



## **IBM S&S Rational Animation**

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Subscription and Support, which we also call S&S, is really IBM's program to help customers maximize their investment in the software they have purchased from us.

If you want to look at Subscription and Support, S&S compared to let's say the auto industry, it would be as if you bought a car, you would get guaranteed trade-ins to the latest model when they become available, you would get free repairs and you get access to a live mechanic 24x7. Now wouldn't that be great?

With S&S you get access to product upgrades, to fix packs, bug fixes, request for enhancements, all this good stuff during the whole lifecycle of products. In terms of technical support, you then get access to a worldwide team of experts. You get them 24x7, live, electronic and with local language support.

These are teams of highly trained professionals worldwide. We have over 600 support engineers in Rational and supported by 2600 developers worldwide. And we have access then to IBM's entire suite of over 5000 support teams across a variety of expertise.

The IBM Support Portal is the gateway to a wealth of information. You can find out about upcoming releases, fix packs, bug fixes, hints and tips, all kinds of content to help you... get the most out of your software. In addition, we are certainly taking advantage of the new social media channels. So you are looking at content on our Facebook, on Twitter, and we even have how-to videos out on YouTube.

We have a variety of programs that enable you to partner more closely with us. There are three that are probably key highlights for me. One is the beta program where you can actually get access to the code before we make it generally available. You can test it in your environment and give us feedback. In addition, we have something called the Design Partner Program where you can help us much earlier in the cycle, design and decide what goes into the release. And finally, we have something called the Lab Advocate Program for S&S clients. That means you can develop a much closer working relationship with the development team.

So, with S&S, you really get access to a variety of programs to help us partner and collaborate much more closely. In our minds, our client's success is IBM's success.

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