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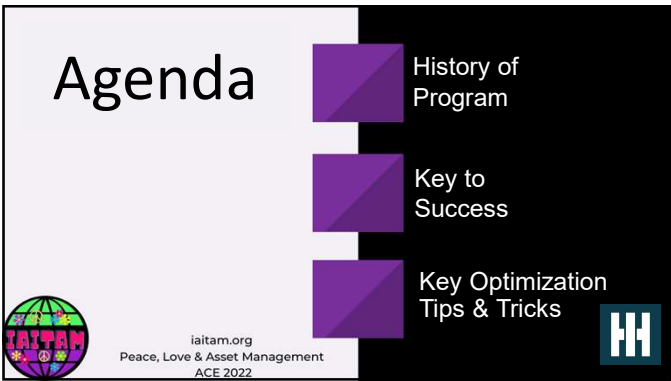
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### History of SAM Program

- 2012** **Decision to implement**
  - Tool evaluation and staffing (2 employees)
- 2013** **Stand Up Tool**
  - Jim comes on board as team lead
- 2014** **Defended Suse Audit**
  - Reduced Suse cost, Autodesk reduction (\$100k)



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### History of SAM Program

- 2016** **CIO \$2M Challenge** (Exceeded)
- 2017** **\$13M Savings over next 3 budget yrs**
  - Began Optimization, Microsoft, & Oracle
- 2018** **Focus on Expanding Optimization**
  - Annual savings approx. \$2M since
  - Admittedly getting more difficult



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### Key to Success: (build relationships)

Must interact - and have support across most of IT and Procurement

- ✓ Management (Directors and CIO's)
- ✓ Operations (Server, Storage, Capacity Mgmt, App Admins)
- ✓ Finance (Technology Business Management team)
- ✓ Procurement and Vendor Management
- ✓ Vendor relationship (get close to OEM sales reps & suppliers reps)
- ✓ End User Community



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**Key to Success:  
(build relationships)**

**License Reviews**

- ✓ Is juice worth the squeeze?
- ✓ Perform reviews showing options to change licensing cost.
- ✓ Option A (\$Cost A), or Option B (Cost \$B). Let Directors and Managers decide.

**Long Term Planning**

- ✓ Know client, mobile, and server growth plans over 3 (or more) years.
- ✓ Know server refresh dates and impact to higher core counts.

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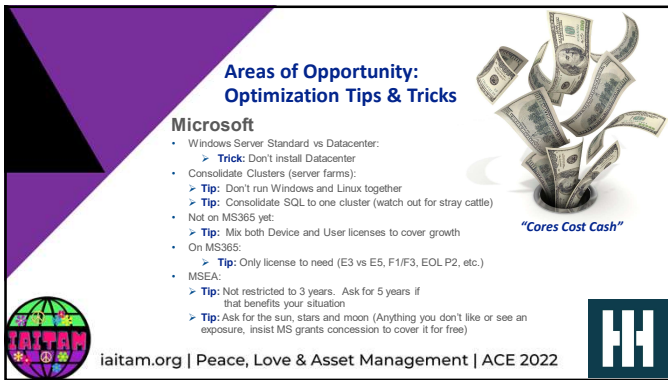
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**Areas of Opportunity:  
Optimization Tips & Tricks**

**Microsoft**

- Windows Server Standard vs Datacenter:
  - **Trick:** Don't install Datacenter
- Consolidate Clusters (server farms):
  - **Tip:** Don't run Windows and Linux together
  - **Tip:** Consolidate SQL to one cluster (watch out for stray cattle)
- Not on MS365 yet:
  - **Tip:** Mix both Device and User licenses to cover growth
- On MS365:
  - **Tip:** Only license to need (E3 vs E5, F1/F3, EOL P2, etc.)
- MSEA:
  - **Tip:** Not restricted to 3 years. Ask for 5 years if that benefits your situation
  - **Tip:** Ask for the sun, stars and moon (Anything you don't like or see an exposure, insist MS grants concession to cover it for free)

*"Cores Cost Cash"*

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**Areas of Opportunity:  
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### Areas of Opportunity: Optimization Tips and Tricks

**SAP**

- SAP Specific SAM Tool:
  - Tip:** Use a tool to license based on Transaction Codes
    - Without, most companies license by Role (ie: potential usage) and are vastly over licensed.
  - Tip:** Watch out for Core based growth for underlying support products. Exceeding can be a very expensive.
  - Tip:** Digital Access Rights. A tool will eliminate duplicate entries and ensure the 0.2 factor for certain documents (such as Financial and Time Management Documents) are applied

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### Areas of Opportunity: Optimization Tips & Tricks

**IBM**

- Consolidate Clusters and maximize Full Capacity:
  - Trick:** SQL Server (Spectrum for DB) on one cluster. Can save up to 50% vs scattered across virtual environment. (watch out for stray cattle)
- Capacity Management: Understand CPU Utilization
  - Tip:** Provide proposals to downsize Virtual Servers and show cost difference. Even explore hard partitioning of physical servers if it makes sense. Can save significantly
- Storage Team: Work with team to on following tips:
  - Tip:** Do all of those Dev/Test servers really need backed up. Show cost comparison of NOT backing up and present to management.
  - Tip:** Ask about alternative? Direct to Infoguard for instance
- Change to Cloud Pak subscriptions from Perpetual PVU
  - Tip:** Work with IBM on ideas to avoid going elsewhere. CloudPaks can provide more capacity for less cost than paying today (WinWin).
- Look to 3<sup>rd</sup> Party Support
  - Tip:** Request a quote with most S&S removed and see what happens. If never going to upgrade, move to 3<sup>rd</sup> party.

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### Areas of Opportunity: Optimization Tips and Tricks



**Oracle Database**

- Beware VMware: Soft partitioning not permitted, must license all cores
- Move to non-VMware hardware
  - Tip:** Hard partition only what you need!! (Exadata/etc)!!
- Beware CSI Repricing: Understand impact of non-renewal of any portion of a CSI order.
  - Trick:** Have Procurement break out multiple CSI's on a single order. Separate Database Enterprise from other products. This allows something like Mgmt Packs to be dropped w/o repricing your Database Enterprise.

**Oracle Java**

- Consolidate Clusters:
  - Beware:** Just one server with Java installed will require every core in the cluster to be licensed. Could pay \$100k/yr for 1 Java install?
- Don't license your Dev and Test servers.
- Leave Oracle behind
  - Tip:** Replace Oracle Java SE with a free OpenJDK, or even another paid subscription
  - Tip:** Red Hat subscriptions include Red Hat's JDK at no additional cost

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### Areas of Opportunity: Optimization Tips and Tricks

**Linux (Red Hat/Suse)**

- Consolidate Clusters: Herd your VM's to save
- Know when to use Datacenter vs Standard
  - Tip:** Understand that in a Virtual environment, 1 license covers 2 VM's
  - Datacenter for unlimited VM's vs Standard
  - Standard when VM count is low or number of host servers in farm are very high
- Disaster Recovery Licenses
  - Tip:** For Red Hat, Buy DR specific license SKU's. Not well advertised, but will save roughly 50%
- Enterprise License Agreement (ELA)
  - Tip:** Consolidate licenses to single Contract # and end date



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### Areas of Opportunity: Optimization Tips and Tricks

**Adobe**

- Acrobat Alternatives: There are several with a few that are top notch
  - Tip:** At renewal, ask for a quote w/o Acrobat. Alternative may still be less, but Adobe will likely work to reduce cost to keep your business
- Consolidate 3 or more Apps to Creative Cloud
  - Tip:** Ensure you are counting users with 3 or more apps as 1 CCE, not 3 individual apps
  - Tip:** Don't pay the full suite for users who only use one application
- Software Utilization
  - Tip:** Implement Harvesting if possible

**Concurrent Licensing (FlexLM)**

- Get a Tool to monitor usage: Paid or free are available
  - Tip:** PHP Watcher is a simple free open source tool.
  - Tip:** If you're a Splunk customer. They have a canned FlexLM App at no added cost.



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### Questions?

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