



IBM Software Subscription and Support: the bridge that allows us to deliver the right technology and the right services and the right solutions to our customers so they can serve their customers better

IBM S&S Enterprise Content Management Value Video featuring John Murphy, Vice President, IBM Enterprise Content Management Product Development and Strategy

Probably the biggest problem that customers face today is that the amount of unstructured data is growing extremely rapidly and the types of unstructured information that our customers have to deal with and need to help them solve their business problems has really expanded in the variety, the number of sources, and the complexity of that data.

That means documents, it means emails. It means anything that doesn't really go in a database, but the kind of content that you use every day in social media like Twitter and Facebook, also the kind of business content that you would have like wills and documents and contracts.

Customers who are getting the most value out of Enterprise Content Management are the ones who have moved into exploiting their unstructured data so that they understand more about their business, more about their customers.

I always tell people that the customers who engage us the most are the ones who get the best value from their relationship with IBM. The more you talk to us, the more we understand your business, the more we can provide value to you.

A great starting point for that deeper, more engaged relationship is IBM Subscription and Support.

One of the keys to understanding the full value of Subscription and Support from IBM is to know that it brings a lot more than just the ability to file a ticket.

It brings the ability to engage that support team and to engage all of the experts who are behind that support team – the development people, the industry experts – who can help solve complex business problems and who can help that client be more successful.

We're continuing to improve the end user experience that we deliver, we're continuing to make that experience more dynamic, more engaging, and we're going to continue to deliver more products, whether that's in a traditional on-prem environment or through the cloud.

Subscription and support is the bridge that allows us to deliver the right technology and the right services and the right solutions to our customers so they can serve their customers better.