

Value of z Exercise – SCENARIO #1 (MLC)

The purpose of this exercise is to facilitate the sharing of ideas and help system z software sellers better convey the value proposition of the mainframe platform, both in regards to what IBM is doing proactively to help customers manage the cost of doing business on System z and in it's viability as a platform to consider for new workloads and SOA infrastructure.

What is the scenario?

The Customer is in the 9th month of a 12 month ELA and finds itself tracking to end up \$895,000 under plan for their MLC Cap. Executive Management is of the opinion that this is money left on the table and proof of how unpredictable the costs of the platform are. They want to know how this happened and what your internal champion is going to do about it. More over, they want to know what IBM is going to give them for this difference. How can you coach this Customer to a mutually agreeable end and help your champion keep their job?

Who are the key Customer & IBM players?

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What is IBM's unique value?

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What is the unique value of the platform?

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What are some other Value Propositions?

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