

# What IBM Thinks You Own: How to Navigate Passport Advantage Entitlements

by  
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# Agenda

- Accessing Passport Advantage (PPA)
- Providing Users Access to Reports
- Navigating to Entitlements Section to Run Reports
- Interpreting Entitlement Reports
- Understanding License Deployments
- The Value of SAM Tools
- Examples of Cost Avoidance
- Benefits of Understanding your Software License Position (SLP)
- Challenges of SAM Tools
- Q & A
- Contact Information

# Accessing Passport Advantage (PPA)

- Know or Create Your IBM Registration ID
  - <https://www-04.ibm.com/software/howtobuy/softwareandservices/authenticate/Registration?caller=PAC>
- Only the primary contact or technical contact can provide PPA access.
- To determine identity of primary/technical contact, contact IBM PassPort Advantage (PPA) Online with your company name & location.
  - Phone: 1-800-978-2246 (US/Canada)
  - Email: [PAOnline@us.ibm.com](mailto:PAOnline@us.ibm.com) (US)
  - International #s:
    - [https://www-112.ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en\\_US/ecare.html](https://www-112.ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en_US/ecare.html)
- Login with your IBM ID and Password

# Accessing Passport Advantage (PPA)

Software >

## Software and services online

Access to downloads, account information and commerce

### Passport Advantage Online

To watch instructional videos or read online literature visit [Passport Advantage Online Help](#)

Navigation help

News

#### → Software download & media access

Download software updates and order software media.

#### → Purchase & renewal

Purchase new licenses, Software Subscription and Support Renewals for existing licenses or extensions of fixed term licenses.

#### → Shopping cart

Check out, view saved shopping carts, and view order status.

#### → Reporting

View reports about downloaded software, media order history, entitled software, migration history, purchase history, and active renewal quotes .

#### → Entitlements

View Proof of Entitlement certificates, view entitlement inventory and deployments.

#### → Account management

Manage contacts, add, change or delete user access.

#### → Reference

View reference library, news history, and FAQs.

#### → Need assistance

View eCustomer Care contact information.

# Providing Users Access to Reports

**Software and services online**

Software download & media access

Purchase & renewal

Shopping cart

Reporting

Entitlements

Account management

- Contact update
- **Manage access**
- Account-related documents
- Self-nomination

Reference

Need assistance

## Manage access

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**Select task**

- [Change or Delete user access](#)
- [Approve or reject user access requests](#)
- [Add new users](#)

➔

Directly add an individual's access privileges without a self-nomination request by entering the user's IBM ID and email address.

---

### Grant access to additional user

Enter the IBM ID and e-mail for the user that you wish to add. Then select the role and the level of access to the functions |

The fields indicated with an asterisk (\*) are required to complete this transaction; other fields are optional.

[Need help with this form?](#)

---

### User information

IBM ID\*

E-mail\*

**Business justification**  
(Explain why you need this access, specify your company or division, job responsibility etc. 512 char max.)

No business justification provided.

# Providing Users Access to Reports

## Select role

Role\*

Secondary contact

User

There can only be one Primary Contact per Site. This person is responsible for adding secondary contacts and users. Secondary contacts can grant user access to this tool. There can be up to 4 secondary contacts per Site.

## Software and services tool access privileges

**Software download & media access/Purchase & renewal\***

None

Software download only

Software download & media access only

Software download, media access, quotes, product catalogs and license renewal

**Reporting\***

None  View

## Entitlements

**Entitlement allocations\***

None  View  Update

**Entitlement inventory & deployments\***

None  View  Update

## Account management

**Contact update\***

None  View  Update

**Account-related documents\***

None  View

**Terms & conditions\***

None  Full

Submit

Cancel

# Navigating to Entitlements Section to Run Reports

<b>Software and services online</b>
Reporting
Entitlements
Account management
Reference

## Related links

- IBM software support
- Online technical support
- ShopzSeries
- Public instant messaging registration
- Value Unit Calculator
- Manage payment method

## Software and services online

Access to downloads, account information and commerce

Find your most requested functions under "Find it fast" in the right column.

### Passport Advantage Online

#### Software and service offerings

If you need products & services for zSeries visit [ShopzSeries](#)  
To watch instructional videos or read online literature visit [Passport Advantage Online Help](#)

Navigation help

News

#### → Reporting

View reports about downloaded software, media order history, entitled software, migration history, purchase history, and active renewal quotes .

#### → Entitlements

View Proof of Entitlement certificates, view entitlement allocations, update entitled allocations and view entitlement inventory and deployments.

#### → Account management

Manage contacts, add, change or delete user access,

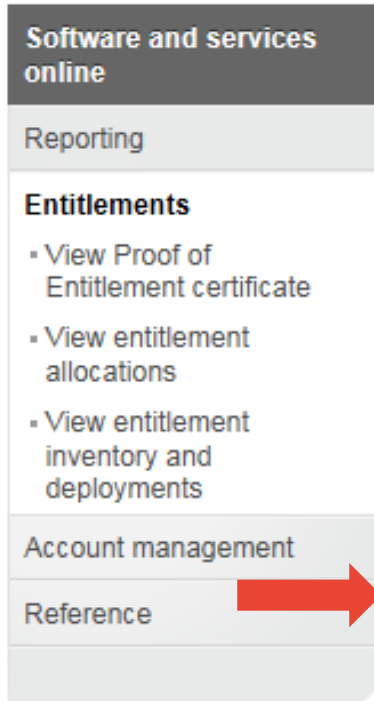
#### → Reference

View reference library, news history, and FAQs.





# Navigating to Entitlements Section to Run Reports



## Entitlements

Use this page to view and update your site's license entitlements.

### Highlights

→ [View Proof of Entitlement certificate](#)

View Proof of Entitlement certificates for your site's software licenses.

→ [View entitlement allocations](#)

View the current allocation of entitlement from your site. This is an online view that allows you to see Sites under your (Software Download, Media Requests, and/or Technical Support) enabled. This does not show deployment tracking.

→ [View entitlement inventory and deployments](#)

View a summary of your product entitlements and deployments for your sites.



# Navigating to Entitlements Section to Run Reports

Software > Software and services online > Entitlements >

## View entitlement inventory and update deployments

Select an option below to generate your entitlement inventory and deployments report.

\*IBM does not maintain or alter your deployment quantities.

Show me all entitlements associated with this site - company:

Use this option for updating deployments.

**Site number - Company name, Address**

Select one

**Brand**

All brands

I want to choose a specific agreement - site combination:

Use this option for updating deployments.

**Agreement number - Site number - Company name, Address**

PAE - 3175923 - Siwel Consulting Attn Lew Johnson, 71 W 23rd St

**Brand**

All brands

Submit report

Cancel

# Navigating to Entitlements Section to Run Reports

1 - 50 of 524 results | [Next](#) →

Program ⓘ	Agreement Number	Brand	Current Product	Transaction History ⓘ	Product history and evolutions ⓘ	Software License or Appliance Quantity ⓘ	Active Subscription & Support Quantity ⓘ	Active Subscription & Support End Date ⓘ
Passport Advantage		Analytics	Cog Analysis MS XL Ltd Use PVU	📄	📄	4,800	4,800	30 Jun 2015
Passport Advantage		Analytics	Cog Analysis for MS XI Auth user	📄	📄	10,000	10,000	30 Jun 2015
Passport Advantage		Analytics	Cognos BI Consumer Auth user	📄	📄	0	0	
Passport Advantage		Analytics	Cognos BI Non-prod PVU	📄	📄	5,600	5,600	30 Jun 2015
Passport Advantage		Analytics	Cognos BI SW Development Kit Auth user	📄	📄	2	2	30 Jun 2015
Passport Advantage		Analytics	Cognos BIPowerPlay Web AU FCT	📄	📄	0	0	
Passport Advantage		Analytics	Cognos Command Cntr ProdSvr Connct Connection	📄	📄	25	25	31 May 2015
Passport Advantage		Analytics	Cognos Command Cntr Standard Edition Install	📄	📄	1	1	31 May 2015
Passport Advantage		Analytics	Cognos Command Cntr Standrd Edition NP Install	📄	📄	1	1	31 May 2015
Passport Advantage		Analytics	Cognos Customer Performance Sales Analytics User Value Unit	📄	📄	0	0	
Passport Advantage		Analytics	Cognos Financial Performance Accounts Payable Analytics User Value Unit	📄	📄	0	0	
Passport Advantage		Analytics	Cognos Financial Performance Accounts Receivable Analytics User Value Unit	📄	📄	0	0	

← [Change search criteria](#)

→ [Update deploy](#)

📄 [Download/print report](#)

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# Navigating to Entitlements Section to Run Reports

## Download report

To download this report, select a file format and click "Download report".

XLS for Microsoft® Excel

This file format will allow the downloaded file to be opened directly in Microsoft Excel as a formatted spreadsheet. \*Requires Excel version 2002 or greater.

XLSX for Microsoft® Excel


This file format will allow the downloaded file to be opened directly in Microsoft Excel as a formatted spreadsheet. \*Requires Excel version 2007 or greater.

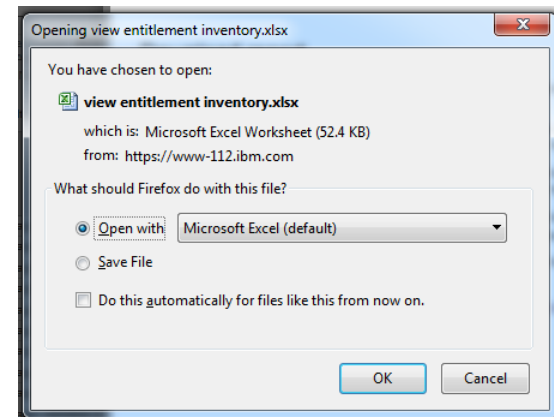
XML

This file format will allow the downloaded file to be imported into enterprise systems or other supporting XML capabilities.

PDF(Printable version)

This file format will allow the downloaded file to be opened in portable document format and printed.

 [Download report](#) [Cancel](#)



# Interpreting Entitlement Reports

Important information that can be provided by the Order History Report:

- Software License or Appliance Quantity: the quantity of licenses owned (perpetual licenses).
- Active Subscription & Support Quantity: the actual quantity of licenses that are entitled to S&S, and what an auditor would consider licensed.
- Active Subscription & Support End Date (this is a reminder that S&S must be renewed annually to continue support)
- License, Reinstatement and Renewal Part Numbers: the current part numbers.

# QUESTIONS?

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# Understanding License Deployments

- Do you know what you actually have deployed in your enterprise?
- SAM Solutions are tools that discover and inventory what you have deployed in your environment.





# The Value of SAM Tools

Tools identify what software is installed in your environment, tracking and reporting on:

- Software product names and bundles
- Software version
- Hosted on physical vs. virtual servers
- Number of instances of application (i.e. WebSphere Application Server, DB2 Enterprise Server Edition, WebSphere MQ, etc.)
- Hardware information (Manufacturer, Processor Brand, number of cores, sockets, etc.)
- Operating system (i.e. Windows, HP-UX, AIX, and Oracle Solaris)
- Network information (i.e. hostname, and IP address)



# Examples of Cost Avoidance

## Full vs. Sub Capacity

	A	C	D	E	F	G	H	I	K	L	M	N
1												
2	License PN	S&S PN	Product	CPU Core	CPU Core	PVU Full Capacity	PVU Sub Capacity	Level J Licence Unit Cost	Full minus Sub	Ext License Cost	Level J S&S Unit Cost	Ext S&S Cost
3			<b>Small 2,000 Servers</b>									
4	D55IULL	E020CLL	DB2 Enterprise Server Edition PVU	146	24	16,720	2,580	\$420.00	14,140	\$5,938,800.00	\$83.90	\$1,186,346.00
5	D55WJLL	E025SLL	WebSphere Application Server Network Deployment	355	153	36,160	14,870	\$182.00	21,290	\$3,874,780.00	\$36.41	\$775,168.90
6	D55V1LL	E0256LL	WebSphere MQ	358	167	35,320	14,680	\$72.40	20,640	\$1,494,336.00	\$14.48	\$298,867.20
7										<b>\$11,307,916.00</b>		<b>\$2,260,382.10</b>
8			<b>Medium 15,000 Servers</b>									
9	D55IULL	E020CLL	DB2 Enterprise Server Edition PVU	1,516	1072	121,560	90,400	\$420.00	31,160	\$13,087,200.00	\$83.90	\$2,614,324.00
10	D55WJLL	E025SLL	WebSphere Application Server Network Deployment	11,351	8,207	821,860	623,220	\$182.00	198,640	\$36,152,480.00	\$36.41	\$7,232,482.40
11	D55V1LL	E0256LL	WebSphere MQ	3,192	1,987	236,340	155,890	\$72.40	80,450	\$5,824,580.00	\$14.48	\$1,164,916.00
12										<b>\$55,064,260.00</b>		<b>\$11,011,722.40</b>
13			<b>Large 30,000+ Servers</b>									
14	D55IULL	E020CLL	DB2 Enterprise Server Edition PVU	2,322	1,100	161,840	88,370	\$420.00	73,470	\$30,857,400.00	\$83.90	\$6,164,133.00
15	D55WJLL	E025SLL	WebSphere Application Server Network Deployment	4,648	2,450	330,980	180,360	\$182.00	150,620	\$27,412,840.00	\$36.41	\$5,484,074.20
16	D55V1LL	E0256LL	WebSphere MQ	3,319	1,642	228,580	129,350	\$72.40	99,230	\$7,184,252.00	\$14.48	\$1,436,850.40
17										<b>\$65,454,492.00</b>		<b>\$13,085,057.60</b>
18	USDcountriesJanuary272015 IBM Pricing Book											

# Benefits of Understanding your Software License Position (Entitlements vs. Deployments)

- Pay only for what is in use
- Identify licenses you are using, but may not be paying for
- Provides full capacity versus sub-capacity licensing
  - Full Capacity: counts all active physical cores in a server.
  - Sub Capacity: enables customers to license and pay for less than the full capacity using virtualization technologies
- Better data for contract negotiations
- Accurate deployment data for maintenance renewals and contractual true-ups
- Documentation to back up reduction in # licenses
- See IPAA Revised 01 September 2014 (Z125-5831-09)

# Challenges of SAM Tools

- Not a part-time job
- Requires full focus
- Expertise



- ✓ Licensing
  - Product metrics
  - Product bundling/suites
- ✓ Technical (network, OS, troubleshooting)
- ✓ Contract interpretation
  - Where are the contracts?
- ✓ Procurement procedures and processes
- Time is money! Cost avoidance is substantial.
- **Ask for Help/Advice**

# About Siwel Consulting



- Founded in 1992; woman-owned business
- Top tier provider of IT solutions: hardware, software and services
- 16+ years providing ITAM solutions and services for our clients
- Certified ITAM professionals; IAITAM Provider Member
- Manage \$3.5 billion in deployed software licenses
- Headquartered in New York City; 150 – 200 employees

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# QUESTIONS?

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