Licensing Lingo
A Users Guide to IBM Software Licensing
OpenLogix – an overview
Quick Facts

- 2006 Founded, Private Company
- 274 Employees
- 243 Customers Served | 97% Customer Retention
- HQ: Michigan | Global Presence: USA, Canada, UK & India
- We Work with Public, Private Companies and Government Agencies
- 114 End to End Projects Executed
Core Practice Areas

**API, BUSINESS INTEGRATION & BPM**
- Enterprise Integration
- BPM
- Rules Management
- API Management
- IBM API Connect, MuleSoft, Apigee

**MOBILE**
- Mobile consulting
- App development (Native, Hybrid)
- IBM, SAP and other platform support
- Mobile Device Management (MDM)

**CLOUD**
- Cloud & Hybrid Cloud solutions
- IBM Cloud
- Amazon EC2
- Google Cloud
- Microsoft Azure

**UX/UI**
- Digital Experiences (multi channel)
- Employee Facing / Customer Facing
- Responsive Web Design
- UI Development using latest JS frameworks
- Angular, Node, SAPUI5, Backbone, etc.

**BIG DATA**
- IBM Watson
- Data Analytics
- Internet of Things (IoT)
- Beacon, Sensors
- Eg: Connected Car

**eCommerce**
- eCommerce Development using
- WebSphere Commerce, ATG Commerce
- BOPIS implementation
- Mobile Commerce
- Online to Store integrations
- Commerce Enterprise Integrations
Engagement Models

We engage with customers in the following areas:

- IT + Business Strategy
- Solutions to Business Problems
- Consulting Services
- Application Architecture, Information Architecture
- Solution Architecture
- Application Development, Maintenance, Testing, & Security
- Staff Augmentation – Fulltime, Contract, & Contract-to-Hire
- End-to-end Project Services

- Onsite Model
  - Resources will be onsite at Client location.
  - Collaborative and Cohesive Development
- Offsite (or Onshore) Model
  - Onshore is within the US, but not onsite – further reduces the cost.
  - However, there will be a certain onsite component as well.
- Offshore Model
  - Our offshore location is based out of India
- HYBRID =
  - Onsite + Onshore
  - Onsite + Offshore
  - Onsite + OnShore + Offshore
- Services On Demand (Utility-type Model)
  - Will make a dedicated resource available for OnDemand basis.
  - Pay for what you use (Utility Model)
  - Min of 40 hrs/Month is required per resource.
Licensing Lingo
Passport Advantage

PPA

PA Account
Passport Advantage

• Magical little number used to pull quotes, purchase licenses, renewals, reinstatments etc

• Tied to your PPA –
  – Address
  – Contact
  – All licenses current & past
  – Anniversary date

• Common set of agreements, processes, & tools

• Enables you to:
  – Acquire new IBM software licenses
  – Renew S&S and Fixed term licensing
  – Subscribe to IBM SaaS offerings and acquire IBM Appliances
New Licenses
New Licensing

• Purchase of licensing you currently do not own
• Purchase of additional licenses
• All new licenses come with 12 months Subscription and Support
Renewals
SnS
S&S
Subscription & Support
Maintenance
Renewals

• Many different terms but all the same meaning in whatever form it takes. You are renewing your current licensing you have for 1 more year.

• No matter who you renew through, an IBM Business partner or IBM Directly, your support always remains the same through IBM.

• Cost is 20% of the entitled list price of the new licensed product.

• Here are some benefits to staying current with your S&S
Benefits to keeping S&S Current

**Upgrades, Fixes, Feature Packs**
You have electronic (and media) access to:
- The latest versions and releases of your installed IBM Software
- Incremental enhancements
- Fixes and security patches

**Cost Effective**
Renewing your IBM Software S&S is truly one of the most cost-effective ways to ensure that the software you buy today delivers value for years to come.
- Reduce software acquisition costs
- Maintain the highest levels of security
- Capitalize on new capabilities, features, and functions
- Increase performance, efficiency, & productivity

**Tools & Education**
You have anytime access to:
- A wealth of online documentation
- Knowledge centers and support expertise
- Tools to help prevent problems and fix them fast if they do occur

**24/7 IBM Support**
Available 24 hours a day, seven days a week, IBM Support provides protection for all your IBM Software, infrastructure, and systems investments
- Access to fixes in real time
- Security alerts and patches
- Troubleshooting tools and problem prevention
- Rapid response to severity 1 support issues day or night
Years Out

Additional Years Support
Years Out

- S&S for additional years past the next 12 months
- Usually no more then 3-5 years max
- Why do it? — To save $$ of course!
Reinstatement
Reinstatements

- Licensing that you have purchased in the past but are not current with S&S
- Generally 50-60% the cost of new licensing
- Need new licensing – Check with your IBM Business Partner / IBM Rep on what licensing you have available for reinstatement
- Not Always the cheapest method so check your quotes!
Upgrades
Upgrades

- Most software has a migration path
- When looking to move from a base version to a higher level version (ie. MQ to MQ Advance, WAS to WAS ND) check on Upgrade licensing cost vs New
End of Life

End of Support
End of Support

• Natural stage in the “IBM Software Support Life Cycle” marks the “official” withdrawal of technical support for a specific version and release of a software product
• Usually announced in April & September
• Usually given 1+ year from announcement
Extended Support
Extended Support

• You have an environment that is running for whatever reason on a version that is past End of Support
• This is handled through IBM ONLY
• You pay for the months you use until you can become current
• This is not a set price and based on availability to support and can be denied so should not be used as a long term plan.
• Can be very costly $$$$$$$
PVU

- PVU = Processor Value Unit
- Defined by Processor Vendor, Brand, Type, & Model
- From there there is an amount given for each processor core on a chip (socket)
- Each software has a unique price per PVU

\[
PVU \text{ per Core } \times \# \text{ Core } = \text{Required PVUs}
\]
\[
\text{Required PVUs } \times \text{Price per PVU} = \text{Software Cost}
\]

PoE
PoE = Proof of Entitlement

• Show you the eligible products and levels of use that you are authorized for.
• Includes important order information such as:
  – IBM Customer Number
  – IBM Site Number
  – IBM Order Number
  – Primary Site Contact (who the PoE is sent to)
OpenLogix – IBM Software Reseller

How we help our clients-

• Competitive quotes on New, Renewal, & Reinstatement licensing.
• Always work to help you get the best deal by looking at your licensing options available.
• Keep you informed on local events, education opportunities, and related webinars to your specific interests and needs.
• Experienced sales team with little to no rep changes

MQ Related Service Offerings—

• On-Demand Support Services
  – Fixed cost annual Bucket of Hours
  – Pay as you use model
  – Come with SLA agreement
• Fixed cost installations & set up of MQ Server
• MQ Staff Augmentation
  – Onsite
  – Remote
  – Offshore
• MQ Licensing Quotes
Why OpenLogix for your Projects

- Strong technical background with a deep technical knowledge.
- Experienced & Certified Resources, many that have been with the company for years!
- Low resource turnover both technical and sales staff.
- Quality, Not Quantity.
- Knowledgeable on current needs of IT in enterprises.
- Quick response time to your needs
- Easy Onboarding
- Competitive pricing models
- Flexible Delivery Models
- Small enough to be **Flexible** but Large enough to **Deliver**!
THANKS FOR LISTENING

ANY QUESTIONS?
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Thank You!