IBM WebSphere Subscription & Support Video
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WebSphere Subscription and Support, really there is two key aspects to that. The first is the support side, of course, where you are able to call into IBM and get help for any types of problems you have, whether it's a question about the product; possibly something that you are working with isn't working exactly the way you would expect it to be. You are able to go in, call or submit electronically and get help and support and answers to your questions.

The other piece subscription allows you investment protection.

When you buy a product from IBM, you are automatically entitled for the first year to Subscription and Support for that product, and that's both access to IBM technical support either electronically or by picking up a phone and calling into the support line. You also have access to the support portal which will give you hints and tips and access to a large array of Information and documentation that could help you better support the product in your particular environment.

We make an investment within the WebSphere of over billion dollars a year in R&D. IBM as a whole spends over $5 billion in R&D. Part of that investment comes back in the support and subscription model in order to build new products and new features

On the order of investment protection, for customers who had the WebSphere Application Server, when they were migrating from version 6 to version 7 at no additional cost to them, they were able to realize a 20% performance improvement. If they go from version 6 to version 8, they could realize potentially an 85% performance improvement for workloads, again, at no additional cost to them.

Technical support has become much more customer focused because every customer doesn't have the exact same need for their requirements for support. So we try to have multiple different channels so that our customer can tailor the way they need to get their information and then apply it in their business.

In country, if globally, worldwide, we have people that speak the native language and are able to work directly with the customer.

From a support perspective, we have created the IBM Education Assistant. It's a tool that gives customers availability to an array of education to help make them more self-sufficient and to be able to provide better solutions to their customers and to their business.

Part of the support process, an important aspect is being able to understand what customers are seeing through the support channel and then being able to bring that back in to the development cycle. As we develop new plans for products, we always take into consideration the feedback that we get from customers through the support channels.

IBM has been known for a lot of the benefits that we have brought to our customers. Everything is always focused around not selling the product but actually the support that

goes in behind the product, sticking by customers, helping them through their issues and helping them grow their business as they move forward in the future

The aspects of having both support and subscription have been able to give the best value, the greatest value to our customers.

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