Think IBM Software Subscription and Support
Think support

IBM S&S Value Video featuring
- David Churchill: Director, IBM Analytics Platform, Global ECM Client Support & Accelerated Value Program
- Alex Gorman: Director, IBM Analytics Platform, Predictive & Business Intelligence Customer Success and Support
- Al Martin: Vice President, IBM Analytics Platform, Client Success and Smarter Support

In the 2014 Cost of Data Breach Study: Global Analysis, sponsored by IBM, the average cost to a company was $3.5 million in US dollars and 15 percent more than what it cost in 2013.

In 2015 the average consolidated total cost of a data breach increased to $3.8 million -- a 23% increase since 2013. The cost incurred for each lost or stolen record containing sensitive and confidential information increased six percent from a consolidated average of $145 to $154. (Source: http://www-03.ibm.com/security/data-breach/)

An independent survey conducted by Information Technology and Intelligence Corp estimated that IT downtime costs companies more than USD 26.5 billion in lost revenue each year.

Regardless of root cause, reducing the business impact of downtime is a critical success factor for sustainable business operations and resilience.

Customers use our software in mission-critical situations, running their business. They have their own customers that they're trying to service and it is critically important at all times that their investment in our software-- in IBM's software is maintained.

It's no longer about a client calling us because they have a problem. It's not about technology. It's about a business process, a business, critical business function. And, if that critical business function, for whatever reason, is not available to their customer set, they're probably losing money

When a client reaches out to us, the first thing we're going to try and do is really understand the business problem that they're trying to solve.

We pick up the phone and we can contact them.

We had a database that recently was unrecoverable for one of our clients. As a result, it was to take over 24 hours for a recovery. This would put them well into their business day and impact business revenue. As a result, client support got engaged. We worked collaboratively with the client to do a risk assessment. We altered bits and bytes and brought the system back online immediately. As a result, there was no disruption to the business.

Worry less with S&S

Support is about providing an excellent client experience at all times. It's about evolving our support capabilities at all times to stay one step ahead of what our customers demand. Our ability to support them at all times is critical.

I can't imagine any client going without subscription and support.

IBM is always there for our clients. That means that our technical experts are working with our clients day or night when called upon and our rule of thumb is if a client is working we're working in partnership with them to drive timely resolutions for their issues.

www.ibm.com/software/subscriptionandsupport
www.ibm.com/support