



# Software Asset Management Services for IBM

IBM is unquestionably one of the leading licensors of enterprise software in the US. However, IBM also has one of the most complex and arduous systems for licensing its software, creating a potential source of financial risk from a compliance perspective.

Are you confident that your IBM agreements include the most favorable terms and conditions? Do you know your compliance position with regard to IBM Software? Do you know all of the current and alternative licensing options for the products you use? If your response to any of these questions is "No," then Siwel can help.

Siwel provides Software License Position and Contract Advisory Services to help you avoid unnecessary costs and get the most out of your IBM software investment.

## Why a Software License Position (SLP)?

Siwel provides Software License Position (SLP) services that help organizations conduct effective self-audits to maximize their license utilization and understand their compliance position with IBM. Our team of IBM licensing experts will:

- Review your contract terms and conditions to validate obligations, restrictions and responsibilities
- Establish an entitlements baseline from IBM's Passport Advantage (PPA), software reseller and/or internal procurement records
- Analyze, review, and reconcile data collected by the existing discovery tools in your environment
- Establish your IBM compliance position by comparing and reconciling software entitlements versus actual deployments
- Identify areas of risk and propose recommendations to mitigate potential non-compliance scenarios
- Identify opportunities to maximize your IBM software investment

***The information gained from a Siwel SLP engagement can make the difference between a successful audit outcome and an unsuccessful, costly one. Furthermore, it will help you negotiate a much more favorable IBM contract renewal to maximize your investment in IBM software.***

At the conclusion of an IBM SLP engagement, Siwel will provide you with a detailed Software License Position analysis report that includes the following:

- Baseline summary of IBM software entitlements
- Assessment of license shortages and surpluses
- Comprehensive analysis that identifies key findings, including any areas of risk
- Recommendations on how to mitigate any potential non-compliance scenarios and how to maximize your IBM software license utilization

***The Siwel team has uncovered cost avoidance of as much as \$200 million for a client through a Software License Position engagement for one publisher's product set!***

## SAM Services for IBM

### Benefits:

- Establishment of an accurate IBM entitlement and deployment baseline
- Gain insight into the true utilization of IBM Software
- Support for negotiation of a more favorable contract renewal or a successful audit outcome
- Reduce costs and optimize your IBM software investment
- Insights from vendor, auditor and customer perspectives

## Why IBM Contract Advisory Services?

Our insights come from more than 100 years of experience working with IBM contracts gained through roles as clients, software publishers and auditors. With this unique set of background and knowledge, Siwel's team of IBM contract specialists can provide your organization with guidance, strategy and direction regarding the management of your IBM software contracts.

Siwel's Contract Advisory Services for IBM are customized for each client's specific needs and will include a comprehensive review of your IBM ESSO, ELO, Sapphire Agreement and any other contracts or deal-related documents, and may include:

- Recommendations for managing existing IBM contracts in order to minimize risk and optimize the value and flexibility of your licensing investment
- Insights and best practices from a team that has contract experience as auditors, software vendors and enterprise customers
- Alignment of your IBM contracts with your business requirements and technology roadmap to ensure that your entitlements are "right-sized" for your current and future needs
- A strategy for consolidation or elimination of any overlapping agreements or entitlements
- Specific advice on the pertinent terms and conditions in your contract – including Mainframe, DR, Audit, Cloud, Virtualization etc.
- Negotiation strategy and guidance with regard to upcoming IBM license purchases or renewals
- Assistance to develop a strategy for audit preparation or defense
- Act as your agent at the negotiating table with IBM
- Additional insights into product and license utilization and fit-for-purpose, when paired with Siwel's Software License Position for IBM

***The information gained from a Siwel Contract Advisory Services engagement will enable your organization to better manage your IBM contracts and to be in a position of knowledge and strength as you enter into negotiations with IBM.***

At the conclusion of an IBM Contract Advisory Services engagement, we provide a detailed written analysis that includes a summary of the IBM contract material that was reviewed, together with recommendations specifically tailored for your organization.

## Software Asset Management for IBM Can Save or Avoid Millions of Dollars

The number of software products IBM has in its catalog is vast and the complexity of the licensing metrics can be overwhelming, so many organizations struggle to manage this particular product portfolio. In addition, the contractual terms and conditions can have a significant impact on an organization's budget and compliance position if they are not fully understood. Siwel has a proven track record of helping clients with their IBM contracts, entitlements and product utilization allowing them to realize significant reductions in new product purchases, maintenance costs and favorable contract terms.

## Why Siwel?

Founded in 1992, Siwel is a woman-owned business that has been developing and implementing successful IT Asset Management solutions for Fortune 500 and middle market companies since 1998. The Siwel team has learned that to be successful you must be "Data Smart" - your ITAM program must combine rich business intelligence with business analytics that enable your organization to support important strategic and financial decisions. Whether you engage Siwel for help with tools, data, contracts, processes, managed services or just industry best-practices, your organization will benefit from the support and services of the foremost experts in the field.