

Information Management Subscription and Support Video featuring Debbie Landers

Hello...I am Debbie Landers, Vice President of IBM Information Management Global Client Support and Education. It is the job of my team around the world to ensure your success with our software through rapid problem resolution and skills enhancement opportunities. It's With that in mind that I am here today to talk to you about Subscription and Support and the importance of keeping it current.

As an Information Management client, you know the value of your data and understand the strategic opportunity in making it available in a timely, trusted manner to facilitate business decision making and action. In fact, nearly 15 petabytes of data are created every day—eight times more than the information in all the libraries in the U.S. It can be a daunting task for any enterprise.

You are very likely working with us on the development and roll-out of your Information Agenda - your strategic roadmap that will allow you to elevate the value of your data and use it in a more predictive and proactive paradigm. This “New Intelligence” is a critical element of IBM's Smarter Planet initiative, an undertaking to help companies sift through massive amounts of data, extract value and transform it into actionable knowledge. Your software is a mission critical asset that you leverage to transform your business to be smarter, greener and more cost effective.

With active Subscription and Support for your Information Management software you have uninterrupted access to our world-class customer support community and to product upgrades –with features that can make a real difference to your company's bottom line.

Let's talk first about Support and the worst case scenario – downtime.....

A leading market researcher, Giga Group, reported that each hour of downtime can cost thousands to millions of dollars. IBM's inclusion of 7X24 coverage in national language, with no limitation on who can call us or how often, allows you and your teams to engage IBM when you need us to minimize downtime or address other critical issues, without the fear of limited coverage or capabilities.

And it's not just about down time....our teams around the world are there to help answer your questions, resolve your problems and help keep your system up and running efficiently. And we have a breadth of options for you to customize your support experience. From electronic online support to email to live assistance - the choice is yours. And you define the severity. If it is mission critical to you, it is mission critical to us.

When you invest in our Information Management portfolio of products, you get industry-leading function and performance. And active Subscription and Support extends that value with enhancements and new releases available to you without any upgrade charges. This not only provides a higher ROI on your initial investment but provides budgetary stability over time – basically making your life easier with the latest software in an easy-to-consume manner.

One great example of a client that took advantage of their current Subscription and Support and got incredible value from the latest release of DB2 is a large automotive parts retailer. Taking advantage of our no-cost upgrade protection they moved up to DB2 9, which allowed them to add-on compression. With this new feature, this retailer lowered their storage requirements by 80% and improved I/O throughput by 20%. Think about it – a free upgrade that resulted in improved performance and cost reduction, as well as access to the latest capabilities.

Clients tell me over and over again that a big part of what differentiates IBM from the competition is our software support expertise, the breadth of our offerings, and the predictability and ROI impact of our upgrade protection.

In today's challenging times, smarter businesses are relying on IBM Information Management software to gain strategic advantage by leveraging their information assets for better, faster business decisions and actions. And these businesses are staying current on Subscription and Support for access to trusted support expertise, ongoing product innovation and no charge upgrades. I strongly encourage you to join them in taking advantage of this value to protect your assets and stay competitive. We look forward to a continued strong relationship helping you maximize the value of your IBM software.