hour a week of every person in their IT organization through



the innovative products that we are delivering, the subscription and support, the knowledge assets on our portal.

Subscription and support from IBM is really a great hedge against obsolescence of customers' applications and in their environment.

It gives customers the ability to get the new releases of our products, take their current applications, make sure that they are secure in today's environment and get the innovation that IBM is putting in the product, which provides them benefits like better performance, better security, better ease of use, lower cost to maintain and run their applications.