# IBM Authorized SAM Partner Program

IBM software licensing is about as complex as it gets and many IBM customers have real difficulties tracking license consumption, managing expense and staying compliant. But if you don't do a good job of this, you are likely to be wasting money on unneeded support and suboptimal technical configurations and there can be painful financial consequences if IBM carries out an audit and finds overdeployed licenses or other non-compliance.

Imagine if there was a low cost way that you could bring your IBM licensing under full control, derive the benefits of license optimisation to reduce opex and avoid the risk of a painful IBM audit.

Now there is. KPMG is an IBM Authorized Software Asset Management ("SAM") partner. By engaging KPMG to deliver IBM SAM as a Service you can obtain exemption from audit by IBM, save money and avoid all of the headaches of managing it yourself.

## What is the IBM Authorized SAM Partner program?

IBM has launched the Authorized SAM Partner Program ("ASP") as an alternative to performing license verification audits under the terms of its software license agreements. The goal of the program is to enable customers to demonstrate compliance without the need for an intrusive, disruptive and potentially costly audit process. IBM customers can opt into the program by engaging an Authorized SAM partner such as KPMG to deliver IBM SAM as a Service, and delivering periodic license consumption reporting to IBM. For as long as KPMG remains engaged and the consumption reports are delivered, IBM will exempt the customer from verification audit.

## Benefits of engaging KPMG for the IBM Authorized SAM Partner program

Exemption from IBM compliance audit – avoid disruption and potentially significant, unbudgeted expenditure

Full Eligibility for sub-capacity licensing

If you are over-deployed, IBM will allow you to true up under non-punitive business terms

Optimise technical deployment of IBM software to reduce S&S renewal costs

Reuse unallocated licenses rather than buying new

No need to invest in maintaining specialist in-house knowledge of IBM license models

Extend the SAM service to access similar benefits for other software publishers

## Why KPMG?

KPMG have been supporting IBM's Enterprise Licensing team since 2001 and we effectively wrote the book on counting IBM license consumption and managing compliance. We have invested heavily in the development of market leading IBM measurement tools and methodologies and can offer a combination of efficiency and quality which cannot be matched by any other service provider. We have over 300 professionals worldwide who specialise in this field and have deployed in every size of client and every industry sector. We are plugged directly into the functions within IBM which are focused on supporting IBM clients on their SAM journey and we can leverage IBM's resources to smooth the path. IBM recognises and is prepared to rely without question on KPMG's capability, experience and reputation as a whilst fully respecting our confidentiality obligations to our clients.

But beyond IBM, we offer a full service SAM capability and can support you in meeting your SAM objectives whatever your specific needs, including ISO 19770 assessment, process design, SAM tool procurement, implementation and optimisation, consumption baselines and value extraction, ELA planning and full SAM managed service.

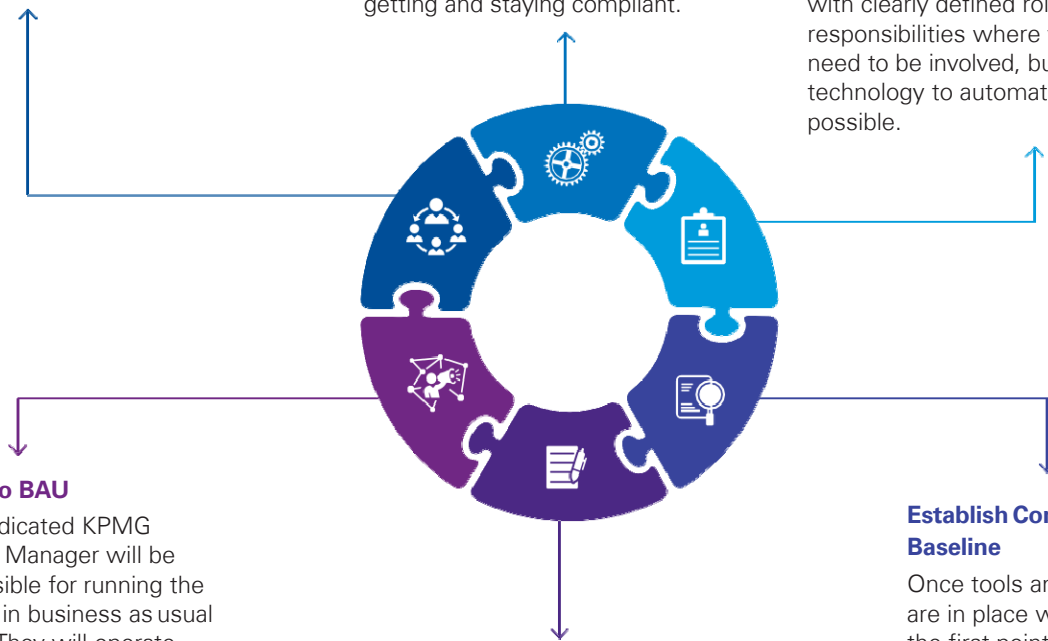# How does the service work?

### Planning

One size doesn't fit all. Every customer has different IBM products, infrastructure, tools and organisation. We work with you to map this all out and develop a detailed plan, customised for your environment to discover, count, manage change and report on your IBM installed base.

### Implement Tools

If you are running IBM software on virtualised servers you probably need to deploy the no charge IBM License Metric Tool ("ILMT") in order to qualify for sub-capacity license terms. If you don't already have it or you have it but it is not working, we will stand up and configure the tool quickly and efficiently. This is a major milestone to getting and staying compliant.

### Establish Repeatable Processes

Your IBM installed base is going to change over time and the service will track this via periodic reports on license consumption. Production of these reports will require a combination of people and technology to discover and aggregate the license consumption data points. We will establish repeatable processes with clearly defined roles and responsibilities where your people need to be involved, but using technology to automate as much as possible.

### Move to BAU

Your dedicated KPMG Service Manager will be responsible for running the service in business as usual mode. They will operate the discovery and reporting process to keep on top of changes in the environment and produce periodic license consumption reports together with alerts highlighting risks and opportunities together with practical options for taking action to address these.

### Take Action based on hard data points

The baseline is likely to expose both opportunities and risks. We will advise on the options available to you to take advantage of the opportunities and mitigate the risks.

### Establish Consumption Baseline

Once tools and processes are in place we will create the first point in time license consumption baseline. This is likely to highlight some areas where adjustments to the process are required. Once the necessary adjustments are made, the first definitive view of license consumption will be available.

### Talk to us.

Are you interested in seeing how your organisation can benefit from participation in the IBM Trusted SAM Program with KPMG?

We are certain that we can help you achieve and exceed you SAM ambitions.

Please contact us to discuss further.

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