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# Portfolio Review & Analysis Engagement

## Customer Comments

The PRA was key to our going forward with any further analysis. With the PRA, we had knowledge of other deals, an idea of how the other players would react, and an estimate of our savings that told us this was worth pursuing further. The PRA also provided a good matrix of competing products. Having you onsite, with the graphs, specific knowledge and reports that you generated was essential.

I tell the PRA story whenever I can. As good a story as the ELA was (financial savings)-  
- it would not have happened without your work!

*Bob Venable*  
*Manager of Enterprise Systems*  
*BlueCross BlueShield of Tennessee*

Usually managers mostly get to hear from unhappy customers! When I see a job well done and value added I like to make sure I say thank you.

We recently completed a portfolio review for Kaiser, at my request, and I want to share that I was very impressed by the process and the results. The feed back that I got from my team is that it was very good, especially in light of the fact that they were at first resistant to 'a vendor sticking their nose in'

I will be sharing the experience I have had.

*Terence Gilbey, Director*  
*Enterprise Technical Services*  
*Kaiser Permanente-IT National Operations*

Thank you for the great job on the PRA for First American Real Estate Information Services! The information presented was well organized and very informative. There are definitely some opportunities that we can pursue to lower our costs, which we will evaluate over the coming months. As we look at the information in greater detail, we may have some follow up questions. I hope you won't mind if we contact you as those questions arise.

*Gary Chiang*  
*First American Real Estate Information Services*



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I wish to thank you for the excellent PRA presentation. Once the PRA analysis was presented it became very clear to us that we were paying more for OEM products than for similar IBM ones. That was very important because the agency is in the process of evaluating our budget expenditures and this gives us an opportunity to present an action plan to cut costs in the software area and not have to do that in our operations and application development areas which would have a negative impact.

Furthermore, it gave the executive team a better awareness of the importance of containing those costs. Plus the importance of managing those products from a financial and administrative point of view. From the PRA we found old product libraries that we thought we had gotten rid of and were still there. We can recuperate DASD space from deleting those files. We found that a withdrawn OEM product was still being used in a couple of production jobs. We proceeded to replace that function with one from an IBM product. Old versions of actual products were identified so that they could be deleted. This created more Dasd space and less file management.

In sum, the whole exercise of forcing a company to microscopically look at all the installed software allows you to reap all those benefits and gives you a sense of having a good grasp of your software costs and it's related management issues.

*Roberto Halais*  
*Area de Tecnología de Información*  
*Depto. de Hacienda*

Thank you so very much for performing this study. I found this to be of exceptional value and an extremely professional packaging of this information.

In light of our reservations, due to contractual issues, I understand how difficult this must have been for you. I really appreciate you hanging in there and performing this study for us. This is highly valuable information to us and will assist us moving forward with our various ISV vendors and has given us numerous ideas associated with our product suites and possible replacements.

Thanks again for such a superb job on this. Great work!!!

Regards,

*Paul M Henry*  
*Director, eServer Services (CMH)*  
*Enterprise Business Intelligence Services*  
*Nationwide Insurance*



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I wanted to express my thanks to IBM and the PRA team for the analysis they did of our software portfolio. Initially we had some misgivings about opening our portfolio to one software vendor, but we were totally impressed with the professionalism and confidentiality with which it was handled. Perhaps most importantly, the process itself made us look carefully at our portfolio so we could evaluate what benefits we were getting from our software investment. I wouldn't hesitate to have the PRA team look at our portfolio again in the future to gauge our performance.

*Alex Podressoff*

*I.T. Information and Financial Svcs*

*Salt River Project*

We decided to do a PRA to establish a baseline of our mainframe software costs. We really had no expectations of the study, but found it to be extremely helpful with future planning. The PRA helped us understand our cost per MIPs compared to other customers of our size. This was an "eye opener" for us and a wake-up call to get our house in order. We realized this was a way for us to get more money for other projects we needed. Armed with the knowledge the PRA provided, we have been more aggressive in our negotiations with our vendors and have achieved better pricing in our future contracts. I would absolutely recommend the PRA. It was concise and to the point, and one of the most beneficial presentations we have seen.

**Greg Killian**

*z/OS Systems Programmer*

**Washington State Department of Transportation**

I wanted to let you know that the PRA that was conducted by Linda Beckner of IBM was very beneficial to Office Depot. It clearly pointed out where we have opportunities to change products and subsequently reduce overall software operating costs. Linda did an excellent job preparing and delivering this analysis. The product was very professionally prepared and will serve us well in our planning process.

*Brian J Mannion*

*Director of Infrastructure Planning & Architecture*

*Office Depot*



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I found your analysis and presentation most useful. I am sure your ideas will help us in bringing the cost base down and make us competitive in winning new business.

*Rajesh Singh*  
*Vice President Data Center Services*  
*IT Services Group*  
*Fujitsu America, Inc.*

I want to thank you for the excellent job you did presenting the PRA. The information is very encouraging.

My mainframe staff works lean and we are growing older by the minute. Recently I left the mainframe systems area because of a promotion and I have two mainframe system programmers retiring within the next 8 months. That's three people down. The aging of mainframers is one of the reasons this company is pushing so hard to get off the mainframe.

A young PC person was brought in to learn the mainframe but the transition has not been very good. Outside education is hard to find because there are not enough students enrolling for classes to meet.

This is why the PRA is so important to me, if the company can convert a majority of its ISV software over to IBM then future software installations would be included within a Server-Pac. Without having to install ISV software, our system programming staff will have time for other tasks such as training and/or cross-training others. I look forward to working with you to determine which vendors can be replaced.

*Kerry V. Parrish*  
*Director, Mainframe and Technical Support*  
*Southern Farm Bureau Life Insurance*



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## **Portfolio Review & Analysis Engagement**

### **Customer Comments**

The IBM PRA that was conducted at SCANA has helped us tremendously in our mainframe software cost analysis. Linda Beckner and her team were able to come in and evaluate our current portfolio and give us very specific actionable recommendations. They made suggestions to help us to reduce our overall software costs. They also were key in helping us develop a good negotiation strategy our key vendors. We just concluded negotiations with our largest software vendor are very pleased with the results. We give Linda and her team credit for the advice and assistance they gave us in preparing for that. Thanks again for recommending this evaluation. What a great service for your customers.

*Renee Wedding*  
*Vice President*  
*SCANA Corporation*

Last week, I was on an afternoon outing with a VP from one of my Insurance customers and during our conversation he mentioned your name. He was very excited about some work you did with him on saving costs on his data center hardware maintenance and software. The Price Compare reports you did for him must have been earth shattering because he raved about them for 1/2 hour.

*Ray Scardelli*  
*Account Executive*  
*IBM Corporation*  
*BCBS Tennessee Account*

HCSC is very, very pleased with Linda and IBM on the PRA. They received valuable; objective incites and will be following through on many of Linda's recommendations. Brian said something to the effect "this is partnering" Wheeler also said that another exec said " this is the most valuable information IBM has provided since I've been here" This was meant purely to be a compliment.

**Dan Cahill**  
Software Client Leader  
**IBM Corporation**  
**HCSC Account**