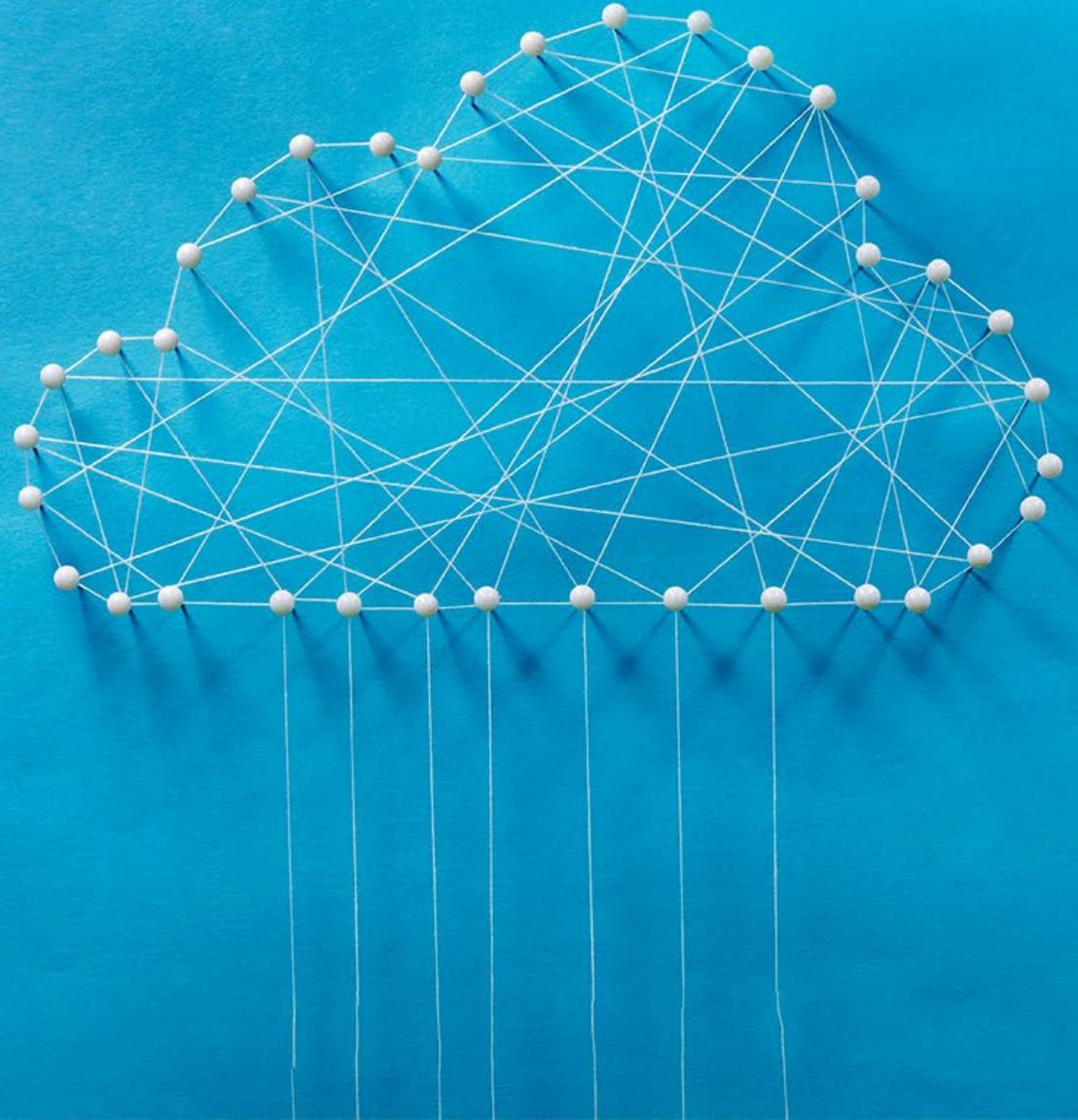




IBM's Authorized SAM Provider Program & Cloud Pak licensing

KPMG and IBM

20 May 2021





IBM's Authorized SAM Provider Program & Cloud Pak licensing

Some practical requests:



Mute your
microphone



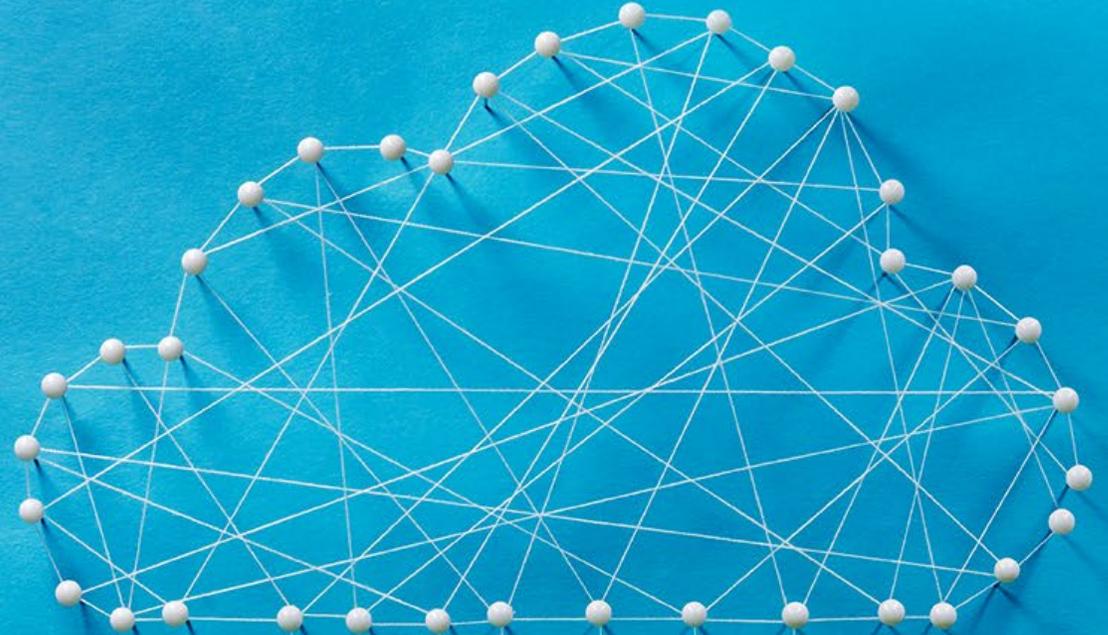
Turn off
your camera



Ask your questions
via the chat function



The slides will be
sent by e-mail



Our experts



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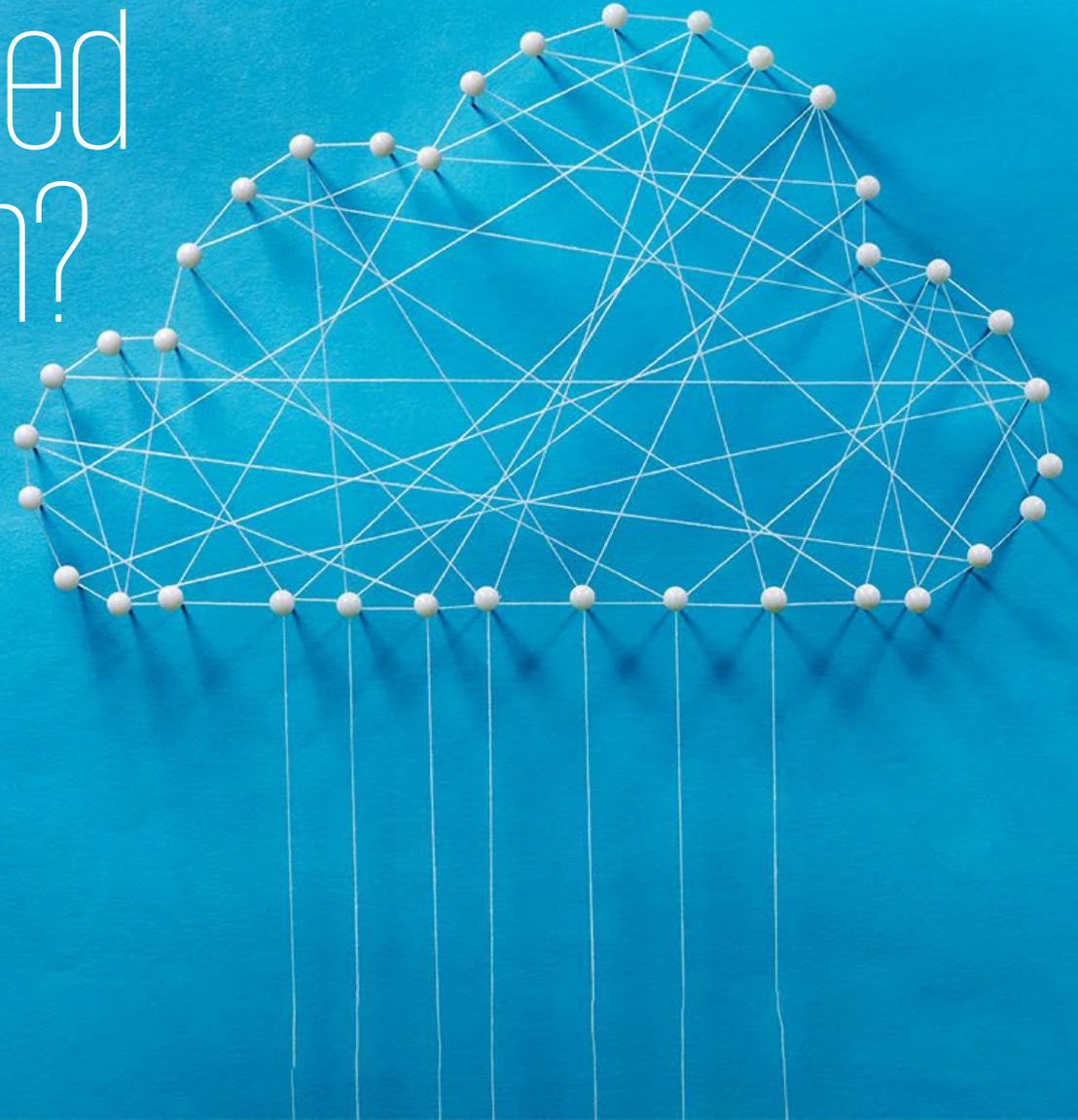
Jens Moerman
Senior Manager, Forensic
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Agenda

- 01 Introduction
- 02 What is IASP?
- 03 Process & advantages of IASP
- 04 Introduction to container licensing & Cloud Paks
- 05 Open discussion and Q&A



What is IBM's Authorized SAM Provider Program?



John Jarec

Background to IASP

- IBM software compliance verification active since 2002
- Tens of thousands of IBM clients reviewed globally
- Verifications are a necessary governance activity for IBM, but can cause client dissatisfaction:

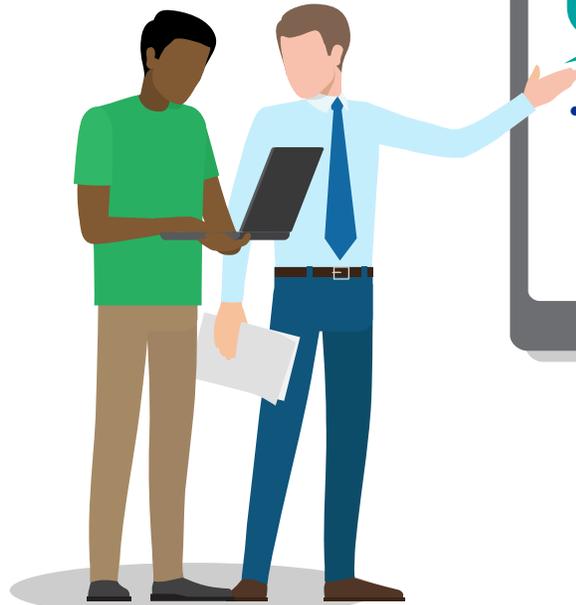
Imposed on clients

Diverts focus and resources

Potential for unexpected exposures

Does not add value

- IBM has listened and introduced IASP as an alternative (and to help clients establish or enhance / develop existing SAM)



Objectives of IASP

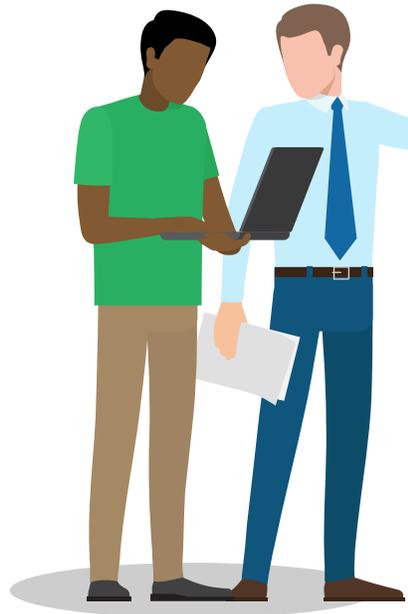
- Give IBM and clients assurance over compliance with license terms but ALSO
- Give clients control of the process
- Make the challenges of managing IBM licenses easier for clients
- Make outcomes more predictable
- Deliver actual business value
- We hope - make clients happier

We can plan around it

Efficient and fast

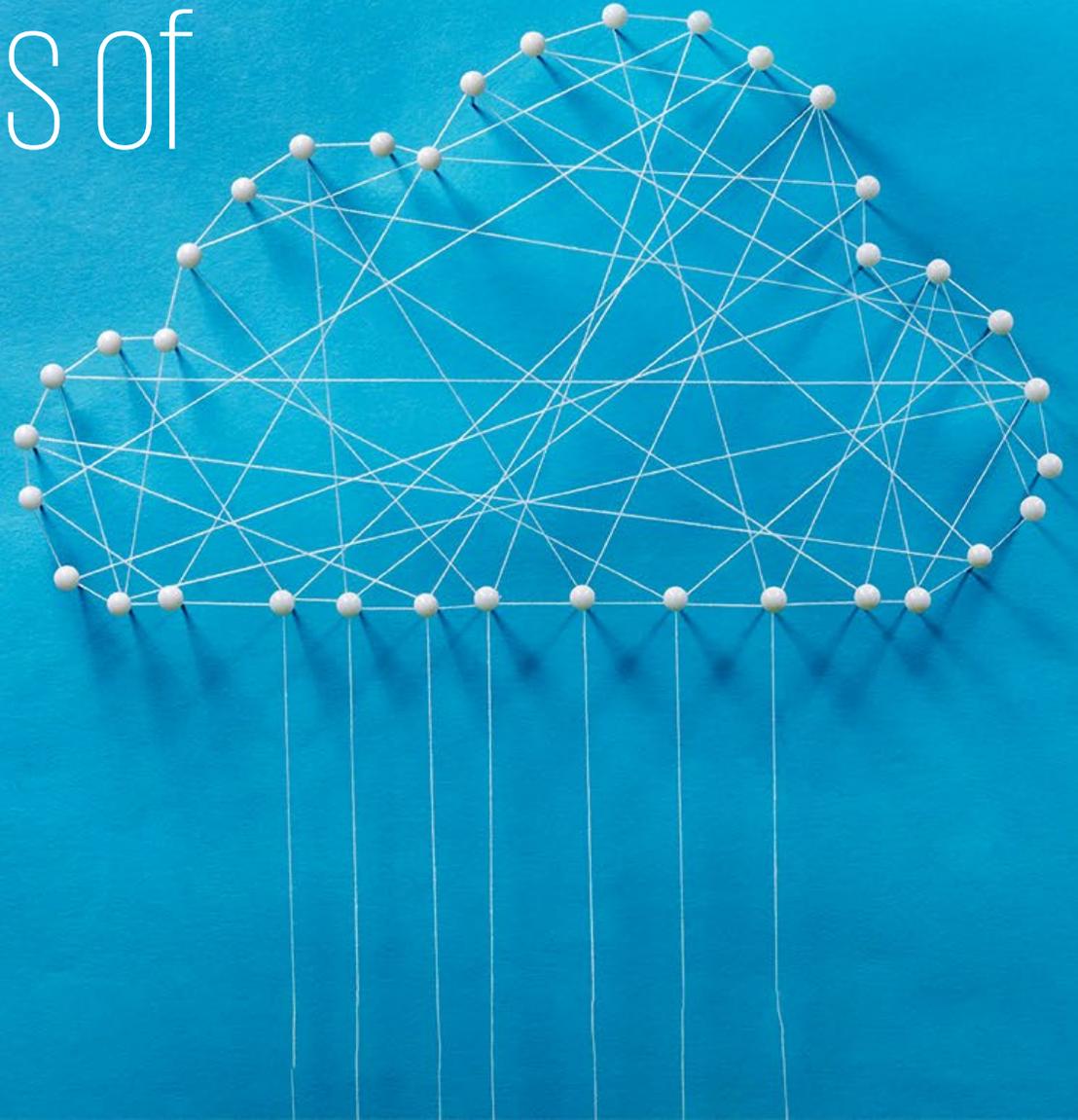
I am proactively managing IBM licenses

Gives me useful information





Process & advantages of IASP

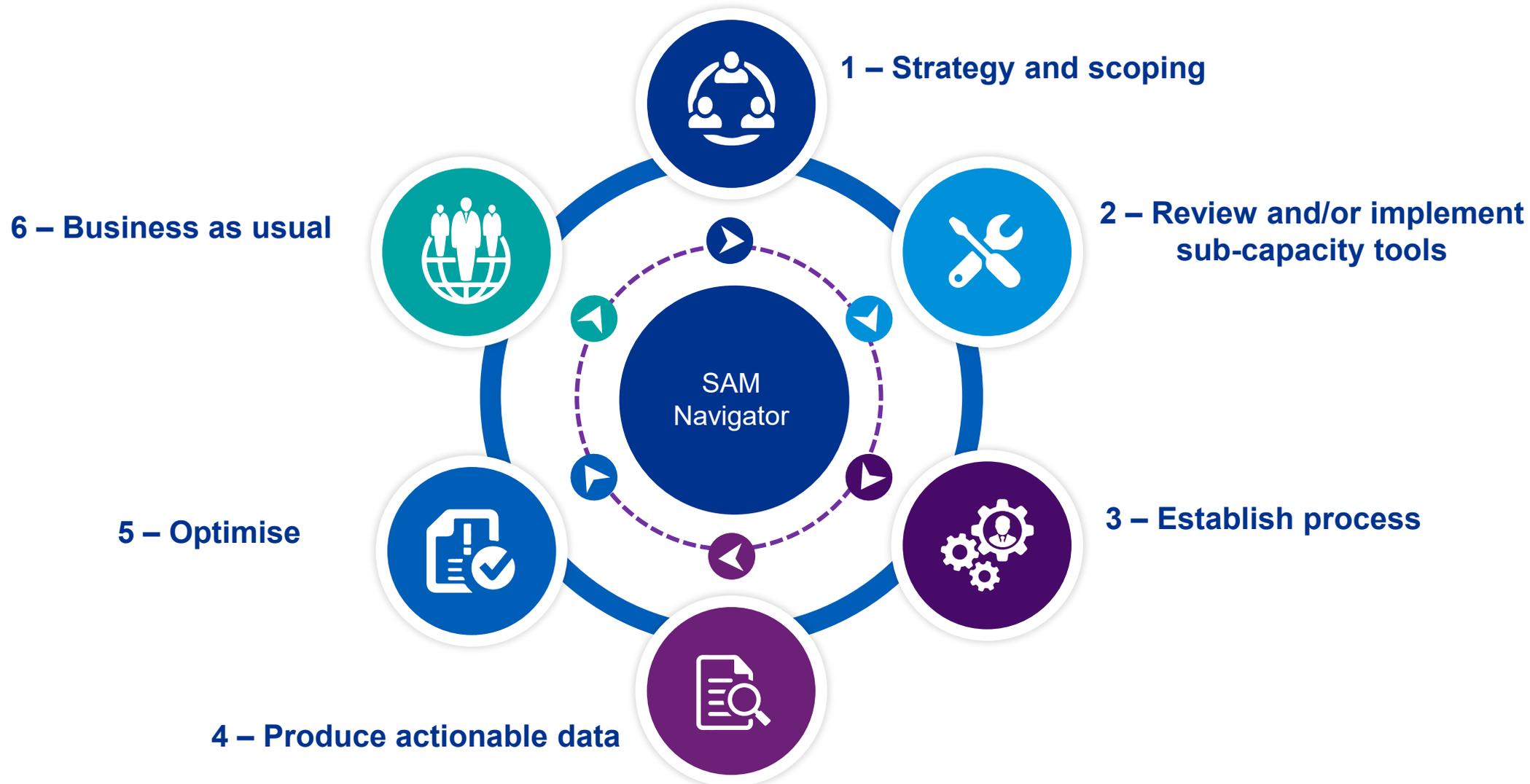


Patrick Van Hardevelt & Jens Moerman

How does it work ?

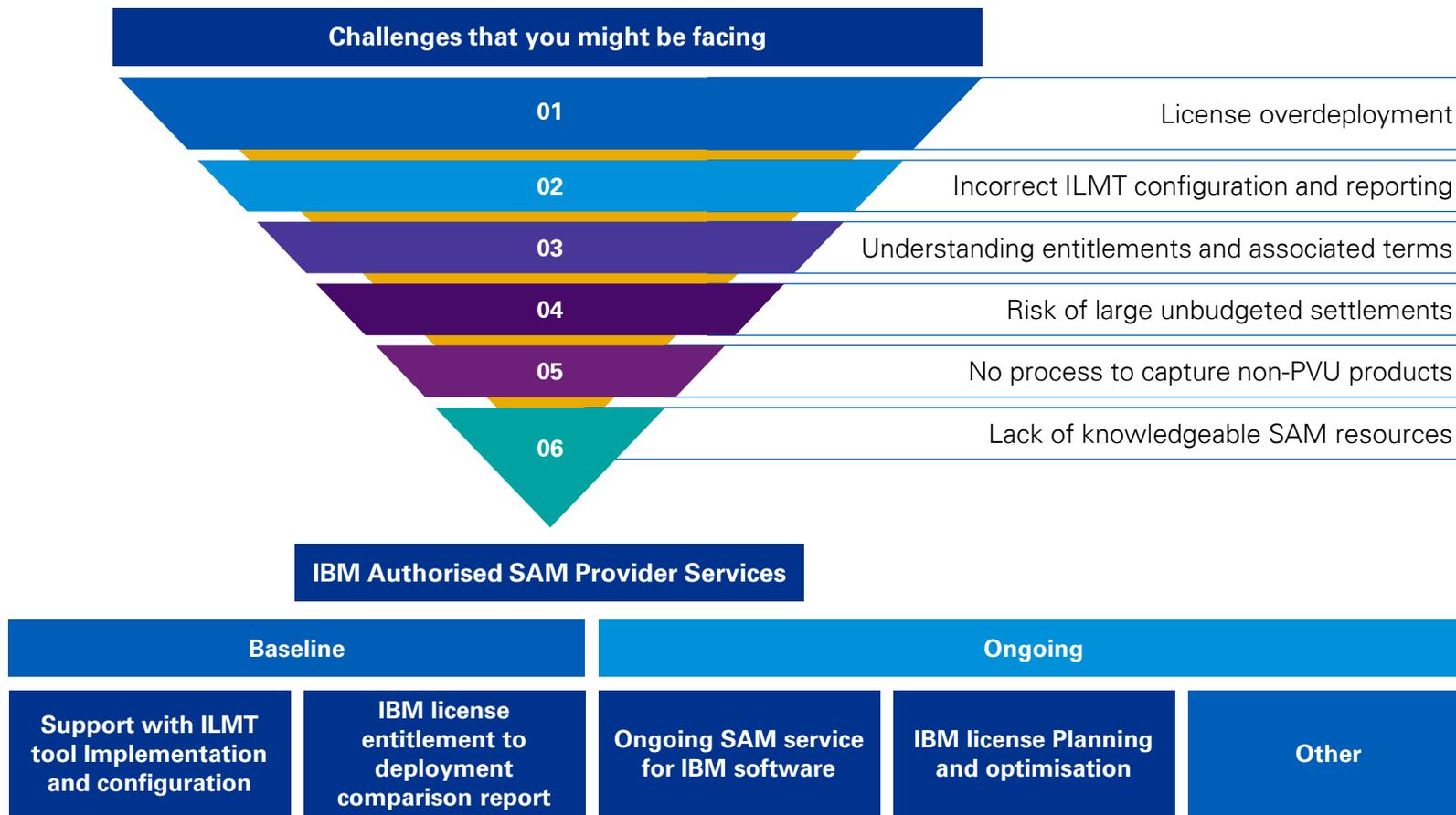


Client Experience with KPMG



What is the SAM partner's role?

The authorised SAM partner provides the subject matter specialist skills and services, customised to your needs, in order to address the challenges organisations commonly face in managing their software licensing deployments and environment.



What are the benefits to you?

Exception from audit

Avoid the risk of disruption and potentially significant unbudgeted expenditures

IASP licensing knowledge

Access to IASPs who specialise in IBM licensing, SAM tools, and ILMT implementation and configuration

Insightful projections

Over time, develop the ability to predict licensing shortfalls based on historical run rates to enable budget planning

IBM license optimisation

Optimise the technical deployment of IBM software to maximise the value from your IBM software spend

Subcapacity licensing

Leverage the IASP to support the implementation, configuration, and manage an eligible IBM subcapacity toolset (ILMT, ServiceNow, Snow, Aspera etc.)

Commercial terms

Ability to license shortfalls at commercial discounts through IBM directly or your preferred IBM business partner (not the IASP). Waiver of back maintenance requirements.



IBM product optimisation

Maintenance reduction analysis

– Are you maintaining product that is not currently deployed?

Deployment right-sizing/remediation

– Is your current deployment footprint creating a position of over deployment (due to misunderstood T&Cs, tooling, unintentional installs, orphaned decomms, etc.)?



Usage analysis – Are there any currently underutilised deployed products that can be removed to reduce costs?

Metric optionality analysis

– Which metric is the most cost-effective choice (e.g., Spectrum Protect Terabyte versus PVU, Cognos Analytics PVU versus Auth User, etc.)?

Maximise purchasing options

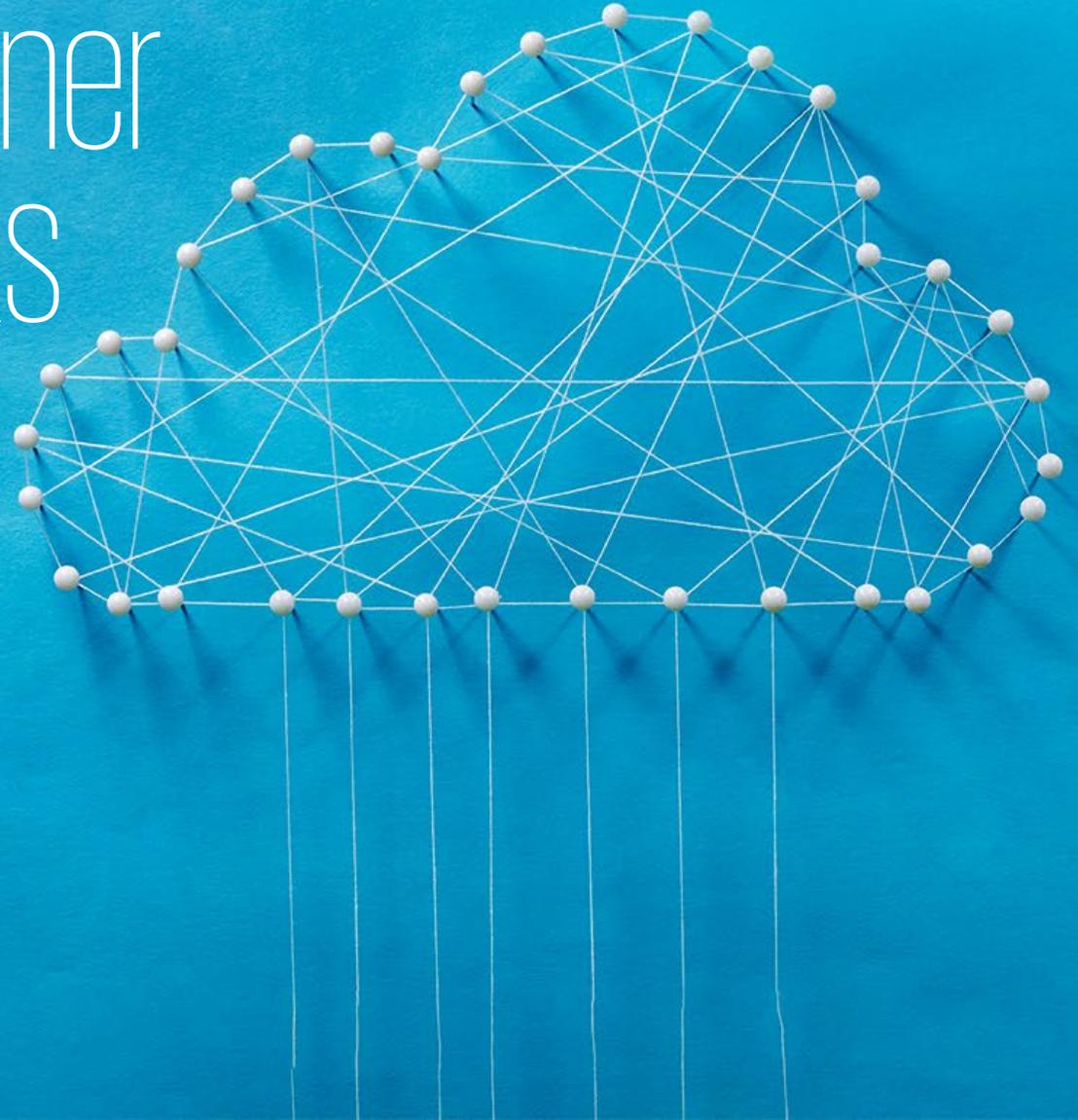
– Are you in an ELA? Are you maximising the prepaid content of that deal? Are you reporting per the terms of the deal? At renegotiation, do you know accurate deployment counts?

Reharvesting analysis

– Is there a formal and active process for software asset reharvesting and redeployment (as opposed to unnecessary purchases)?



Introduction to Container Licensing & Cloud Paks

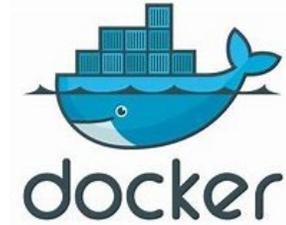


Nishaant Bhikie

What are containers?

Container Runtimes

- Docker Engine
- LXC (Linux Containers)
- CRI-O
- Kata
- Rkt (i 2020)



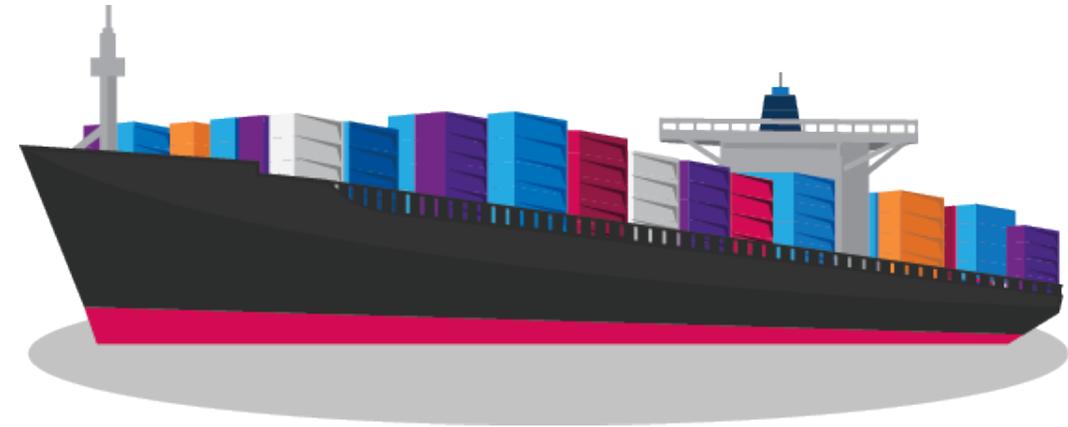
Container Orchestration

- Kubernetes, K8s
- Docker Swarm



Commercial Container Offerings

- Red Hat OpenShift
- Amazon EKS
- Azure Kubernetes Service



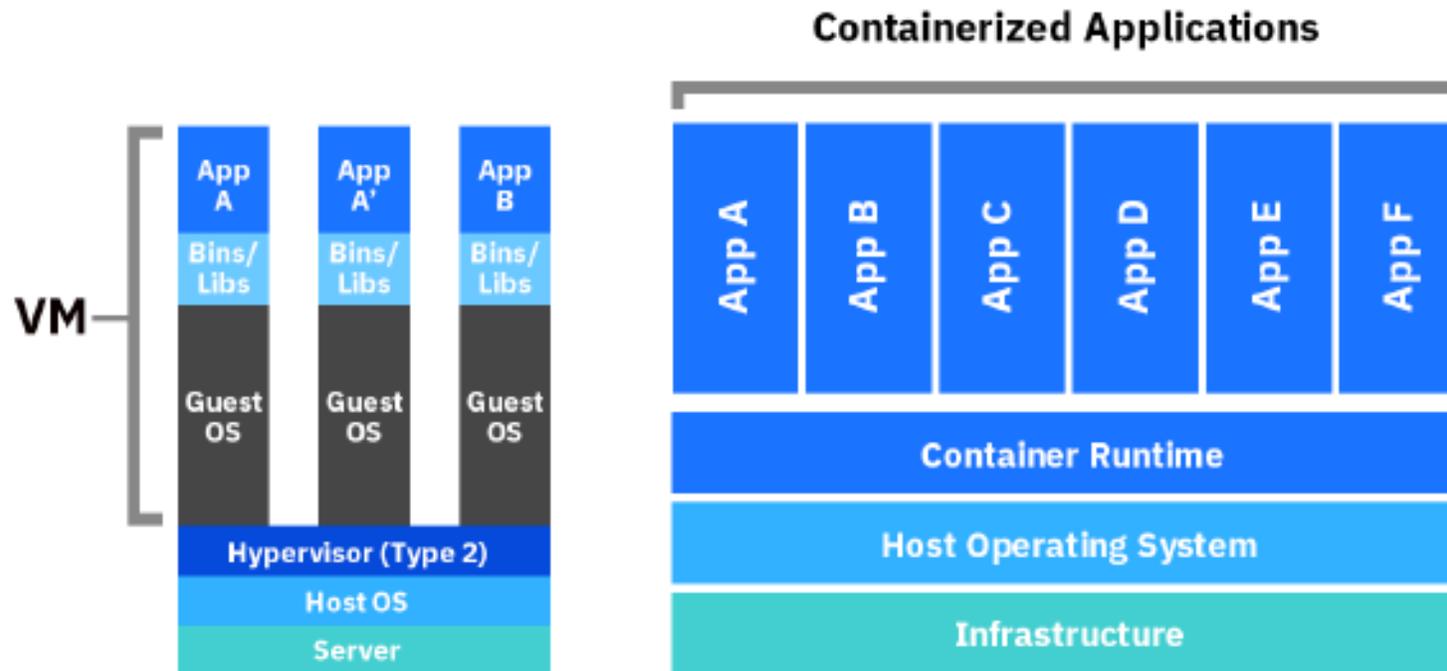
Ship (Server)
fitting a Cargo (Container)

Containers vs Virtualization

Containerization is a technology that allow you to package and isolate applications with their entire runtime environment without the need for an entire OS.

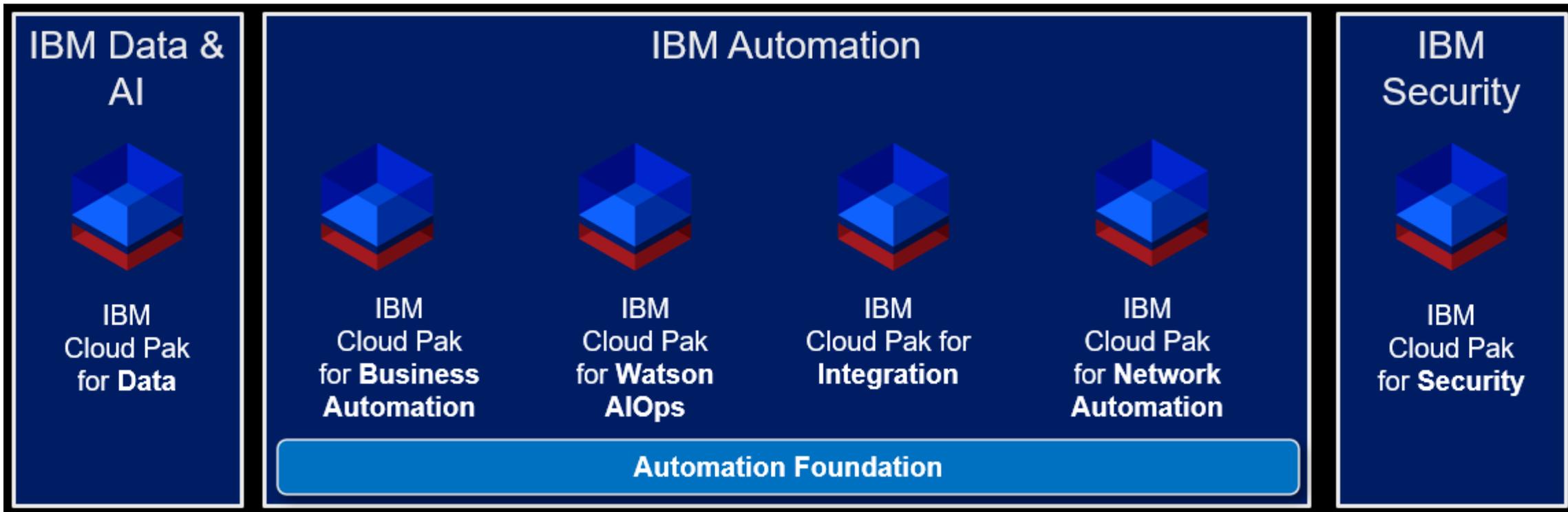
Virtualization **VMs vs. Containers**

- VMs virtualize the underlying hardware – they require their own OS Files and libraries
- Containers virtualize the underlying OS – not needing to boot an OS or load libraries allows them to be lightweight, agile, portable and rapidly scalable



IBM Cloud Paks

IBM Cloud Paks are ready-to-use bundles of one or more containerized IBM software and middleware with open-source components.



Key Takeaways

Containers are a technology that allow you to package and isolate applications with their entire runtime environment without the need for an entire OS.

IBM Cloud Paks are packages of one or more IBM Certified Container offerings made to run in a containerized and also in a traditional (virtualized) environment.

IBM **Container Licensing** is a new license model in addition to Full and Sub-Capacity.

In order **to take advantage** of this license model the usage of IBM software products in containers need to be tracked **with IBM License Service**.



Q&A



Patrick Van Hardevelt
Director
KPMG the Netherlands



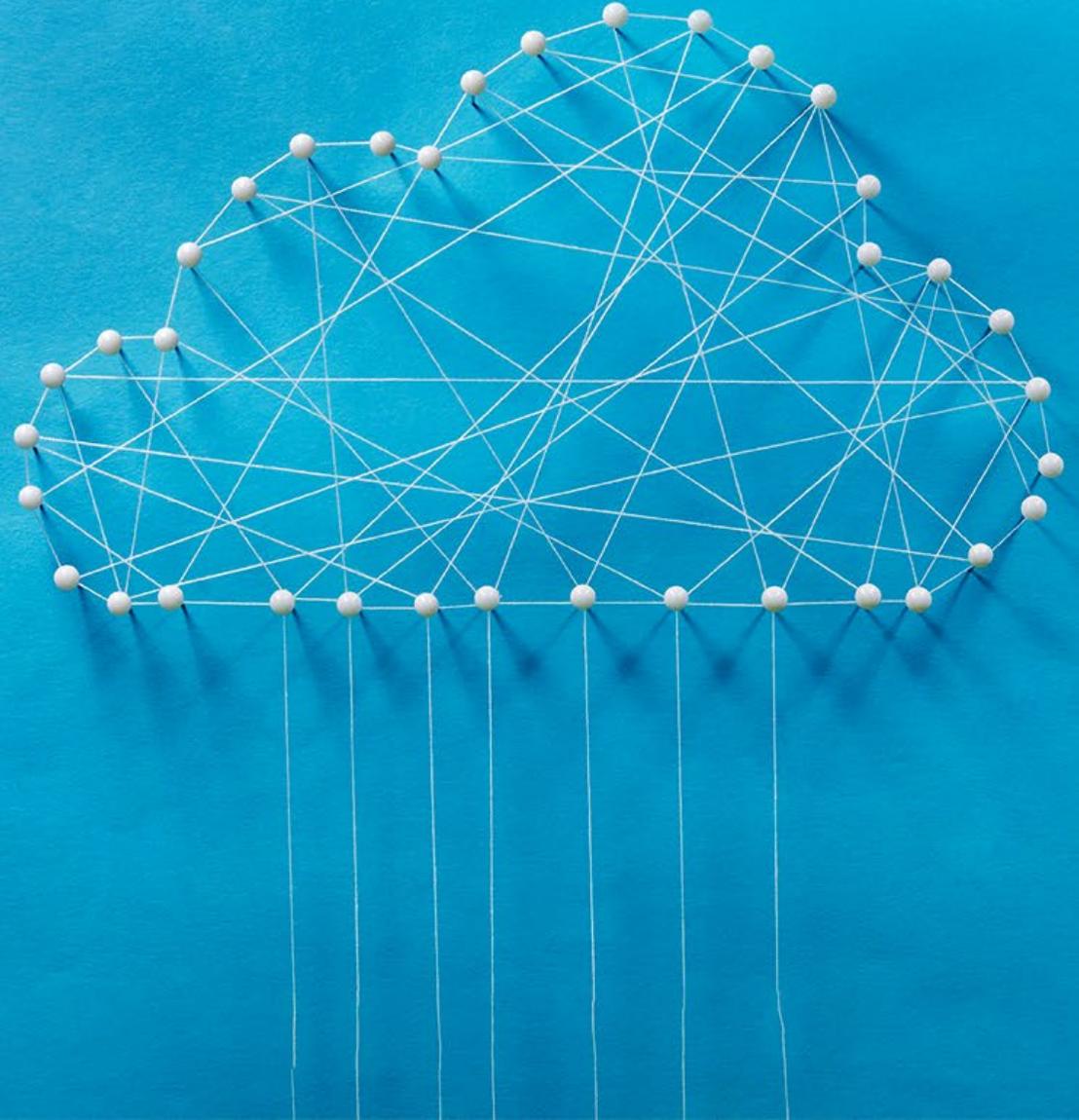
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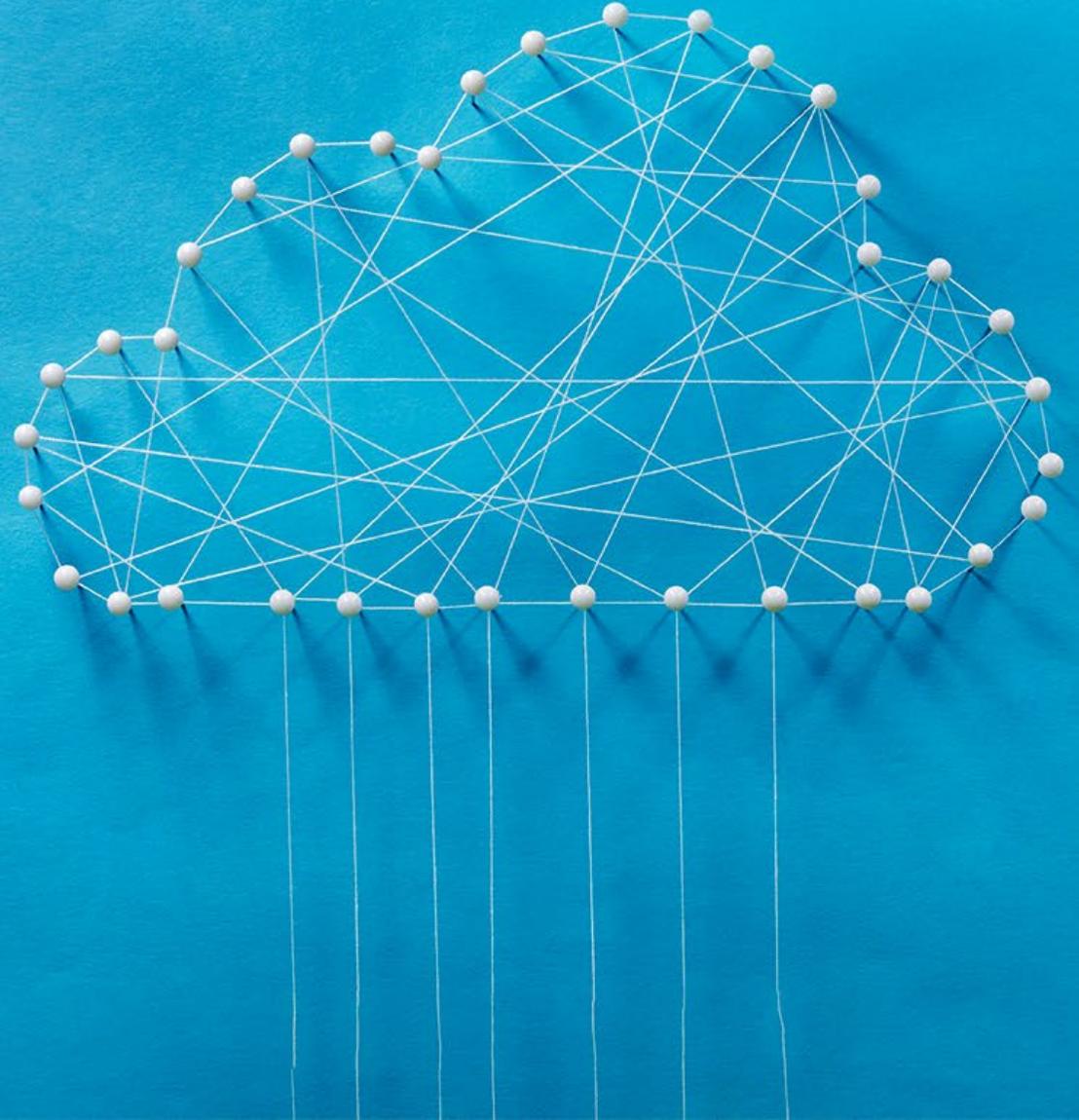


John Jarec
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IBM BeNeLux





Thank you





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