# Shaping DB2 Success with AVP
## Kathy Huckleberry, Accelerated Value Leader

## Meet Kathy

Information Management Accelerated Value Leader Kathy Huckleberry's proactive approach to her clients' software needs helps them discover more value from their IBM DB2 z/OS software. Kathy crafts a vision for client success. Her unique combination of experience and knowledge helps them accelerate the return on software investment. In contrast to her highly technical career, Kathy is an accomplished ceramic artist who draws inspiration from the wildlife and landscapes of the Pacific Northeast in Washington, USA.

## "Kathy **crafts** a vision for **client success.**"

### How Kathy helps build better DB2 for z/OS environments

To transform her clients' approach from a problem resolution model to problem avoidance model, Kathy acts as the main liaison between them and IBM. This hands-on approach provides a level of continuity that allows her to quickly provide the right analysis and information when a Support problem does arise. By fielding questions and concerns from her client to the DB2 Support teams, Kathy maintains a smooth and timely flow of information during the resolution process.

As an Accelerated Value Leader, Kathy helps her clients to:

- Gain proactive and personalized Support assistance
- Benefit from the right attention from the right IBM teams
- Receive direct intervention and advocacy from a single point of contact

### Kathy's Approach
#### Prevent problems before they occur
Knowing their software environment inside out is Kathy's approach to preventing client issues. This allows Kathy to better support their database environment and provide proactive problem prevention, minimizing downtime and often saving her clients time, effort and cost.

### Kathy's Philosophy
#### Inspiring client innovation
Kathy goes above and beyond to inspire her clients. By sharing key product opportunities and upgrade information, Kathy keeps her clients innovative, bringing them to the forefront of technology and ahead of their competition. As their advocate, Kathy's clients rely on her to optimize their DB2 software.

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### Kathy's Background
Kathy has been a part of the IBM team for 12 years and began her career as an Advocate for Information Management System and DB2 for z/OS, helping clients implement data sharing capabilities in complex environments. She supported several key customers through major DB2 migration, project planning, product education, and problem resolution efforts.

Today as an Accelerated Value Leader, Kathy focuses on maintaining strong relationships with her financial industry clients to ensure they receive a quicker return on their software investments.

### Hobbies
A ceramic artist, Kathy participates in local art exhibits showcasing her appreciation for the landscapes and wildlife in her hometown. In contrast to her career in technology, Kathy gathers inspiration from 19th and 20th century artists to create wall art and tabletop/functional pieces by combining tile with sculptural elements.

### IBM Software Accelerated Value Program
IBM Software Accelerated Value Program goes beyond standard support providing long-term, proactive technical help and advice. Acting as a single point of contact, an Accelerated Value Leader helps clients manage issues and avoid risk. You can trust that getting expert advice will result in significant cost savings and fewer issues with faster time to resolution, increasing the productivity of your support staff and giving you the ability to proactively manage your data environment. For more information, visit our Software Accelerated Value Program website at: **ibm.com**/software/support/acceleratedvalue/

### IBM DB2 for z/OS
Visit the IBM DB2 website for more information.