

Business Service Management on System z aligns business and IT

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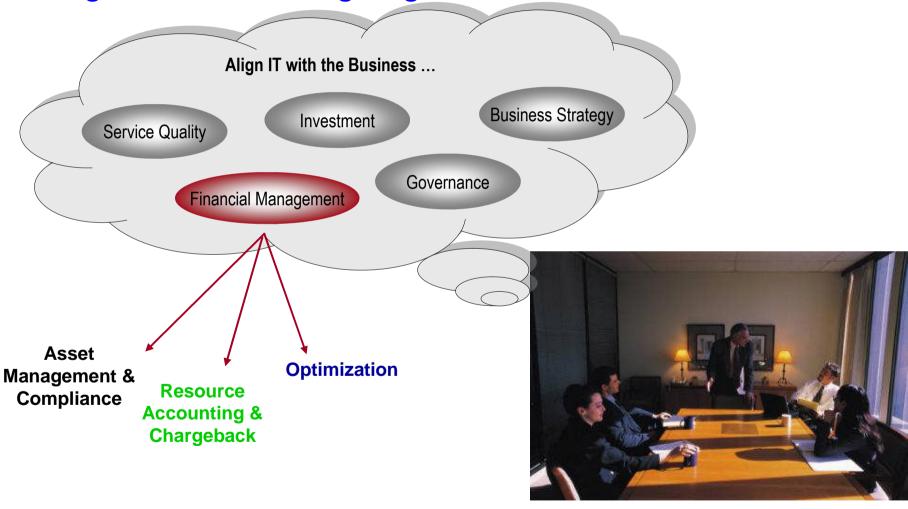
Agenda

- Discovery & Asset Mgmt Business Drivers
- IBM Software Asset Management Overview
- IBM Solutions:
 - –Tivoli Asset Discovery for z/OS
 - -SmartCloud Control Desk
- Benefits and Discussion

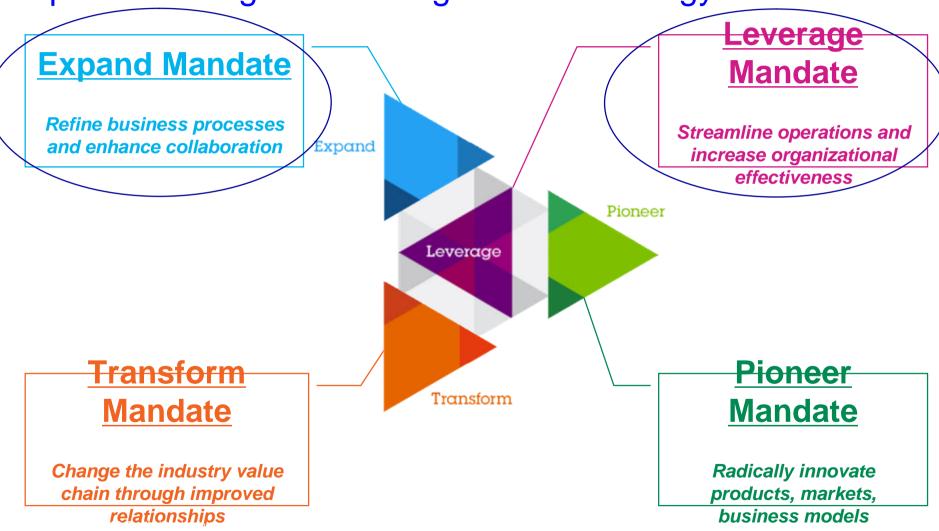




Increased focus on IT Asset and Financial Management when aligning IT with Business Goals.

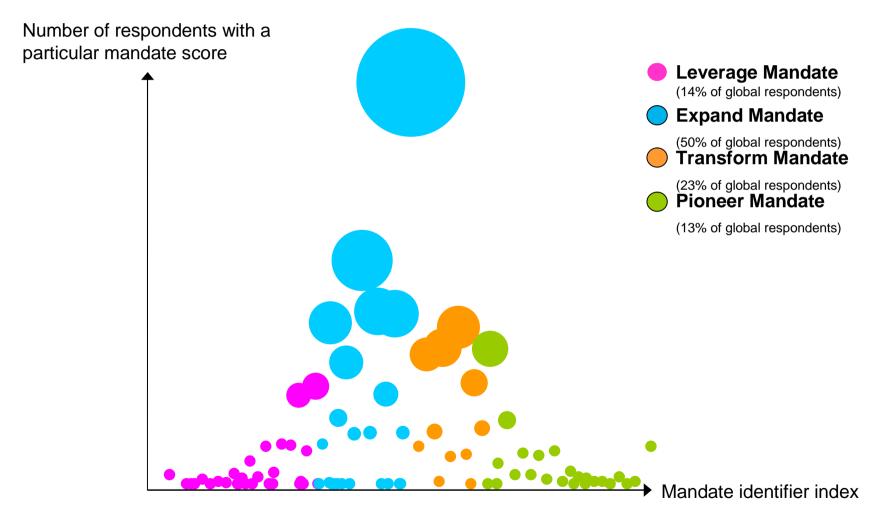


CIO mandates come with distinct characteristics that line up with the organization's goals and strategy





Iterative analysis of CIO answers identified the response distribution across all mandates



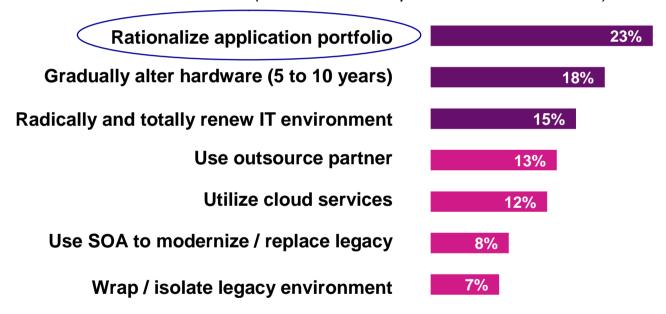
Source: 2011 CIO Study, Questions D1 to D4: "How does your business look at the role of IT?" (n=3,018): IBV Analysis



Leverage Mandate CIOs continually review legacy environment, including hardware and application portfolio

How CIOs plan to control / reduce legacy cost

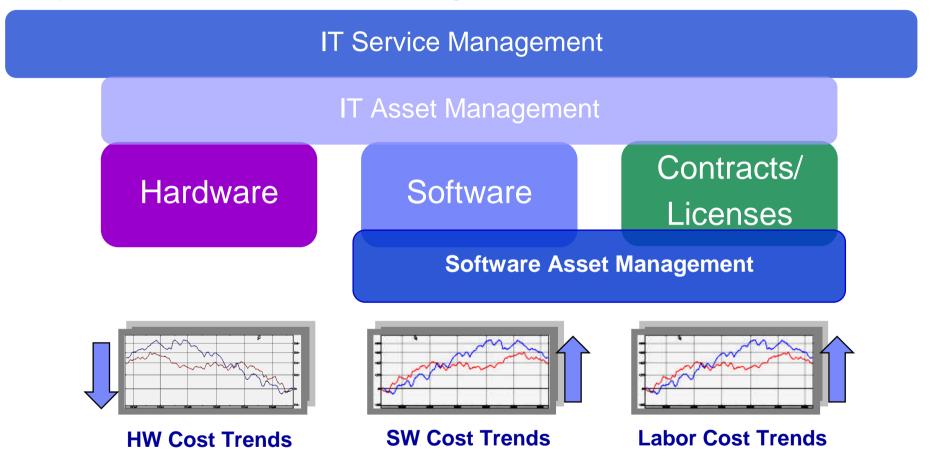
(allocation of 100 points across 7 activities)



Source: 2011 CIO Study, Q16: "How do you plan to control and/or reduce the costs of your Legacy environment in the next 3 to 5 years?" (n=2,417); percentages represent average percentage; figures may not total to 100% as "Other" priorities have not been included



Why is Software Asset Management (SAM) Important?

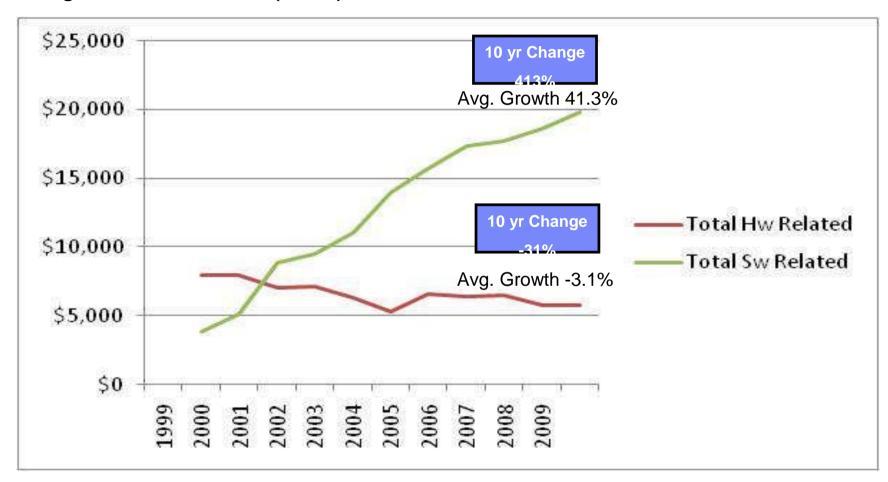


Enterprises that begin an asset management program experience up to a 30% reduction in costs the first year.. and continue savings of 5-10% for the next 5 years



Real Customer Example Costing Initiative

Average Hardware / Software (\$000's)





Common Customer Challenges in Asset Management

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- Lack of centralized cross-platform data repository
 - software inventory
 - product use activity
 - contractual and financial information
- Rapid business change causes unexpected software spending and inefficient software deployment
- Complexities of license metrics, terms & conditions, and software deployment
- No clear knowledge of what software is installed, how much it is being used and who is using it
- Most software asset management practices lack
 the maturity to drive maximum business value



Who are the key Stakeholders?

Business Executives are pushing for best practices not only to protect but also to optimize the way companies run their business processes. They are also responsible for internal and external compliance.

Business
Units need to
know that the assets
on which their
business relies are
protected and
optimized

IT gets re diverted to "fix" situations rather than assignment to value creation for the business

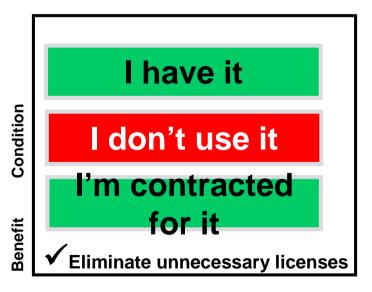
Asset Managers need to provide accurate information to Business Unit Execs, Finance Execs, Procurement and Compliance Organizations

What should Software Asset Management tell me?









IT Asset Management Portfolio

Tivoli Asset Discovery for z/OS (TADz)

- Provides discovery and identification services for the z/OS platform
- Monitors software usage and trends
- Reports on the MIPS capacity of each LPAR under which software is running
- Provides reporting for inventory and usage
- Standalone product that integrates with SmartCloud Control Desk

Tivoli Asset Discovery for Distributed

- Provides discovery and identification services for distributed platforms
- Monitors software usage and trends
- Provides license usage for virtual environments including VMWare
- Provides reporting for inventory and usage
- Standalone product that integrates with SmartCloud Control Desk

IBM SmartCloud Control Desk

- Comprehensive IT Asset Lifecycle Management support
- Includes support for SAM including full support for Software License Management



Tivoli Asset Discovery for z/OS

Tivoli Asset
Discovery for
Distributed

IBM SmartCloud Control Desk

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Tivoli Asset Discovery for z/OS

Software Management for the Mainframe

Tivoli Asset Discovery for z/OS identifies software inventory, measures use activity and can link to license entitlements to help manage software costs and license compliance



Get the most for your budget





Financial accountability

C



Protect against losing money

"With Tivoli software, we can better align software usage with end-user needs while reducing costs."

-Bob Becker

Principal Information
Technology Consultant, Farmers
Group Inc., a subsidiary of
Zurich Financial Services Group

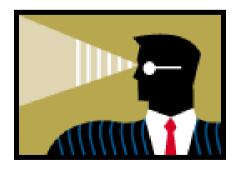


TADz - Key value to z/OS Operations Management

- z/OS products and applications are SHARED by many users and business units.
 - Managing this shared environment relies on educated guesswork unless you have automated tools and up-to-date knowledge bases to continually understand z/OS software usage
 - TADz helps customers avoid possible large revenue loses due to unexpected outages
 - TADz shows exactly where products & applications are deployed and which jobs/userids are using them. This enables better software upgrade planning, change control and support
 - Plan and verify Disaster Recovery systems have the necessary product libraries replicated to support business critical applications.
- Many z/OS customers have older SW versions and inherited systems
 - In order to effectively manage inherited/merged environments it is critical to understand product usage
 - Reduce support costs and software license costs by consolidating environments
 - Planning and smoothing migrations is greatly assisted by inspecting product usage with TADz's interactive web reporting.









TADz – Key to z/OS Financial Management

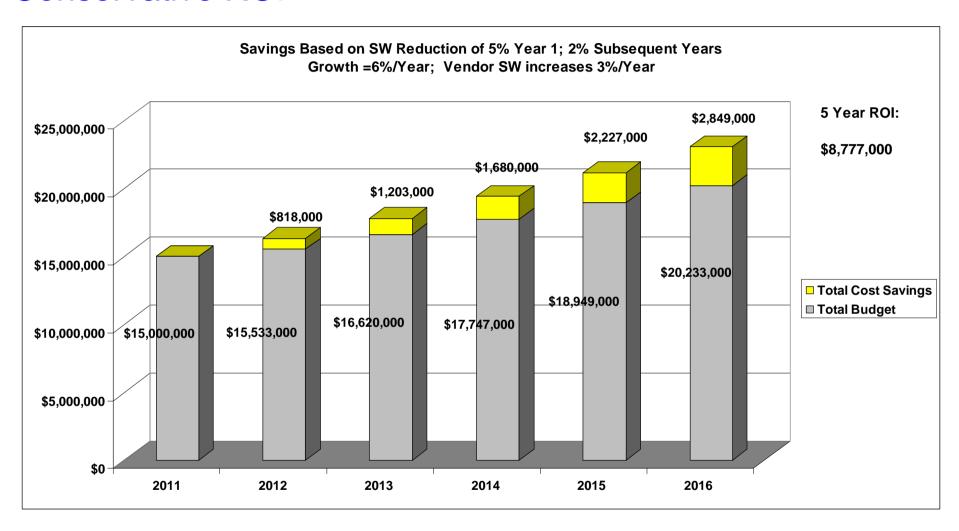
- Visualizing and Controlling large SW footprints and budgets
 - Since z/OS products are SHARED by many users and business units,
 it is very hard to determine how to get the best value from your software budget.
- Optimizing sub-capacity licenses
 - TADz trend graphs have easy drill down to see who is using the software
 - This enables customers to make sure monthly sub-capacity license charges do not grow out
 of control and possibly adjust where software is accessed to reduce charges.
- Addressing license compliance requirements for z/OS products







Conservative ROI





ROI Actions: Controlling and Reducing License Charges

- Drop products that are no longer being used
- Consolidate the number of products:
 - Consolidate similar products
 - Consolidate product versions
- Consolidate the number of machines covered by the product licenses
 - Consolidate product usage to LPARs that are optimal for SCRT billing
 - Consolidate products across systems that have been brought together from outsourcing or company acquisitions
- Enhance Vendor contract negotiations
- Verify that your deployed z/OS products comply with license terms & conditions:
 - Avoid an audit from detecting illegal product deployments, which can lead to a retrospective bill that was not originally budgeted for
- In order to do this, you need to be able to inspect product usage details!



Tivoli Asset Discovery for z/OS

- Tivoli Asset Discovery for z/OS
- Tivoli Asset Discovery for Distributed
- IBM SmartCloud Control Desk

- z/OS discovery service
- Product identification
 - Product Feature identification
 - Version, Release, Mod
- Where the products are installed & used
 - Regions, Machines, LPARs, SMF ID, Storage Volumes, Datasets
- IBM and ISV Catalog
 - Easy to maintain
 - Very complete
- Flexible reporting
- Access monitoring
 - Aggregates Job and Userid usage per day
 - Precise usage tracking:
 - Access is not counted for modules that could not be accessed due to security violation
 - · Access is not counted for modules that were not found
- Non-intrusive performance impact





TADZ Analyzer Reports (Web based, interactive)

The reports are sorted into 4 groups

Asset Reports

 The Assets menu tab contains reports that query high level aggregated data e.g. Product Versions. This level of data is generally of interest to people who are reconciling product licenses.

Discovery Reports

 The Discovery menu tab contains reports that query low level discovery data e.g. Product Releases, libraries and modules. This level of data is generally of interest to people who support z/OS systems.

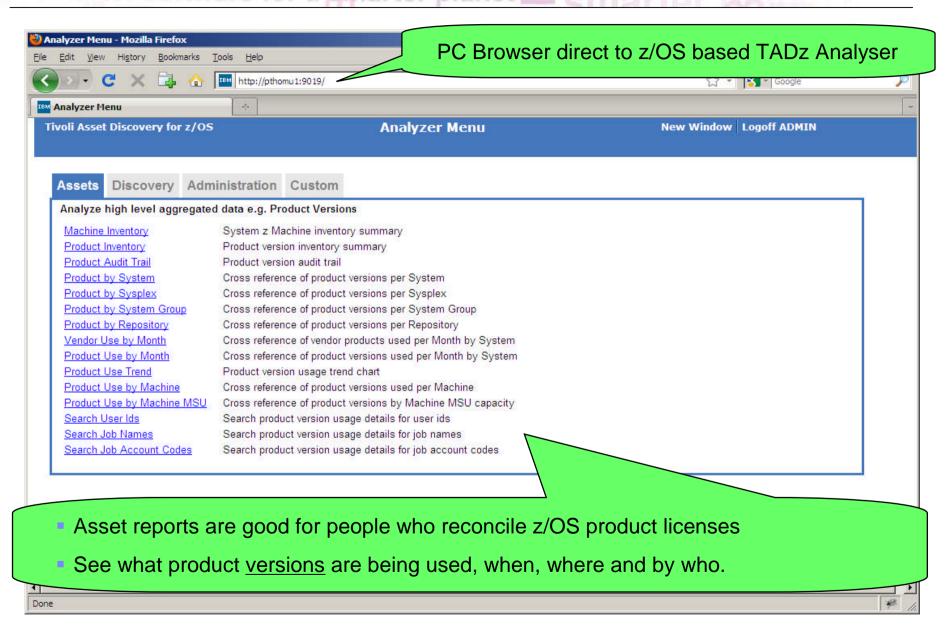
Administration Reports

 The Administration Tab contains administration tasks and trouble shooting reports. These are designed for the Tivoli Asset Discovery for z/OS administrators. End users will normally not see this menu since they will not have been granted access

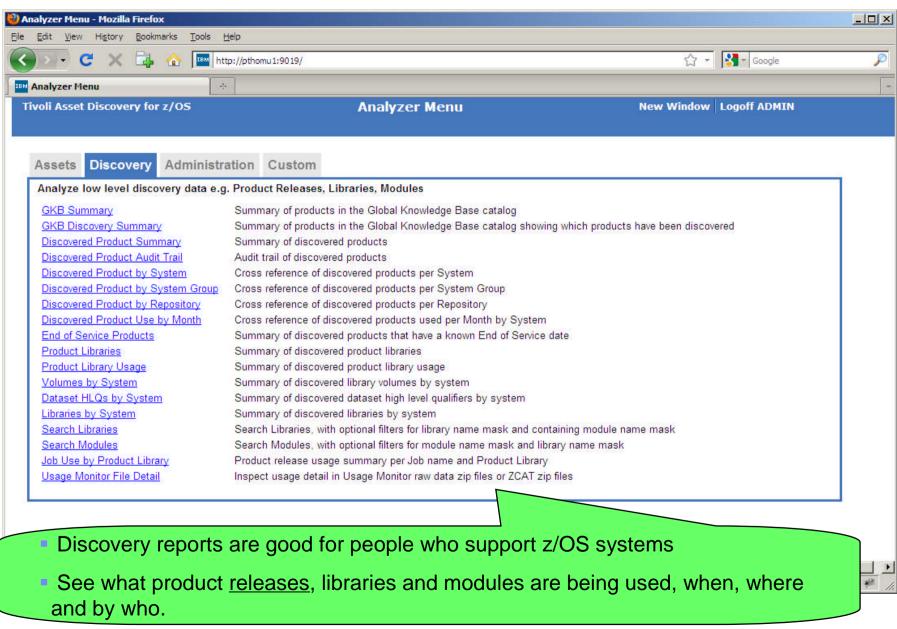
Custom Reports

This is where you can create are store your own custom queries



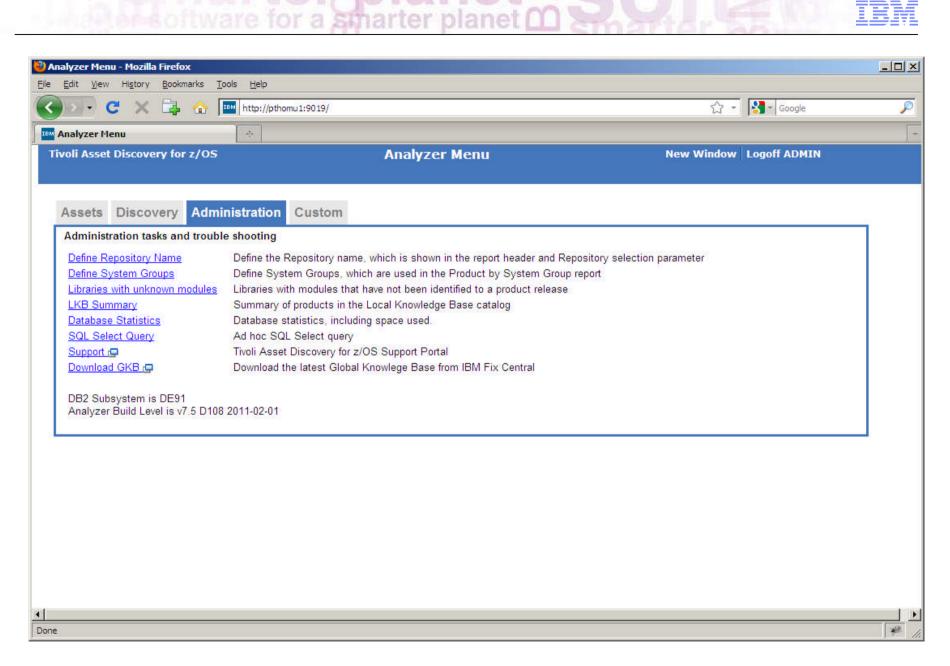






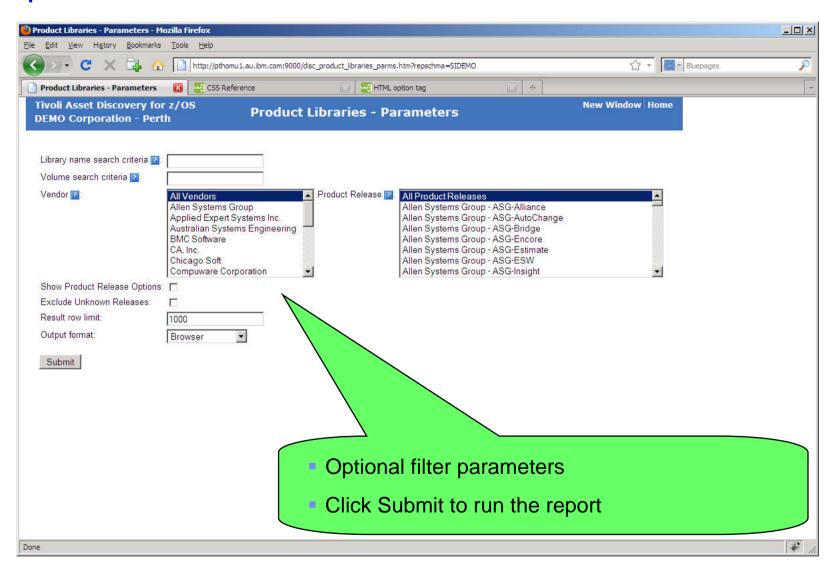
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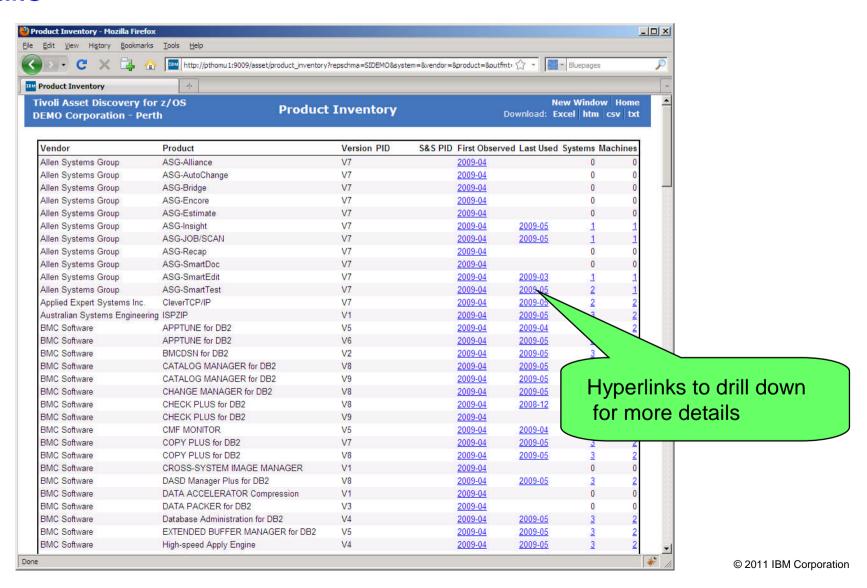


Report Parameters



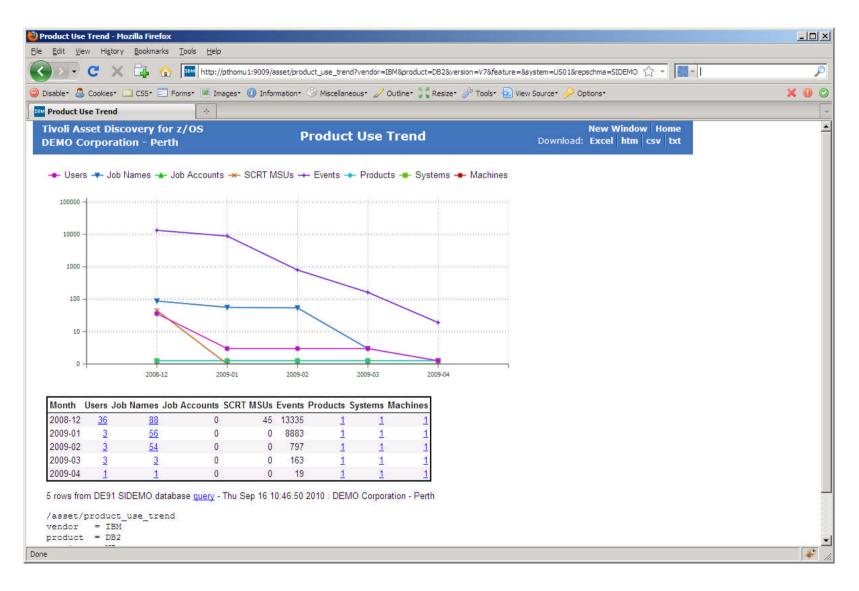


High Level Summary Reports with easy hyperlinks to details





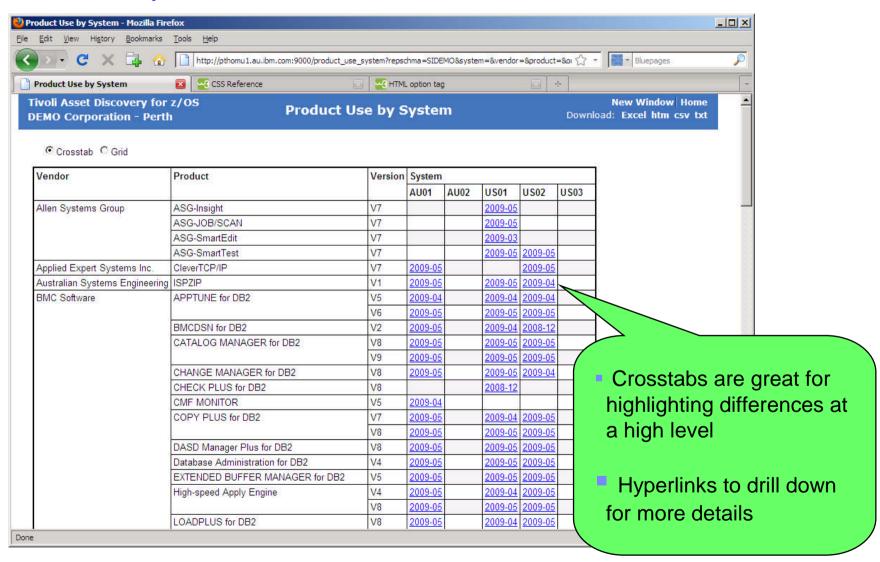
Trend Charts



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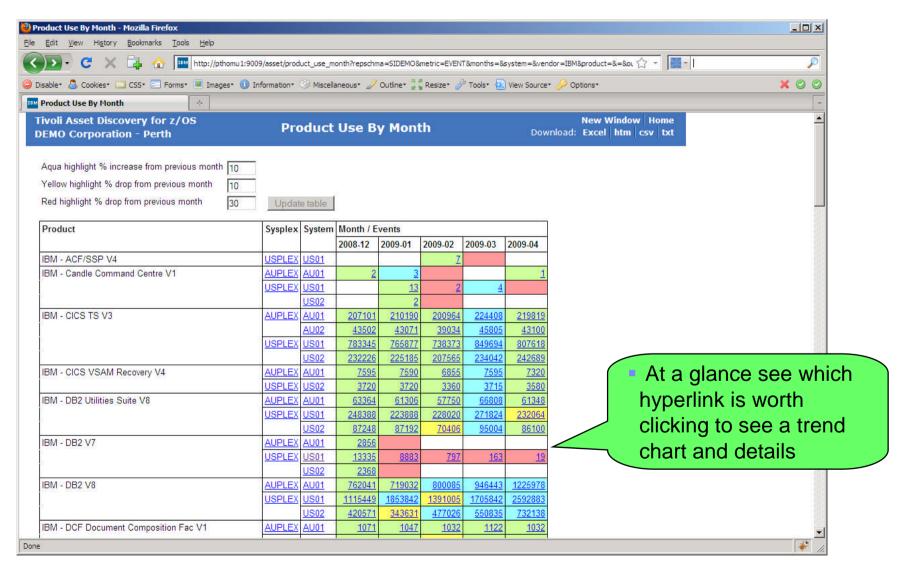
Crosstab reports



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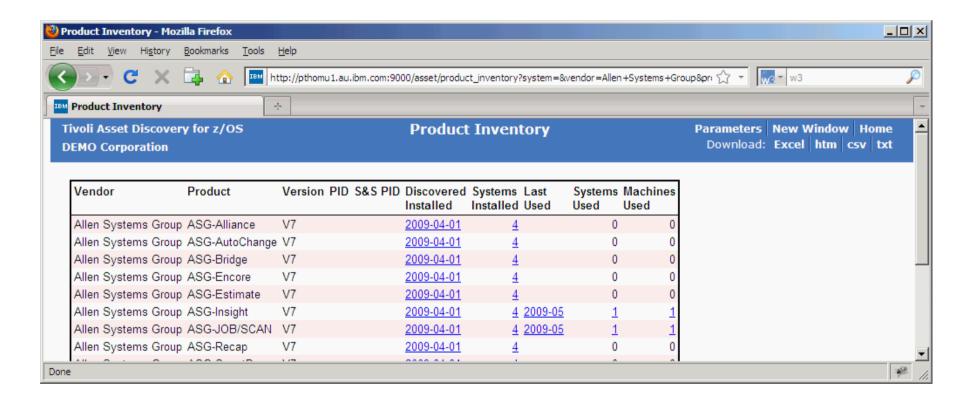


Color coded trend reports





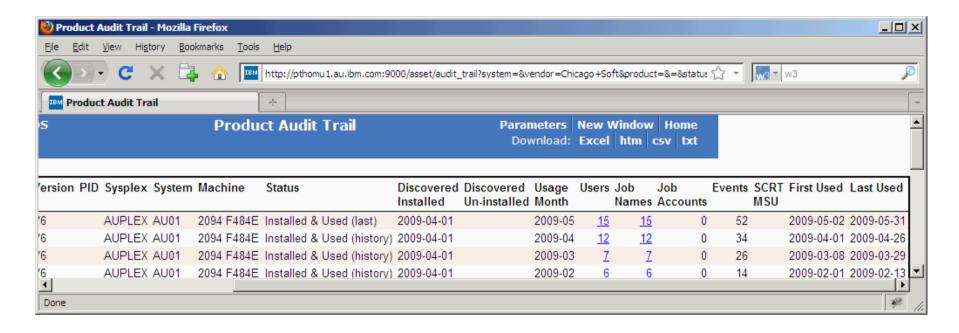
Asset: Product Inventory output



The output above shows the products that are installed and in the example shown the date the products were first discovered, the number of systems that it was installed in and if the product has any usage. A number of these fields can be drilled down to see more information.



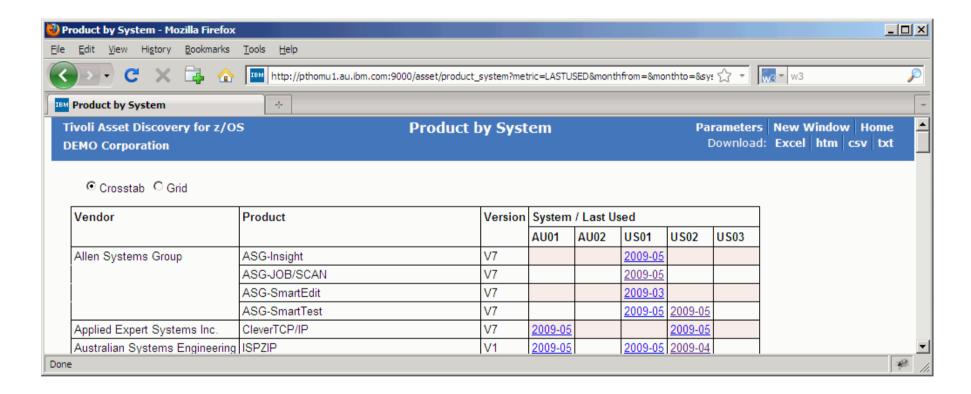
Asset: Product Audit Trail output



The status field shows if a product is Installed and used or installed and unused.



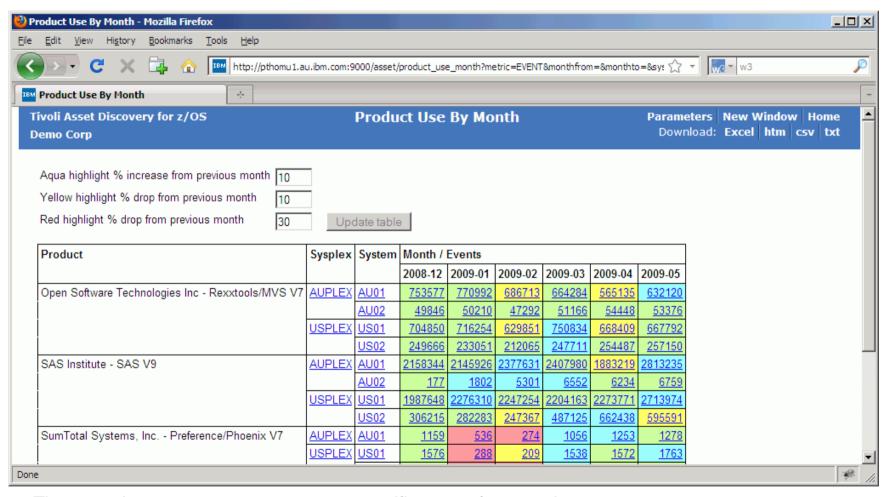
Asset: Product by System output



The output shows on which systems a product is installed and the last date it was used. Selecting the last used date will take you to Product trend report.



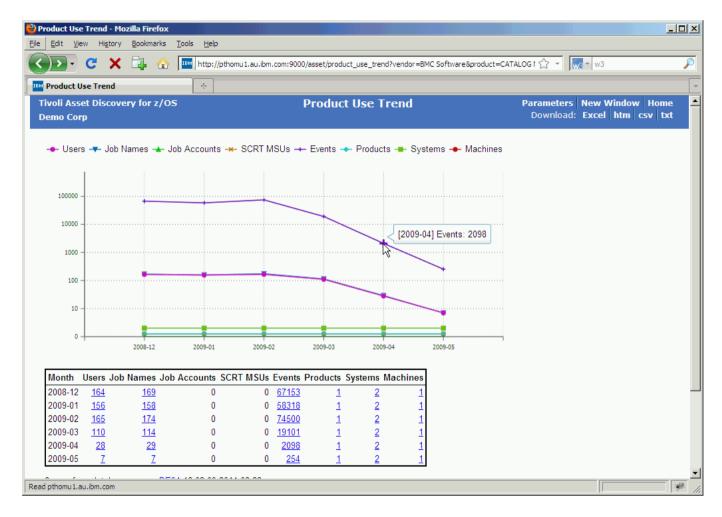
Asset: Product Use by Month output



There maybe reasons you want to see specific usage for a product.



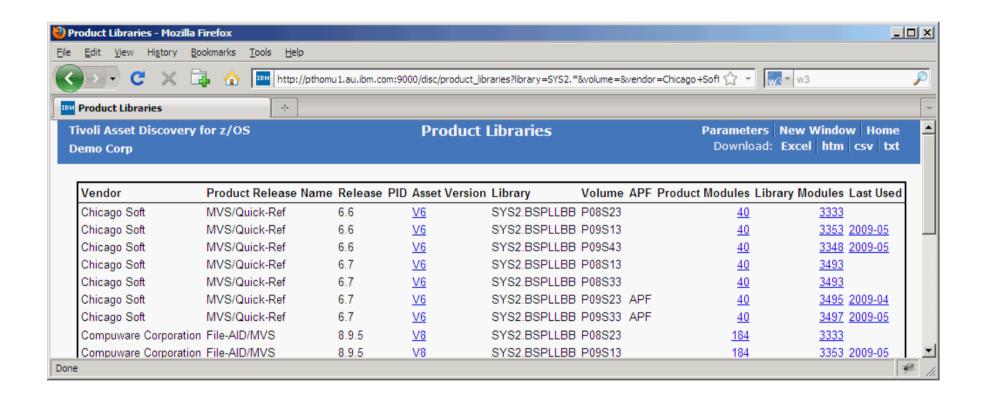
Asset: Product Use Trend output



Here you can see the there is a decline in usage for the specified product. You can drill down to see who is using the product etc.



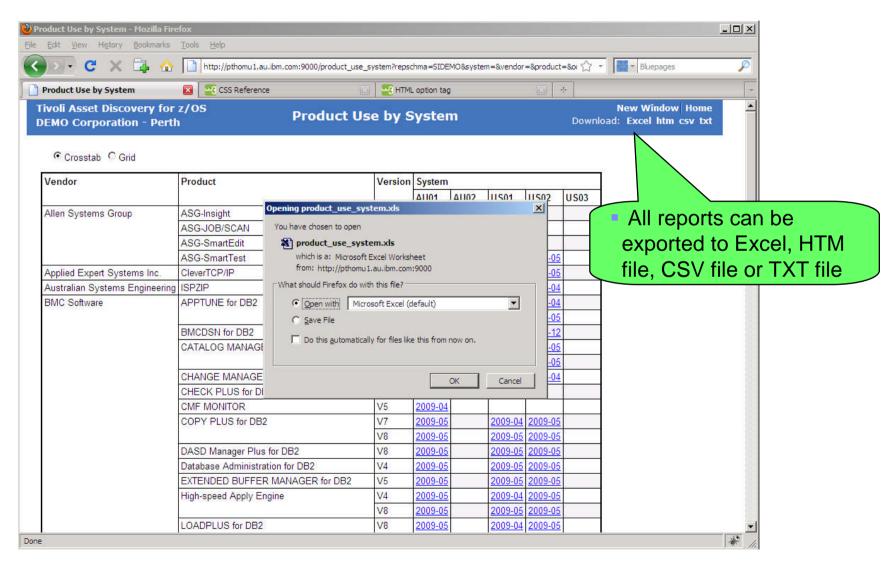
Discovery: Products Libraries output



The example above shows all the libraries that the product is installed in and various other statistics.

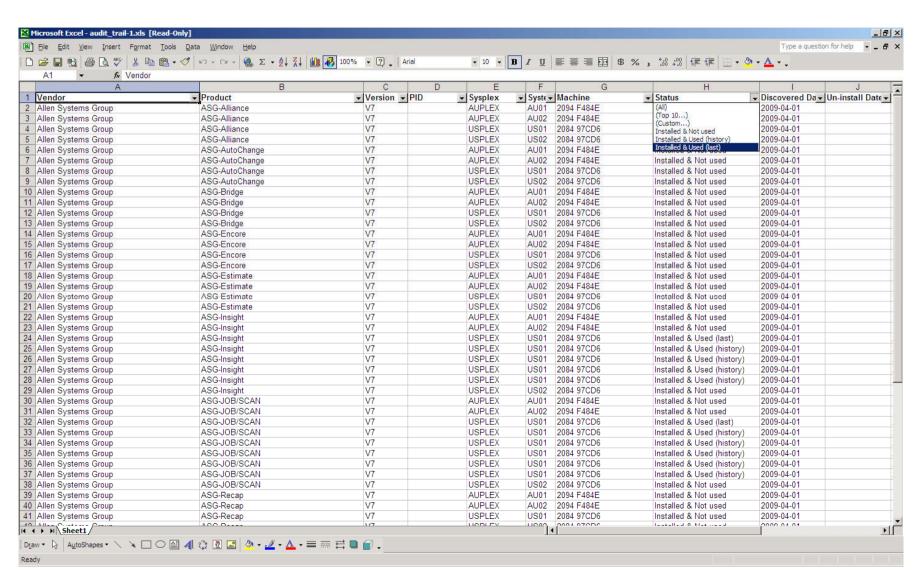


Exporting the reports to a spreadsheet





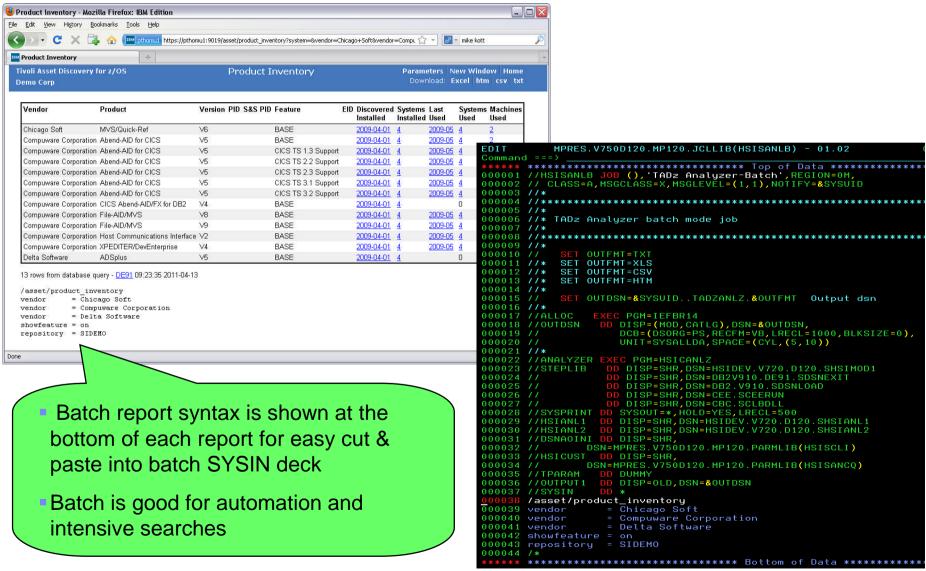
Spreadsheets have a filter bar



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All Analyzer reports can also be run via z/OS batch job



How to determine the state of mainframe asset discovery & management in your organization ?

The following questions offer a good place to start:

- How are we currently monitoring our System z software assets, usage and licenses?
- How many applications and tools do we have currently deployed?
- What are they and what do they cost?
- Who is using that software and for what?
- How often are those applications being used?
- Are we over or undersubscribed?
- Is that use accurately reflected in chargeback processes?
- Are any applications redundant, out of date or not being used?
- Can any applications be eliminated or consolidated?
- Are all our software licenses up to date?
- Would we be in legal or financial danger if we were audited?

Software Asset Management - Business Benefits

Audit Risk Reduction

- Software vendor license compliance audits
- World Wide impact of Sarbanes-Oxley Act Section 404

Software Cost Management

- Identification and reduction of no and low use software
- Efficient consolidations (LPAR, Systems)
- Optimize software and hardware capacity upgrades
- Strong vendor contract negotiation leverage
- Reduced software fees
- Disaster recovery and business continuation
- Improve operational performance and reduce maintenance costs
- Invoice validation
- Effective charge-back

Opportunity Creation

 Software dollars can be redeployed to fund new software acquisitions and projects that return business value



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Thanks
United States

Takk

Norway

Danke

Bedankt Netherlands

Merci

France

Спасибо

Russia

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Czech Republic

Tesekkür ederim

Turkey

Grazi e Tack

Sweden

Jag tackar

Finland

Dankschen

Austria

Gracias

Spain

Tak

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