IBM Software Subscription and Support is fundamental to the advanced analytic solutions Dataskill delivers

IBM S&S Value Video featuring Nigel Hook, CEO and Founder of [Dataskill](#)

My name is Nigel Hook. I'm the founder and CEO of Dataskill. I founded the company back in 1981. That's a long time ago. And, we've been an IBM Business Partner since 1996.

One of the things we learned after a couple years was it's a real advantage for us to spend the time to actually support the customer in their S&S so we can maintain that relationship and actually have a reason to go back and see if that solution that we implemented is still being used and if it needs to be updated.

And, sometimes you'll find the software's not been used, right. …Part of it's been used, maybe we've done a pilot implementation, but they've not used all the PVUs, say, that they've been entitled to. So, it's sitting there on the shelf. So, it's an opportunity to come around and give the value of the maintenance subscription and work with them to see how the solution could be extended and take a value of the other licenses they bought.

Recently, there's been a big shift in the product, not necessarily in the architecture, but the licensing model for Watson Content Analytics.

It went from PVU-based to RVU-based. So, it's based on how much data you have, not on how many processes you have.

We have a customer that was currently using the older version of Watson Content Analytics and they were having, in this case, they were having a struggle in throughput time. And they wanted to add more, as it went into further production deployment, they wanted to add more horsepower, more cores, right. That would have been quite expensive.

With this new model, with the RVU model, they could have unlimited processing power as long as they didn't have more than a hundred gigabytes of data, which in their case was plenty. So, it saved them, actually, a lot of money that shift.

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We found it critical, actually, for our customers to stay current on versions, especially in environments (which are most environments) where there's not just a single product.

A lot of these products work with other IBM products and even other vendors, right. When you've got Cisco or SAP or Oracle, if you're not on the current version and one of the other vendors changes a version, it's very difficult sometimes to get them to work together.

If you stay up on a current version, you've got a much better chance of getting support, getting the right upgrades if you need it for the application to keep running.

It is fundamental and a very good foundation for solutions, the advanced analytic solutions that we do.

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