IBM® S&S

Creative Computing extends value with IBM Subscription and Support

IBM S&S Value Video featuring
Steve Scardino, VP of Sales, Creative Computing

Creative Computing is a business analytics partner of IBM

Our customers primarily are in higher education, manufacturing, retail and healthcare.

- in healthcare, they're concerned with who's going to come back to the hospital.
- in higher ed they're concerned with which students are going to leave.
- in manufacturing they're concerned with unplanned downtime.

We have a breadth of experience within each vertical and we can take that past experience in helping other firms and applying that to these customers

Subscription and Support helps our customers in a variety of ways, specifically around people who are on older products.

With maintaining their Subscription and Support, we're able to provide them with new solutions, as long as they're current on support.

Some of the benefits that Creative Computing's customers are getting out of Subscription and Support include:

- access to a knowledge base
- new products as they're released, as long as they're current on support.

It's very valuable to our customers.

It really allows them to maintain and extend their existing installed IBM product base.

Ultimately it allows Creative Computing's customers to do more with what they have.

www.ibm.com/software/subscriptionandsupport