

Gain quick System z ROI with Product Discovery and usage tracking with Tivoli Asset Management

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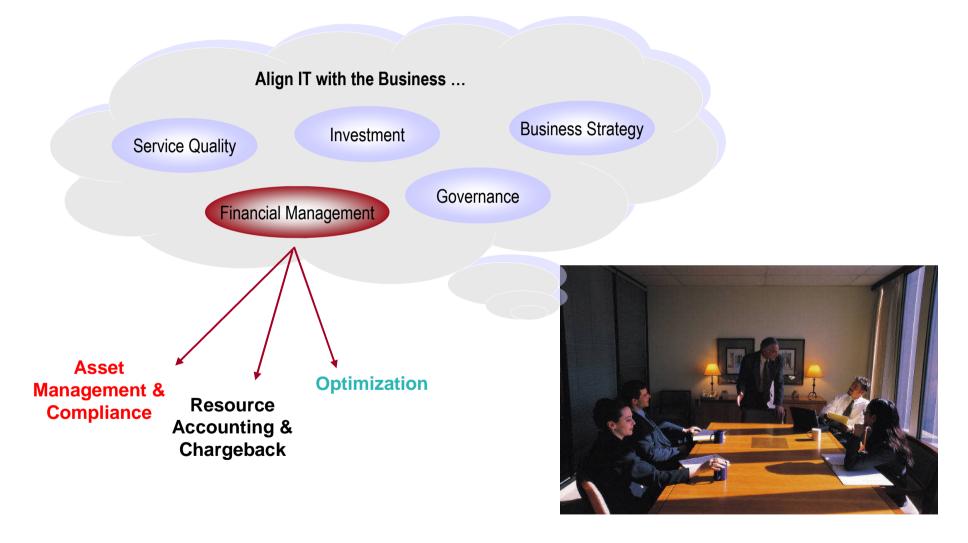
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Agenda

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

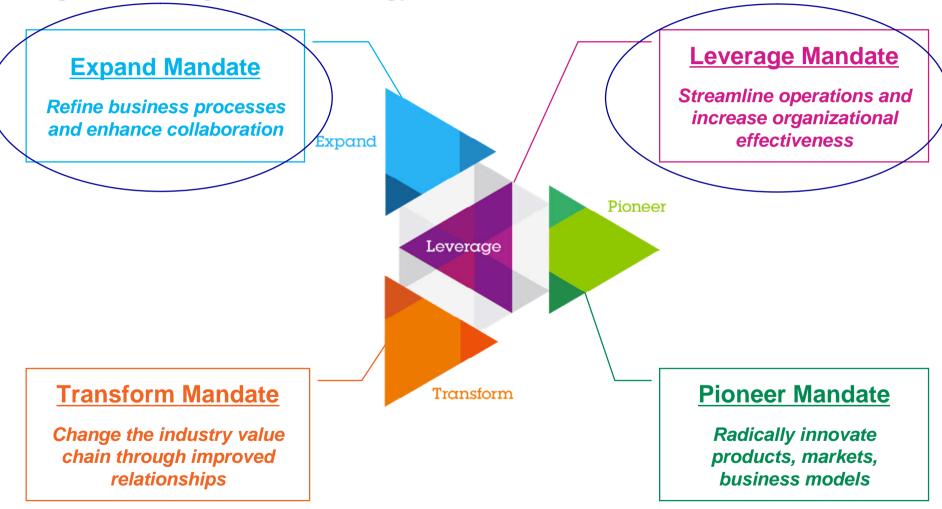


IT Asset and Financial Management has become a topic of increasing focus and an important issue for CXOs when aligning IT with the Business Goals.



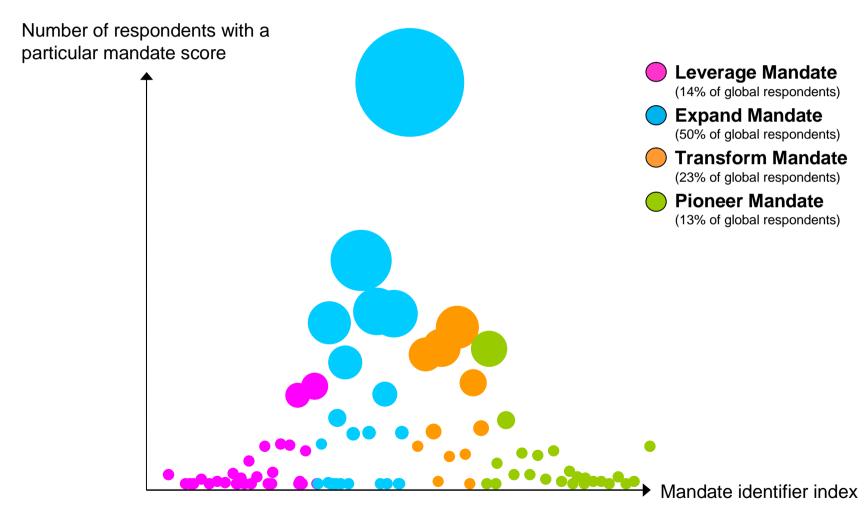
IBM CIO Study – 3,000 + face to face interviews

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



Source: 2011 CIO Study: IBM Institute of Business Value

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

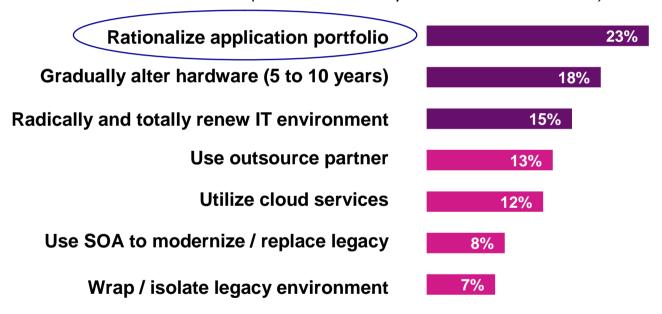


Source: 2011 CIO Study, Questions D1 to D4: "How does your business look at the role of IT?" (n=3,018): IBV Analysis

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

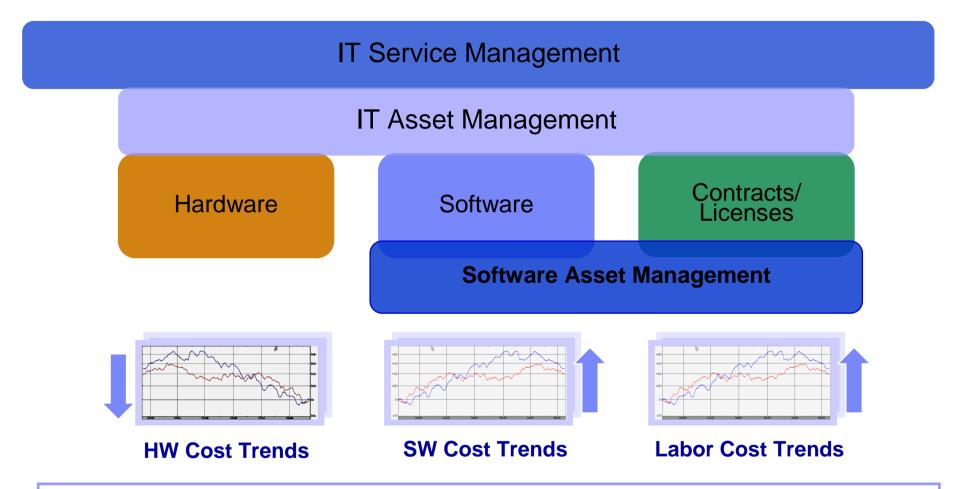
How CIOs plan to control / reduce legacy cost

(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

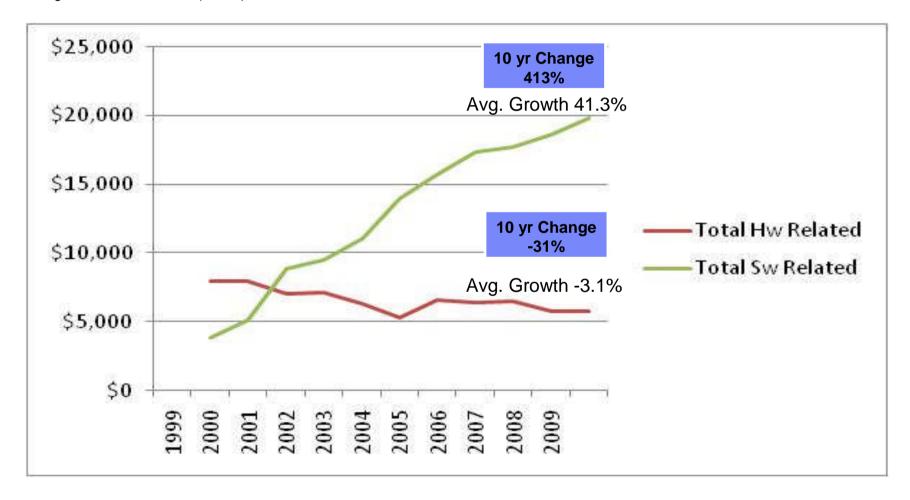
Why is Software Asset Management (SAM) Important?



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)



AVG Growth 1999-2008

Common Customer Challenges in Asset Management

- 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.

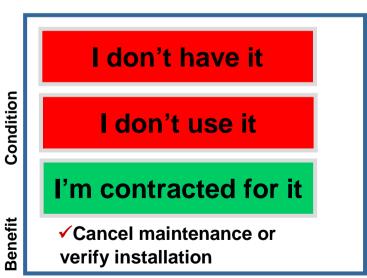
Business Units
need to know that
the assets on which
their business relies
are protected and
optimized

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

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

What Software Asset Management Should Tell Me









IT Asset Management Portfolio

- Tivoli Asset Discovery for z/OS
 - 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
 - Full IT Asset Lifecycle Management support
 - Includes support for SAM including full support for Software License Management
 - Identifies under or over utilized software to reduce costs due to overpurchasing and to reduce risk to under-purchasing



Tivoli Asset Discovery for z/OS

Tivoli Asset
Discovery for
Distributed

IBM SmartCloud Control Desk

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



R



Financial accountability



Protect against losing money



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

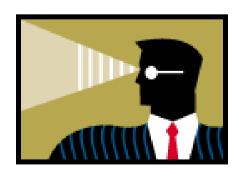
-Bob Becker
Principal Information
Technology Consultant, Farmers
Group Inc., a subsidiary of
Zurich Financial Services Group

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.







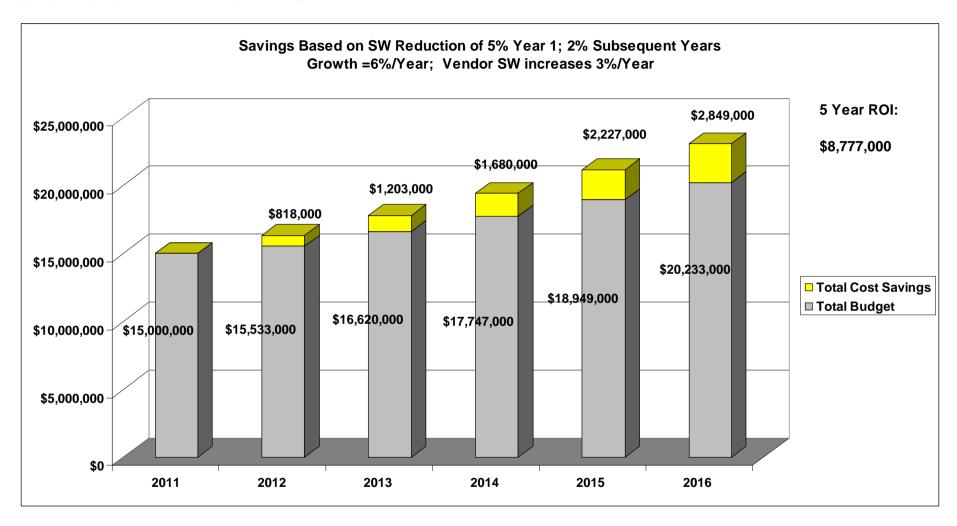
TADz – Key to z/OS Financial Management

- 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

- 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



Tivoli Asset Discovery for Distributed

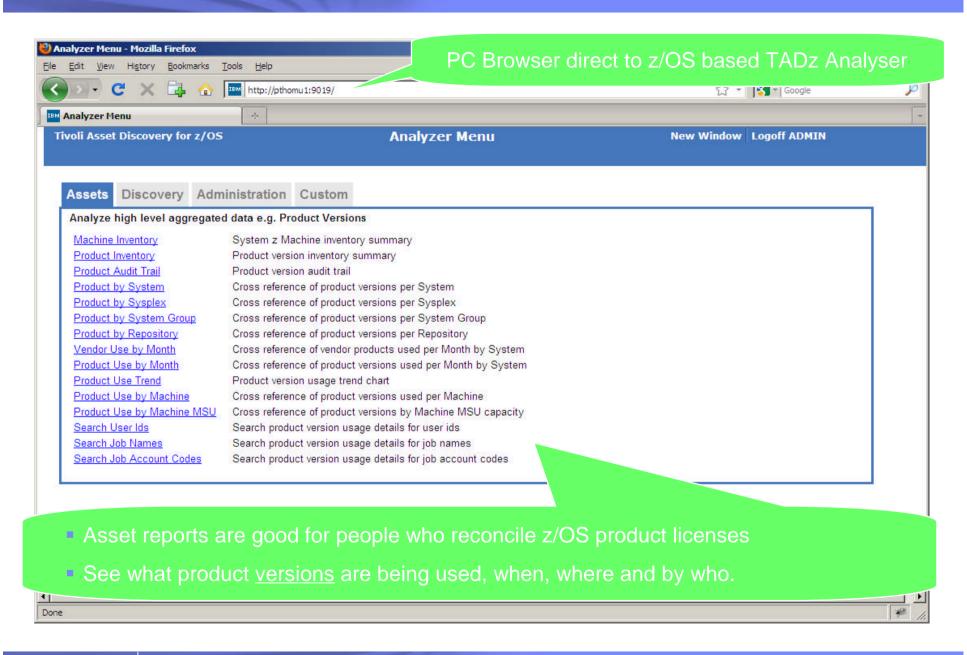
IBM SmartCloud Control Desk

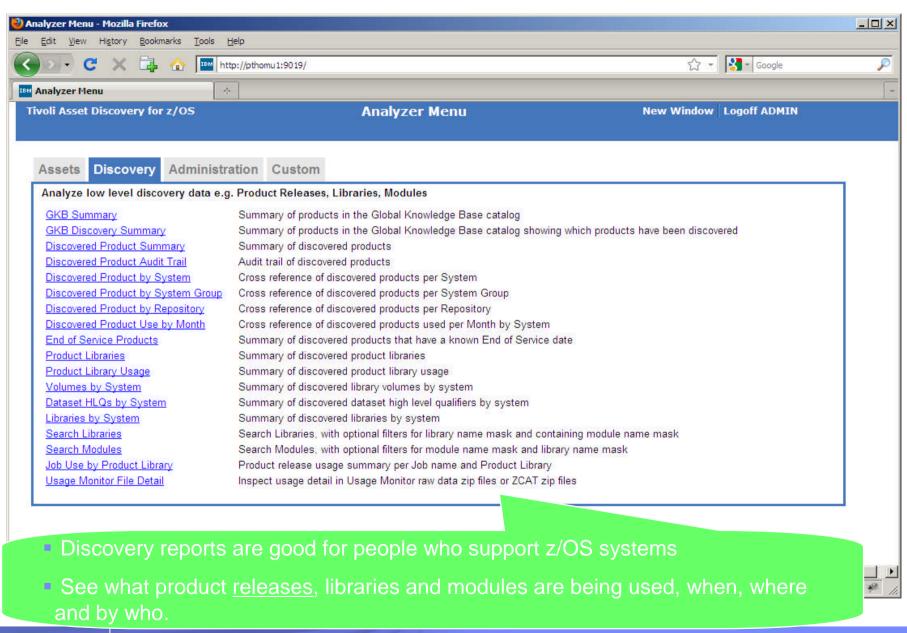


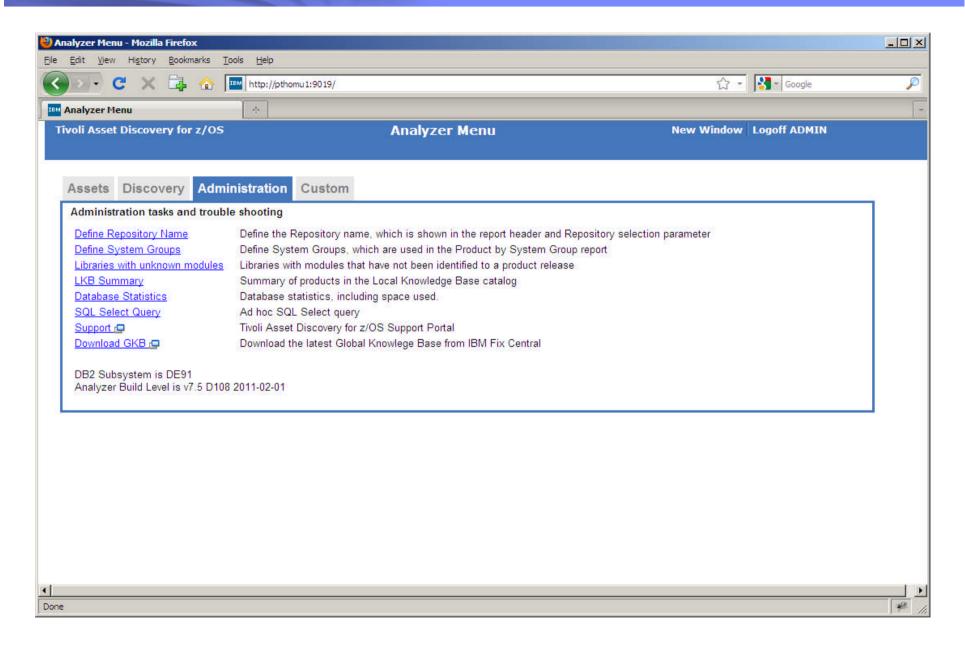
TADZ Analyzer Reports

The reports are sorted into 4 groups

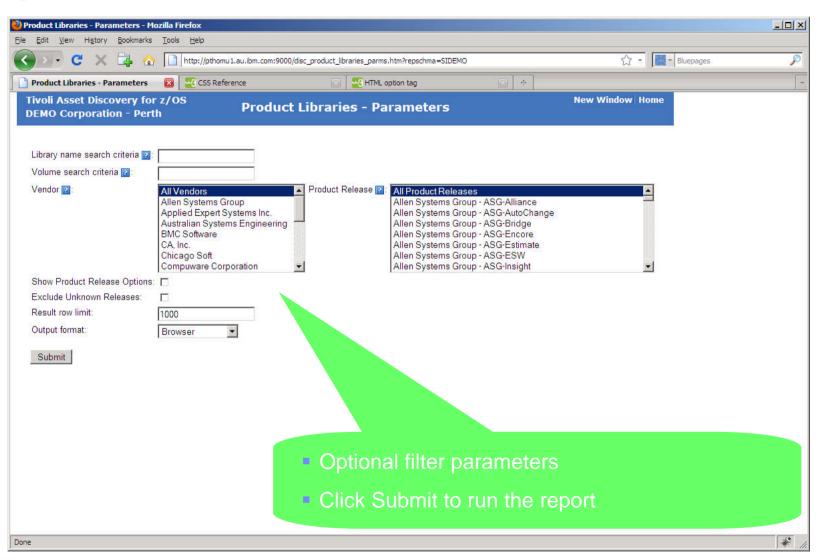
- Asset Reports
 - The Assets menu tab contains reports that query high level aggregated data e.g. Product Versions. This level of data is generally of interest to people who are reconciling product licenses.
- Discovery Reports
 - The Discovery menu tab contains reports that query low level discovery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



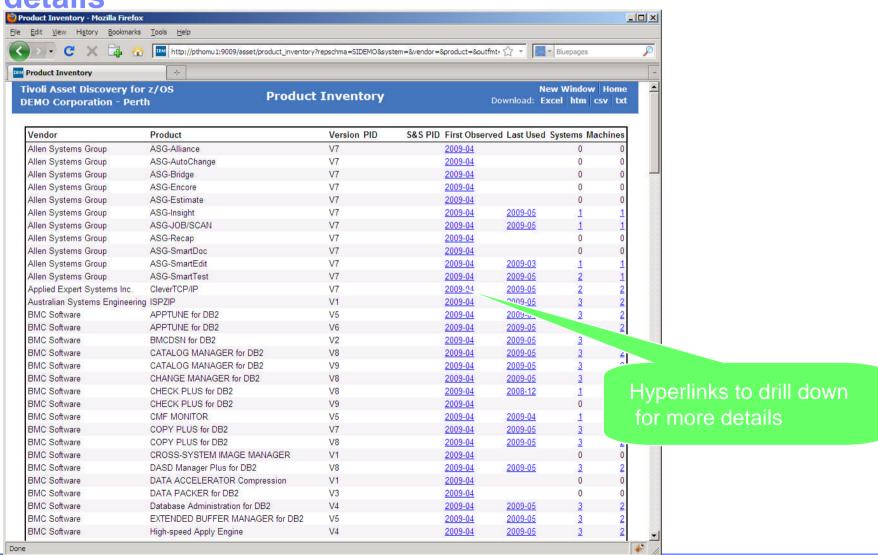




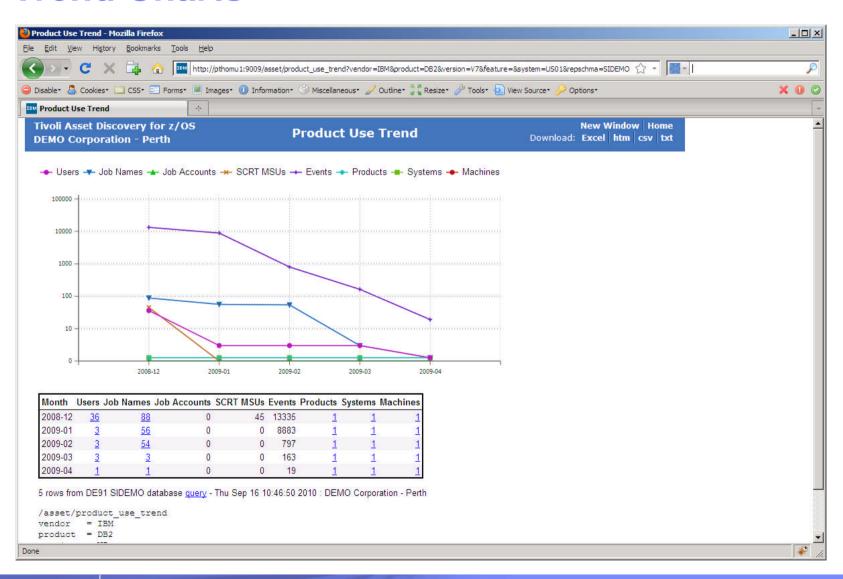
Report Parameters



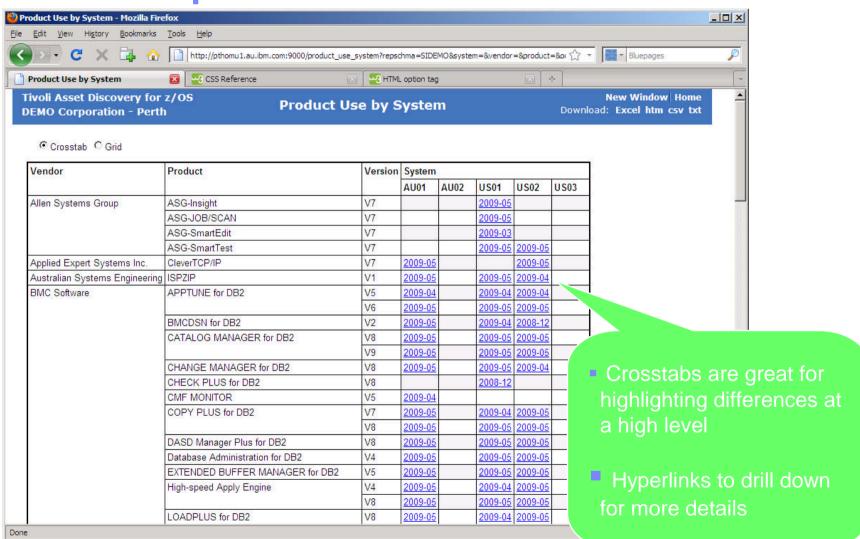
High Level Summary Reports with easy hyperlinks to details



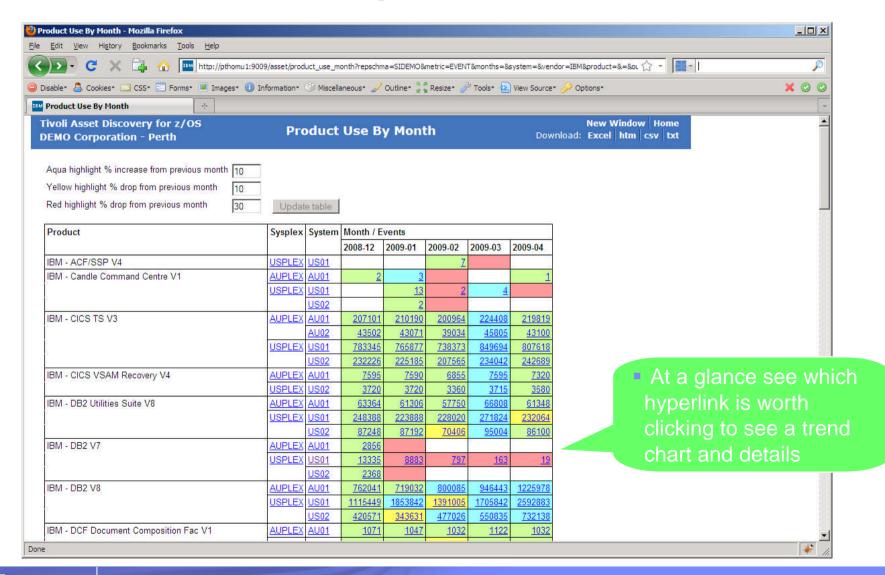
Trend Charts



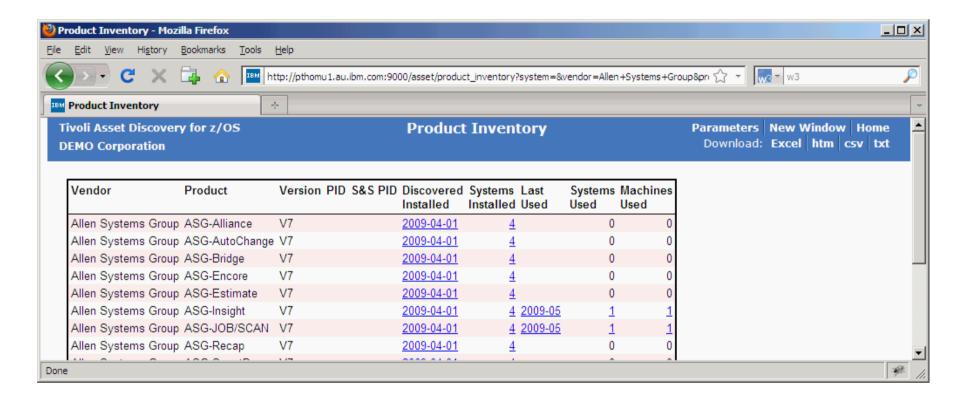
Crosstab reports



Color coded trend reports

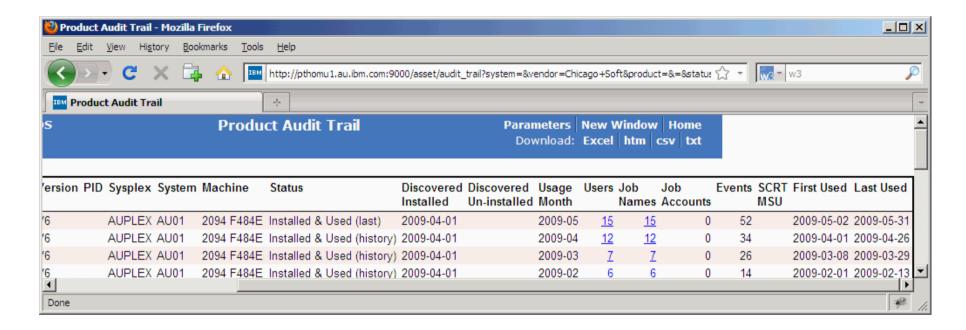


Asset: Product Inventory output



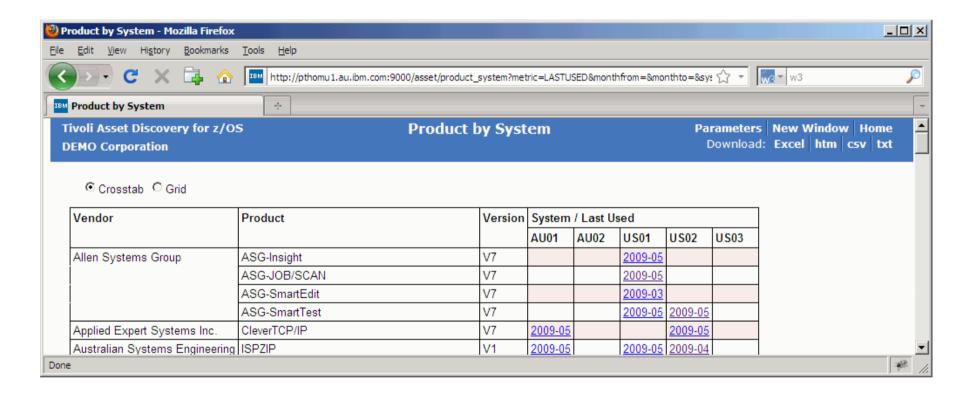
The output above shows the products that are installed and in the example shown the date the products were first discovered, the number of systems that it was installed in and if the product has any usage. A number of these fields can be drilled down to see more information.

Asset: Product Audit Trail output



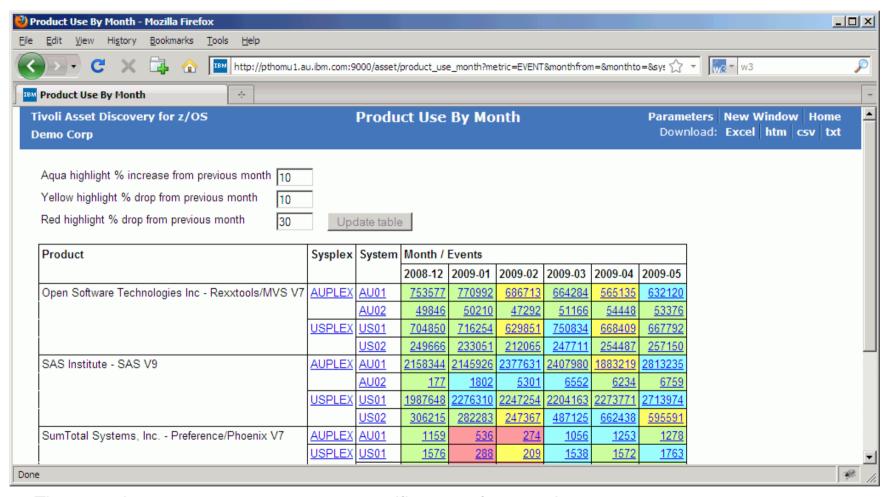
The status field shows if a product is Installed and used or installed and unused.

Asset: Product by System output



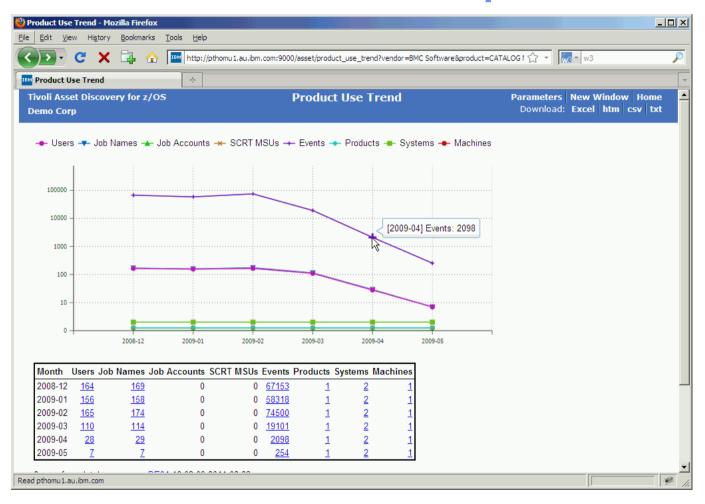
The output shows on which systems a product is installed and the last date it was used. Selecting the last used date will take you to Product trend report.

Asset: Product Use by Month output



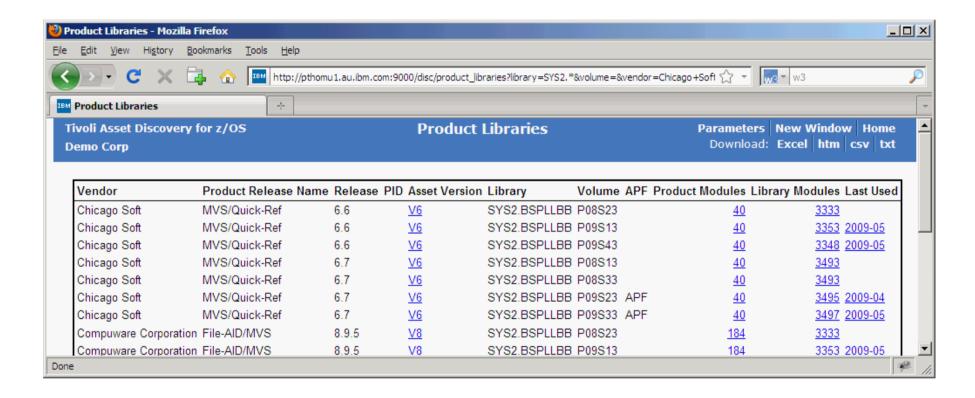
There maybe reasons you want to see specific usage for a product.

Asset: Product Use Trend output



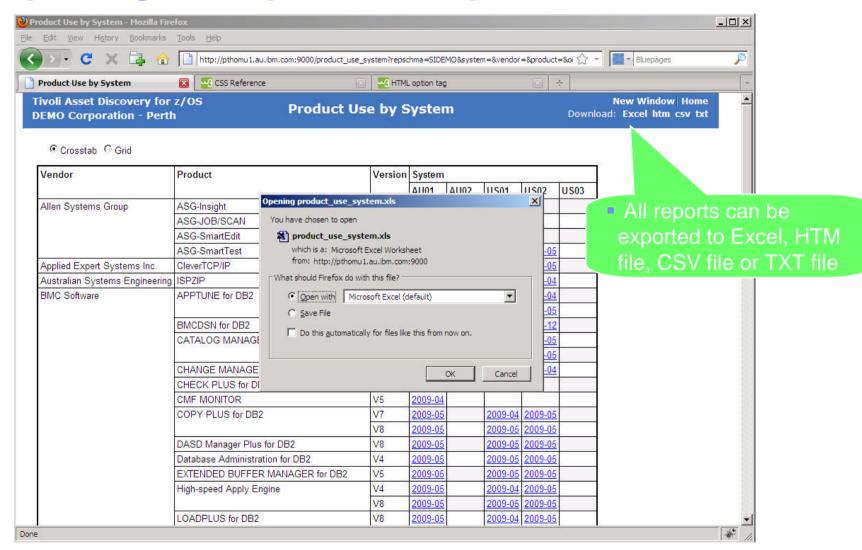
Here you can see the there is a decline in usage for the specified product. You can drill down to see who is using the product etc.

Discovery: Products Libraries output



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

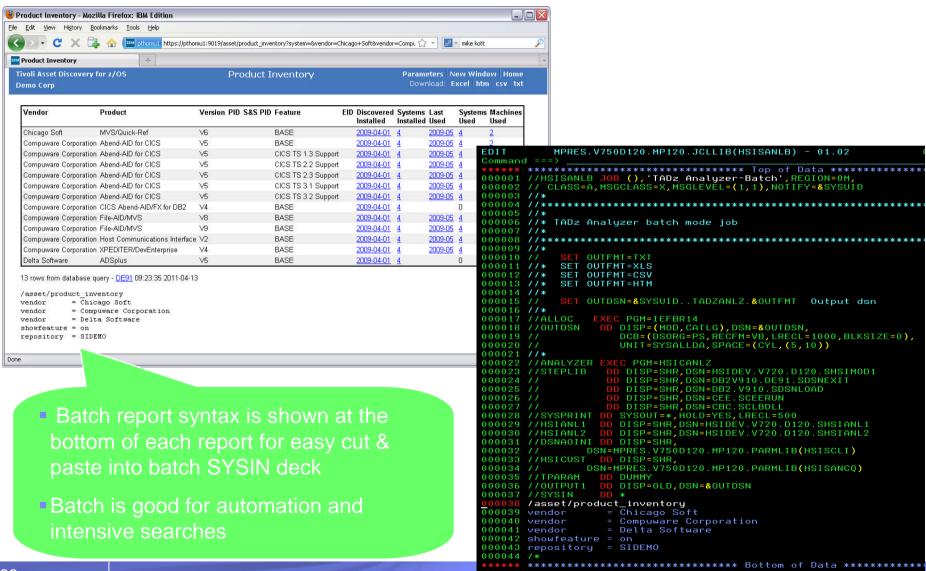
Exporting the reports to a spreadsheet



Spreadsheets have a filter bar

A1 ▼ f Vendor							
/endor	B	C □ □ □ Version ▼ PID		F G	H	→ Discovered Da →	J
Vendor Allen Systems Group	Product ASG-Alliance	Version ▼PID	▼ Sysplex AUPLEX	▼ Syste ▼ Machine AU01 2094 F484E	▼ Status (All)	2009-04-01	Un-install Date
Allen Systems Group	ASG-Alliance	V7 V7	AUPLEX	AU01 2094 F484E AU02 2094 F484E	(Top 10)	2009-04-01	
Allen Systems Group	ASG-Alliance	V7 V7	USPLEX	US01 2084 97CD6	(Custom)	2009-04-01	
Allen Systems Group	ASG-Alliance	V7	USPLEX	US02 2084 97CD6	Installed & Not used Installed & Used (history)	2009-04-01	
Allen Systems Group	ASG-AutoChange	V7	AUPLEX	AU01 2094 F484E	Installed & Used (last)	2009-04-01	
Allen Systems Group	ASG-AutoChange	V7 V7	AUPLEX	AU01 2094 F484E AU02 2094 F484E	Installed & Not used	2009-04-01	
Allen Systems Group	ASG-AutoChange	V7 V7	USPLEX	US01 2084 97CD6	Installed & Not used	2009-04-01	
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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

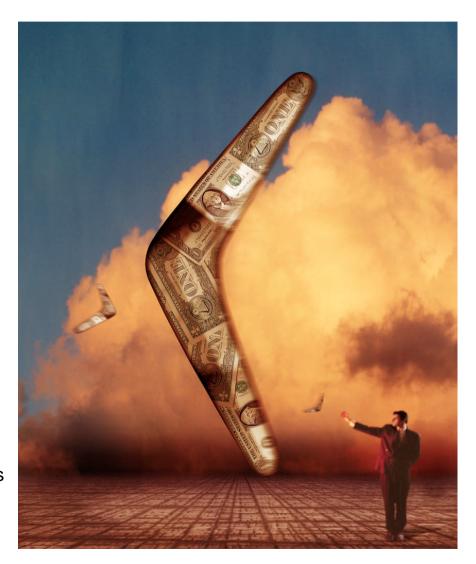
- Software vendor license compliance audits
- World Wide impact of Sarbanes-Oxley Act Section 404

Software Cost Management

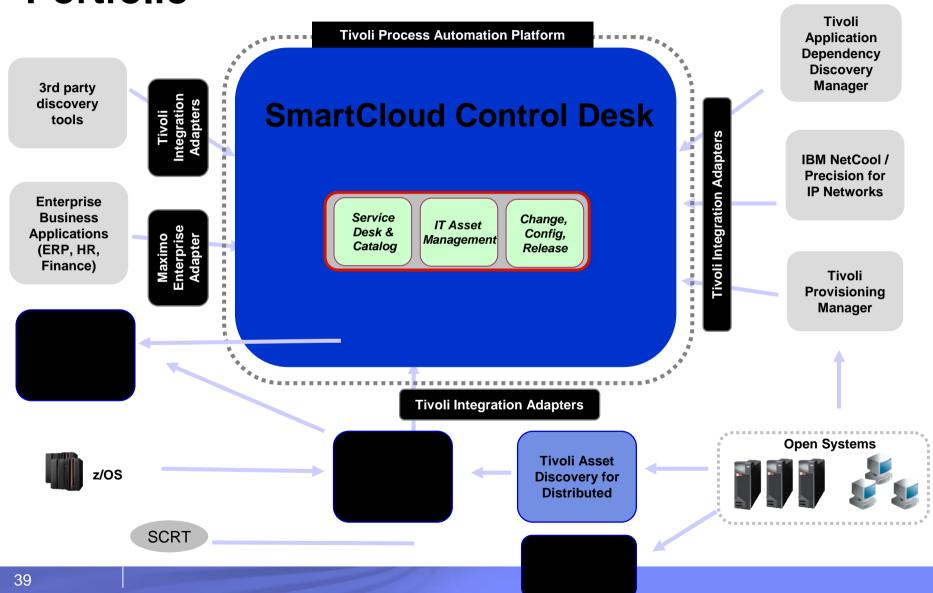
- Identification and reduction of no and low use software
- Efficient consolidations (LPAR, Systems)
- Optimize software and hardware capacity upgrades
- Strong vendor contract negotiation leverage
- Reduced software fees
- Disaster recovery and business continuation
- Improve operational performance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

Opportunity Creation

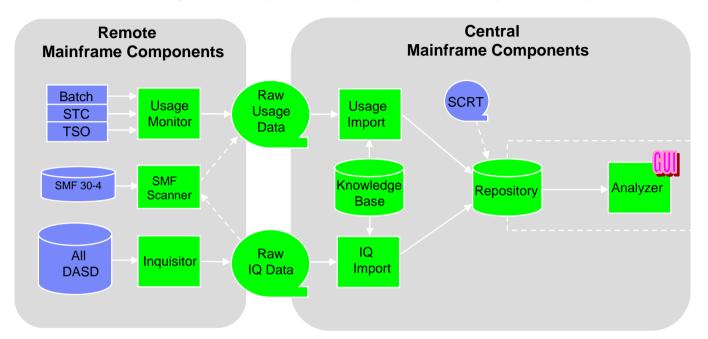
 Software dollars can be redeployed to fund new software acquisitions and projects that return business value

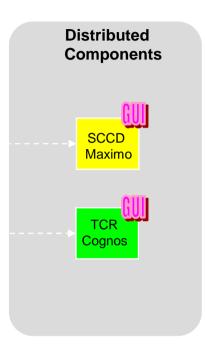


Tivoli IT Asset and Financial Management Portfolio



TADz 7.5 Extended Architecture





- Optionally scan SMF 30 records for historical usage that has occurred before TADz has been deployed
 - Subset of data that Usage Monitor collects but great for quick time to value
- Optionally import Sub-Capacity Reporting Tool (SCRT) data
 - Combines with TADz collected data to show trends and details, enabling you to better optimize sub-capacity license charges
- Optionally integrate TADz with SmartCloud Control Desk
 - SCCD provides License contract management, Financial management, Lifecycle management etc
 - Bolt-on integration. No changes required for TADz. Just point SCCD to the TADz database!
- Optionally deploy TCR Cognos for custom reporting
 - Packaged for free with TADz
 - This is particularly good when you want a report that combines TADz data with other data sources

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Thank You **United Kingdom**

Obrigado

Dziekuje Poland

Dankschen Austria

Portugal

Thanks United States

Tesekkür ederim

Turkey

Takk

Norway

Toda Israel

Gracias

Spain

Danke Germany **Bedankt** Netherlands

Tak Denmark

Dekuju

Czech Republic

Merci France

Engraziel Switzerland

Tack

Sweden

Dank u Belgium

Thank **United Kingdom** You

Grazie Italy

Jag tackar **Finland**

Спасибо Russia

Dakujem Slovakia

