



Problemstillinger du møter ved lisenshåndtering i et cloudmiljø

IBM BusinessConnect 2014 - October 21th
Erling Hesselberg, Crayon



Crayon Group In Brief

COMPANY FACTS

- 13 years experience in Software + High Value Services
- Revenue of MSEK 4.000 in 2013
- 700+ employees
- Covering 20 countries with Services, License and MSP/SPLA
- 7000+ customers
- 9th largest License partner globally
- 3rd largest MSP/SPLA reseller globally
- Fastest growing SAM player

IBM Business Unit

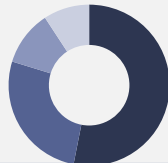
- More than 250 cross IBM portfolio certifications and authorizations
- More than 35 IBM specialists
- IBM Premier Business Partner
- IBM SAM Business Partner
- Multiple Country IBM Partner that have a consultative approach to the market
- IBM Business Partner of the year 2013, Norway

IBM SVP Certifications

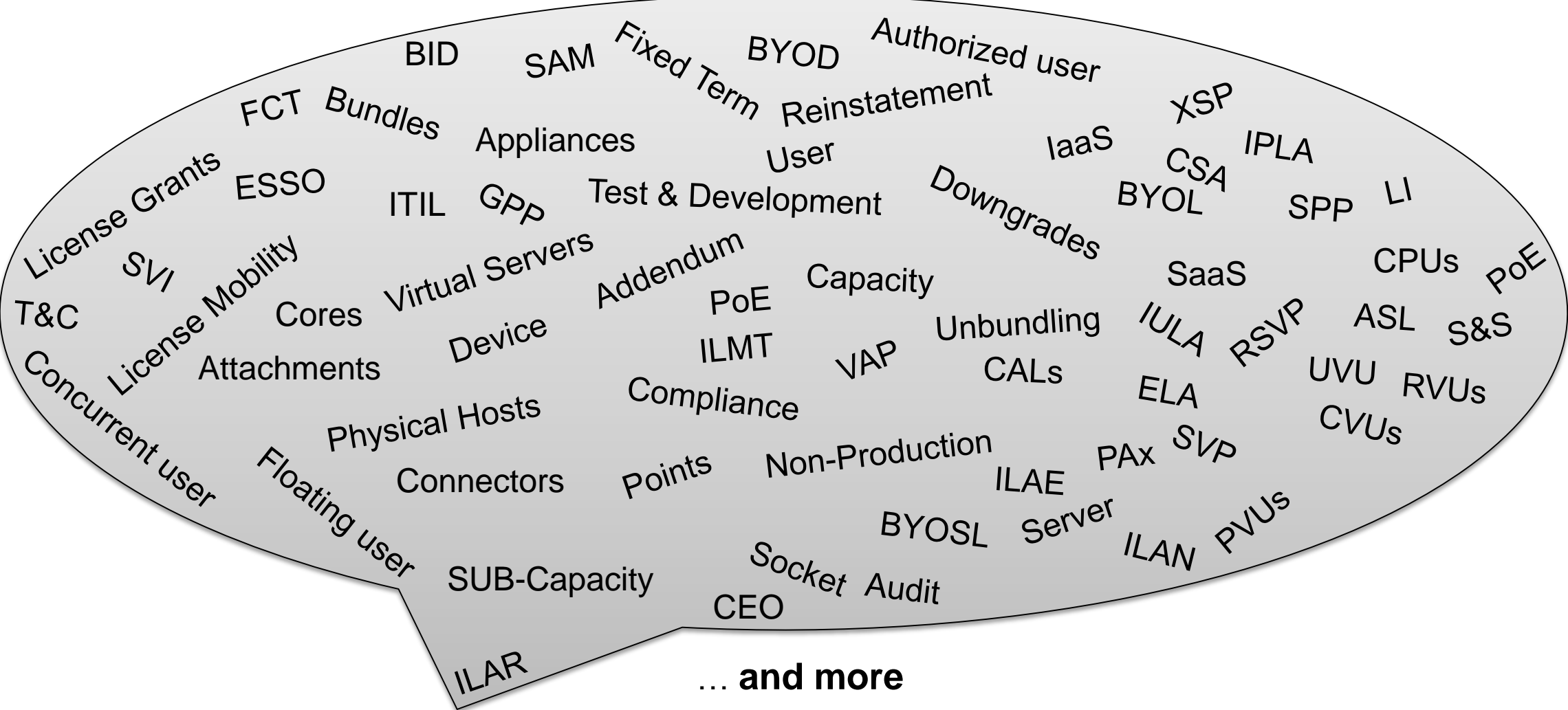
- ✓ Business Analytics
- ✓ Collaboration Solutions
- ✓ Collab Sol Messaging and Collab
- ✓ Collab Sol Portal
- ✓ Collab Sol Social SW & Unified Comm
- ✓ Expert Integrated Systems
- ✓ IBM Big Data & Netezza
- ✓ IBM Cognos
- ✓ IBM FileNet
- ✓ IBM InfoSphere
- ✓ IBM SPSS Enterprise
- ✓ IBM SPSS Statistics
- ✓ IM Data Management
- ✓ Industry Solutions
- ✓ Information Management
- ✓ Other
- ✓ Rational
- ✓ Rational Authorized
- ✓ Security Systems
- ✓ Security Systems (Open)
- ✓ SmartCloud for Social Business
- ✓ Smarter Cities
- ✓ Tivoli
- ✓ Tivoli Automation
- ✓ Tivoli Enterprise Asset Management
- ✓ Tivoli Storage Management
- ✓ WebSphere
- ✓ WebSphere Business Process Mgt
- ✓ WebSphere Commerce
- ✓ WebSphere Core

Staff breakdown by function | Q1-14

- Consultants (53%)
- Sales (27%)
- Admin (11%)
- Operations (9%)



IBM licensing



... and more

IBM = A mix of own products and acquisitions



Your Software is in the Cloud – Does Licensing Still Matter?

New and innovative licensing models that allow you to buy exactly what you want, whenever you want, and how you want....

Cloud computing and virtualization offer on demand flexibility approach of moving workload, compliance, hardware, software from one logical and physical space to others.

License mobility, or moving licenses for applications and operating systems from one virtual environment to another, such as from:

- a virtual host to another virtual host within a virtual data center
- one host to another host within a public cloud
- one host to another host within a private cloud
- a virtual data center to a public cloud and back
- a private cloud to a public cloud and back
- a public cloud to another public cloud and back

Three challenges for licensing software in cloud computing

Software licensing in a cloud computing model should be much simpler than On-premise,

however it can get even worse.

- Software licenses based on physical hardware – CPU
- Virtual CPU capacity
 - Determine how vendors license units are related to a given cloud infrastructure (SoftLayer, Amazon, Azure)
- Software license tracking
 - When planning to use software in a cloud infrastructure, make sure you determine how to track its usage smartly and generate reports to assure compliance aspects.

Hybrid Delivered Applications - Test the waters...

Introduce and test new license models which fit service offerings

- Flexible subscriptions
- Usage
- Prepaid pools
- Overages, rollovers, peak usage



A successful cloud licensing experience requires:

- Service Agreement Compliance
- Product Versatility
- Business Agility
- Sophisticated License Models
- Business Intelligence
- Back Office Support
- Steady State – Quarterly maintenance

















IBM Licenses in the Cloud

- SaaS – Passport Advantage Agreement
- Bring your own license (BYOL)
- Bring your own software and license (BYOSL)



IBM Cloud marketplace – SaaS / BAaaS

- More than 100 Enterprise-grade, ready-to-deploy business applications

					
Email marketing and lead management	Social business collaboration	Traffic management and prediction	Asset management	Analytics	Watson Analytics
					
Mobile messaging for marketing	Enterprise content management	Mobile device management	Deal management	API Management	Cross-channel analytics
					
Employee recruitment and retention	Transportation management	Disclosure management	Fraud prevention	Digital commerce	Adaptive Learning
					
	Mobile Development	Pension fund management	Analytical decision management	Advanced deal management	



IBM Software as a Service Agreements

- IBM Passport Advantage Agreement - Chapter 5. IBM SaaS
- IBM SaaS Terms of Use (TOU)
 - TOUs for Passport Advantage = License Information document
 - TOUs for non-Passport Advantage environment (FCT)
- IBM SaaS Cloud Services Agreement (CSA) Service Descriptions
 - CSA Service Descriptions
- Additional SaaS agreements
 - International Agreement for Evaluation of IBM SaaS Offering



Licensing for IBM SoftLayer

Bring Your Own Software and License (BYOSL)

Eligible Passport Advantage Programs include:

1. Processor Value Unit metric Programs
2. IBM Platform Computing Brand
3. IBM PureApplication Service on SoftLayer managing
 1. Processor Value Unit (PVU) metric Programs
 2. Virtual Server metric Programs

PVU licenses required per IBM Program for each SoftLayer server type:

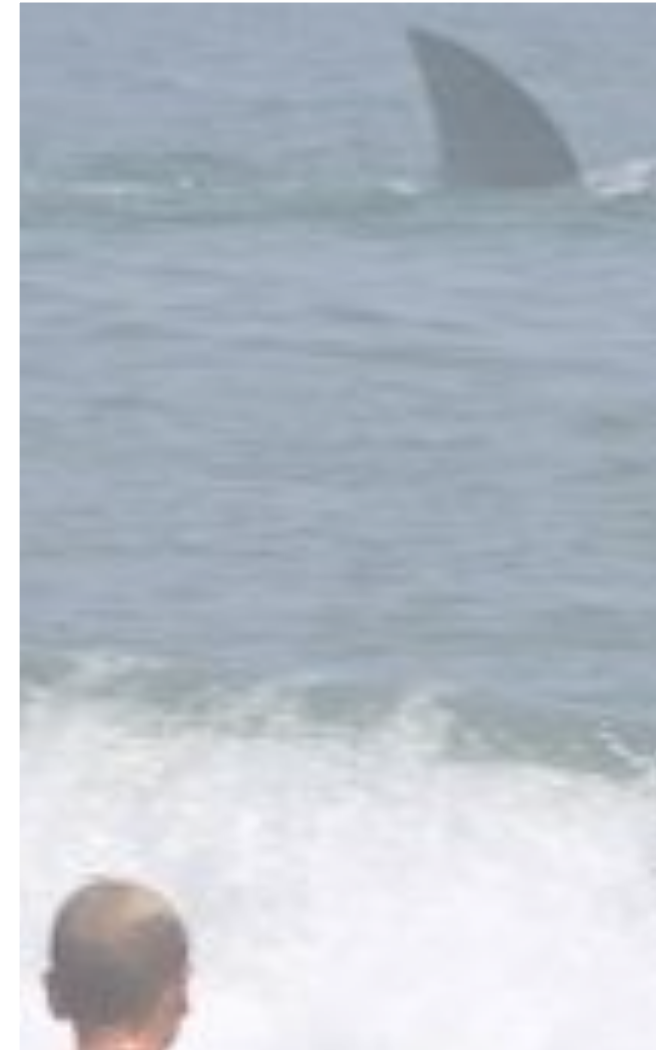
SoftLayer Self Service Infrastructure as a Service (IaaS) offerings based on x86 technology

	Virtual Servers		Bare Metal Servers
	Public Nodes	Private Nodes	
Server Type	Virtual	Virtual	Physical
Physical Server Tenancy	Multi	Single	Single
Processor Value Unit (PVU) for Bring Your Own Software & License (BYOSL)	70 PVU per virtual core	100 PVU per virtual core	per PVU Licensing and Sub-capacity Licensing



Licensing for Azure

- Server/PVU pricing is not available at the moment



Licensing for Amazon Cloud

Bring Your Own Software and License (BYOSL)

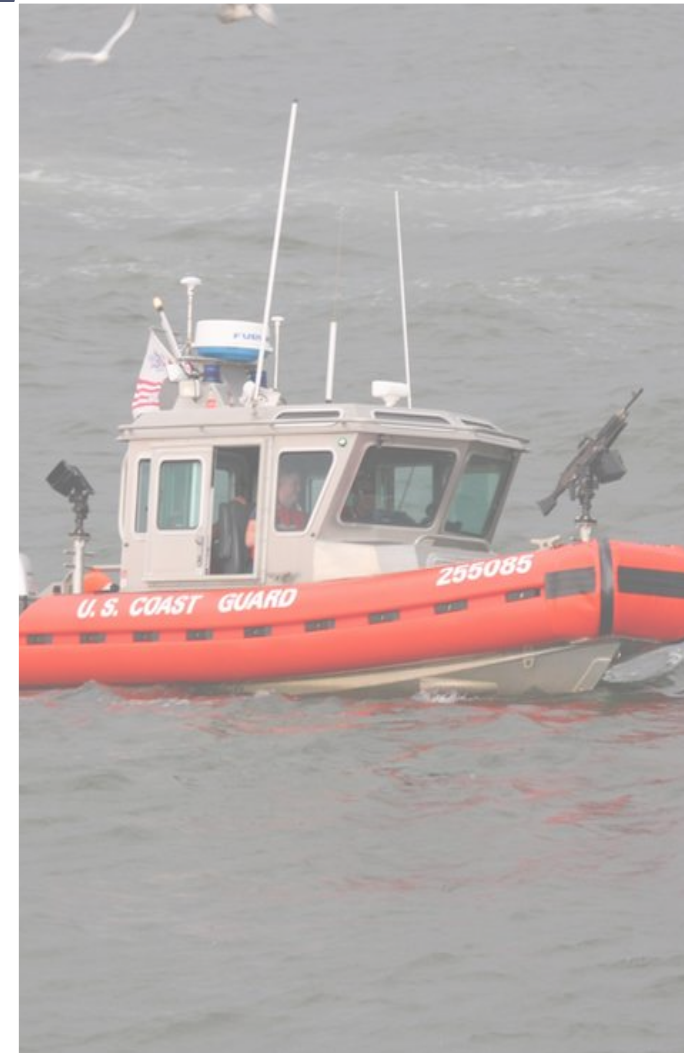
- Customer is responsible for:
 - having accepted and remaining in compliance with all terms of the applicable PA Agreement covering the Entitlements;
 - having accepted and remaining in compliance with the PA Attachment for Sub-Capacity Licensing Terms; and
 - maintaining a written record of any use of Entitlements with the Amazon EC2 services

PVU licenses required per IBM Program for each Amazon EC2 Instance Type

Amazon EC2 Instance Type (a)	Number of Virtual Cores	Multi-Tenant: PVUs required per Instance Type (b)	Single-Tenant: PVUs required per Dedicated Instance Type (b)
Standard Instances			
Small instance (m1.small)	1	70	100
Large instance (m1.large)	2	140	200
Extra large instance (m1.xlarge)	4	280	400
High-Memory Instances			
High-Memory Extra Large (m2.xlarge)	2	140	200
High-Memory Double Extra Large (m2.2xlarge)	4	280	400
High-Memory Quadruple Extra Large (m2.4xlarge)	8	560	800
High-CPU Instances			
High CPU Medium (c1.medium)	2	140	200
High CPU Extra Large (c1.xlarge)	8	560	800

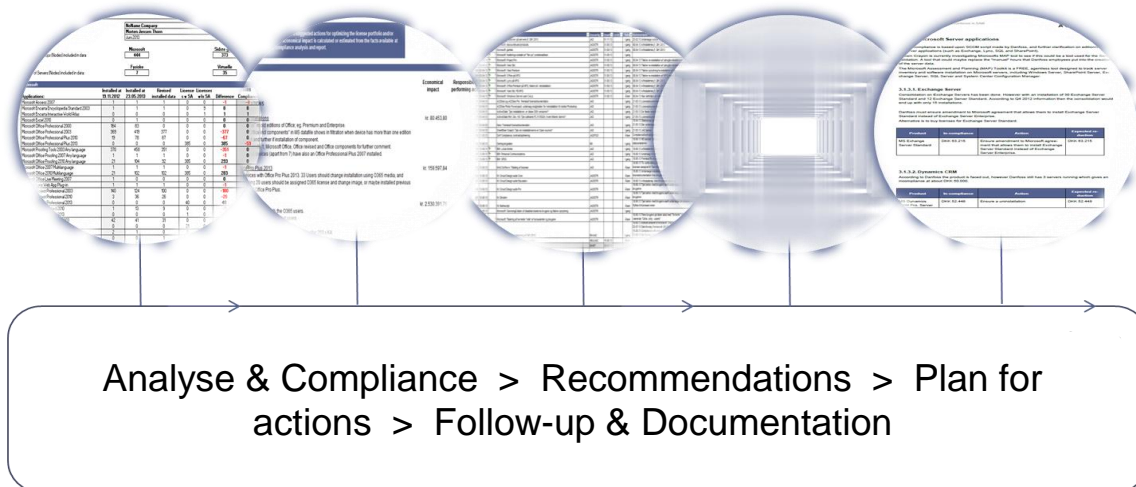
Table publish date: March 14, 2014*

- Eligible BYOSL Software Programs Amazon EC2
 - All software Programs made available under PA, if authorized use is governed by the PVU license metric
 - All other IBM software Programs are not eligible for BYOSL use on the Amazon EC2.



Get in control

- Ongoing compliance reporting
- Usage control
 - Cumulative consumption
 - Estimated consumption
 - Commitment amount
 - Consumption per. Subscription
 - Indication of unused applications
- Ongoing data housekeeping
- Document processes
- Continuous license portfolio optimization



Key takeaways

- Gain an accurate picture of your software assets
- Establish solid routines for counting and reporting
- Keep a well-thought thru licensing model and entitlement management
- Optimize investment in IT assets and avoid overspend on software licenses
- Mitigate the risks associated with software under-licensing
- Develop robust IT policies and procedures
- Manage your IT assets in line with current best practice



More Information

- Webcast IBM Audits and Licensing Question Time - Swedish
 - Wednesday November 5th. - www.Crayon.se
- IBM - Licensing and Contract Fundamentals (2 Day Course)
 - <http://www.internationalsaminstitute.com>
- Automatisering av rapporterings- og regnskapsprosesser
 - Wednesday October 22nd. www.Crayon.no

The IBM logo, consisting of the letters 'IBM' in a bold, black, sans-serif font with horizontal stripes.

Become an expert in IBM
Licensing & Contract Management
With the International SAM Institute

Covering the fundamentals of IBM licensing, our training courses will cover case studies, exercises and strategies to enable you to manage your IBM licensing estate more effectively.

The Crayon logo, featuring a stylized red 'C' followed by the text 'The Software Experts Crayon' in a black, sans-serif font.

Thank you

Q & A?

