



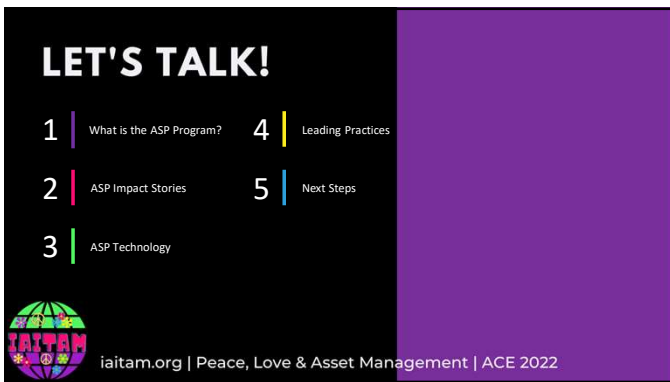
IBM Authorized SAM Provider (IASP) Program
 – Positioning for Efficiency with IBM Software

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LET'S TALK!

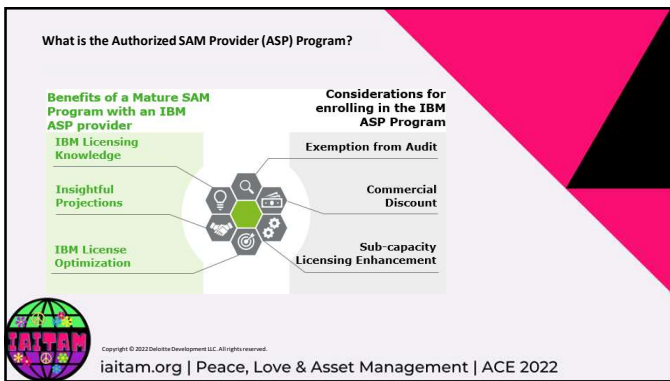
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What is the Authorized SAM Provider (ASP) Program?

Benefits of a Mature SAM Program with an IBM ASP provider

- IBM Licensing Knowledge
- Insightful Projections
- IBM License Optimization

Considerations for enrolling in the IBM ASP Program

- Exemption from Audit
- Commercial Discount
- Sub-capacity Licensing Enhancement

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Large Financial Institution – ASP Relationship

Approach

- Product Rationalization**
- PVU Core Factor**
- Technical Support**

Outcomes

- \$700K cost savings LTD as a result of right-sizing footprint
- IBM License Metric Tool (ILMT) is fully managed state and receiving catalog and Processor Value Unit (PVU) updates
- Proactive measures are taken to identify compliance issues, report them to management, and plug leaks before a financial burden arises

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PVU Core Factor Calculations Knowledge Check

Misunderstanding the PVU requirement for your hardware could lead to an inflated license requirement. What is the core factor for Cluster 1 and Cluster 2?

VMware Cluster 1

| | | |
|----------------|----------------|----------------|
| Host 2 CPUs | Host 2 CPUs | Host 2 CPUs |
| Host 2 CPUs | Host 2 CPUs | Host 2 CPUs |
| VM | VM | VM |
| VM | VM | VM |
| VM | VM | VM |

Total Physical CPUs = 12

VMware Cluster 2

| | |
|----------------|----------------|
| Host 4 CPUs | Host 4 CPUs |
| Host 4 CPUs | |
| VM | VM |
| VM | VM |

Total Physical CPUs = 12

Cluster 1 PVUs Per Core: ?

Cluster 2 PVUs Per Core: ?

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Large Credit Payment Company – ASP Relationship

Approach

- Technology Implementation**
- Custom third-party data integration**
- Targeted Software Review**

Outcomes



- 73M savings LTD: Over-deployed software valued at \$3M under sub-capacity versus \$76M under full-capacity
- Identified ILMT target population of 55,000+ servers which increased visibility into enterprise software footprint
- Identified 7 product families that were not in use and reduced S&S payment for IBM products

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ASP Technology

Overview

-  Snow Software, USU SAM (previously Aspera), and ServiceNow SAM tools have been approved by IBM as sub-capacity-eligible reporting tools for customers engaged in the ASP program
-  Flexera One is a certified ILMT alternative, a license audit exception is not required for new or existing Flexera customers

Key Benefits

-  Sub-capacity eligibility can be achieved by using approved alternatives
-  Customer manages fewer SAM tools, decreasing the complexity and cost of managing multiple solutions



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ASP Leading Practices: Questions to ask yourself about your IBM estate

 **Are you taking advantage of IBM sub-capacity licensing today?**

Leverage ILMT to become **sub-capacity eligible** or enter the ASP program to leverage an eligible SAM tool to benefit from sub-capacity licensing



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ASP Leading Practices: Questions to ask yourself about your IBM estate

 **Do you have at least 95% visibility into your enterprise-wide assets (hardware and software)?**

Establish a business case to implement **governance policies and procedures** to maintain an up-to-date CMDB and/or SAM inventory solution




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ASP Leading Practices: Questions to ask yourself about your IBM estate

☰ Do you know what PVU core-factor to use for your hardware?

IBM publishes the 'PVU per Core' table on their website. Simply look up your hardware's CPU details and determine the **core factor** that is applicable.



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ASP Leading Practices: Questions to ask yourself about your IBM estate

☑ Are you validating usage of high-risk products prior to renewal?

High risk products should be validated **at least quarterly** to understand license requirements and assess any change in consumption over time.




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ASP Leading Practices: Questions to ask yourself about your IBM estate

📄 Are you able to differentiate between installed products vs. products that are actively in use?

Installed is different than **in use!** Review your installations and challenge the server/device owners if they are actively using the software. If not, **uninstall**.



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ASP Leading Practices: Questions to ask yourself about your IBM estate

 **Have you designated appropriate IBM software product/family owners?**


Delegating responsibility to a business owner allows the SAM team to have a **single point of contact** for each product family. This individual is responsible to drive governance and liaise with your SAM team!




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ASP Leading Practices: Questions to ask yourself about your IBM estate

 **If you have a failover mainframe, do you have a Capacity Backup (CBU) agreement in place?**

If not, CBU agreement allows you to run a failover mainframe at **no additional cost**. This is a great way to save on licensing costs and increase visibility with IBM.



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ASP Leading Practices: Tips and Tricks

 **People** **Implement product owners for high-risk products in order to assist with procurement and renewals**





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ASP Leading Practices: Tips and Tricks

Data

1. Perform bi-annual review of IBM PVU core factors
2. Request CPU and Memory utilization report periodically to make informed renewal decisions



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ASP Leading Practices: Tips and Tricks

Technology

1. Implement automated processes to maintain data integrity
2. Push for at least 95% inventory coverage for enterprise-wide assets across all environments

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ASP Leading Practices: Tips and Tricks

Process

1. Target low hanging fruit upfront for quick wins: products with no usage, excess S&S paid on products with high entitlement and low usage, etc.




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ASP Leading Practices: Tips and Tricks

 **Process** **2. Have a clear validation methodology so product owners can provide the right data to make educated purchase and renewal decisions**



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ASP Leading Practices: Tips and Tricks

 **Process** **3. Review hardware utilization reports to make recommendations for optimization**



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Questions?

If you have specific questions or would like to connect with us about your future ASP journey, please reach out to us at ibmasp@deloitte.com




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