

IBM Software

Using IBM Support Services to Gain Competitive Advantage

*How to derive maximum business benefits
from your IBM Software investment*



Why IBM Software Subscription and Support?

Your organization counts on the high availability and performance of your business solutions, and you invested in IBM software with those goals in mind. So we understand that, when technical issues arise, they need to be addressed as promptly as possible. But problems with software can be difficult to diagnose. And the time spent trying to diagnose and resolve them can prevent your staff from spending time on core IT projects needed to support growth and innovation.

The more complex and integrated your infrastructure becomes, and the more dependent your organization becomes on it, the more important it is to maintain a high level of proactive technical support for around-the-clock responsiveness, service quality and resiliency. Expert technical support services from a trusted resource can help you achieve the IT performance needed to meet your organizational objectives.

IBM Software Subscription and Support is a comprehensive product upgrade and technical support solution for your IBM software. Delivered with each new software license and renewed annually, Software Subscription and Support provides online access to new versions and releases of your installed software as they are developed, so you can benefit from the latest feature enhancements. You also get real-time access to online technical support when you need it. From installation and configuration assistance to hints and tips for maximum system efficiency—our experts and online resources are there to help you.

IBM Software Subscription

- ❖ Protects your IT environment
- ❖ Provides installation and configuration assistance for faster system deployment
- ❖ Entitles access to bug fixes, drivers and new releases of your licensed IBM software
- ❖ Helps reduce software lifecycle costs
- ❖ Includes optional notification of new product releases and technical support updates

Your IBM software is a business-critical asset, and maintaining IBM Software Subscription and Support is a cost-effective way to protect your investment today and maximize return on your software investment going forward.

Strengthen your Support Coverage with IBM Expertise

In a highly optimized and integrated environment, it's important to go beyond basic support in order to mitigate risk, reduce outages and optimize system performance. This isn't just a "nice to have", but a business imperative. If your system applications falter or fail, you need accurate and proactive problem resolution NOW. Better yet, you need resources to help you avoid system outages in the first place.

Many IBM clients choose to enhance their existing support coverage with the **IBM Software Accelerated Value Program**, a value-added technical advisory service that delivers an enhanced and personalized

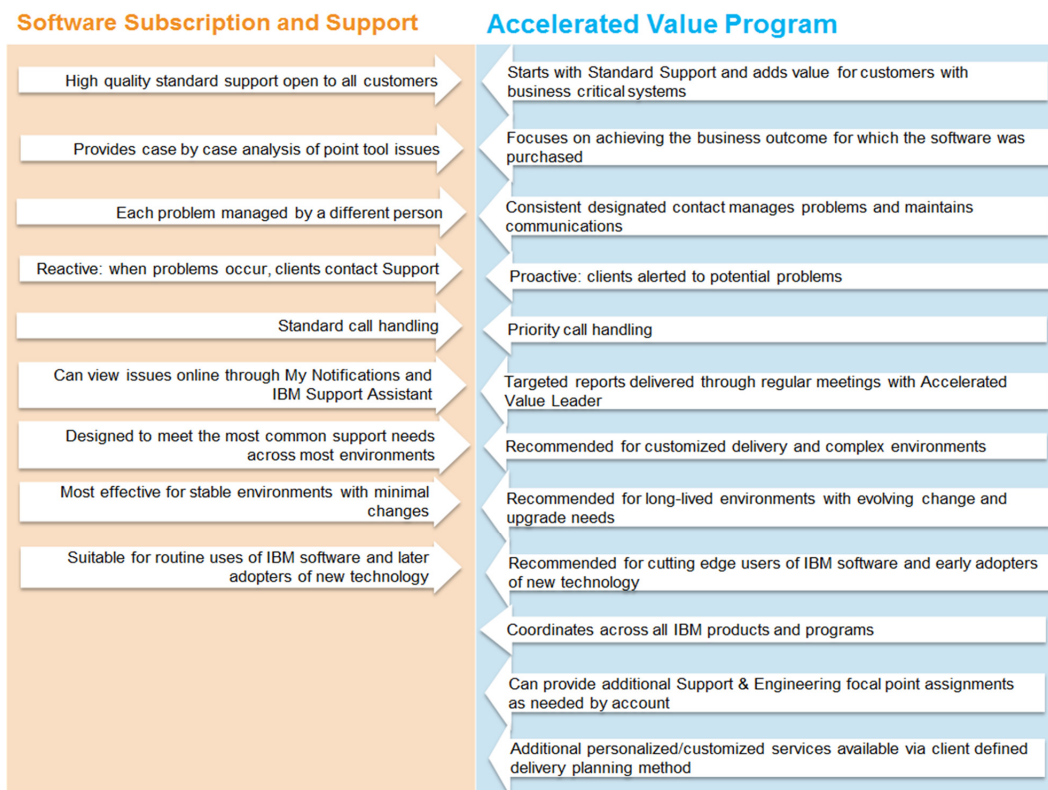
support experience. Our team of experts delivers a combination of services that help clients excel with new product adoption, upgrades and migration readiness, and troubleshooting. Our skilled professionals assist clients by providing escalated support for software issues, sharing IBM best practices, and maintaining existing IT environments stable and at optimal performance.

The Accelerated Value Program interlocks with IBM Software Subscription and Support to provide clients with the higher level support services needed to manage mission-critical, hybrid and complex system environments. Plus, you can build your Accelerated Value Program contract to create a combination of services that fits your needs and budget.

The Accelerated Value Program team works with their clients to achieve productivity savings, reduced risk, increased in-house skills, and expedited problem resolution. We deliver this value by:

- ❖ Providing a single point of contact and trusted advisor for software technical needs.
- ❖ Focusing on proactive support to help clients avoid known software issues and to communicate best practices for implementing solutions.
- ❖ Researching and communicating technotes and product features applicable to your business
- ❖ Delivering problem management and reactive support for unexpected situations that arise.
- ❖ Partnering IBM experts with clients to become familiar with client environments, infrastructure, staff, and requirements.

The image below shows some of the key added features and benefits of the Accelerated Value Program and how they enhance IBM standard Software and Subscription service.



The IBM Difference

After first gaining an understanding your needs, IBM can work with you to design a customized support plan to help you better manage risk and increase productivity and profitability. Your assigned technical service professional can even be an advocate for you to proactively address support issues. By reducing the need for you to manage system issues on your own, you have more time to focus on strategically important IT projects and priorities.

Organizations that develop a technical support relationship with IBM can do so with confidence. As a leading service provider and technology innovator, IBM will continue to deliver quality support performance driven by a deep commitment to meeting your needs, both today and tomorrow.

For more information

To learn more about the IBM Software Accelerated Value Program, please visit the following website: ibm.com/software/support/acceleratedvalue.

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