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MOBILE • DIGITAL • API • CLOUD • BIGDATA • COMMERCE

Digital Transformation.. One Customer at a Time!

SERVICES:

- IT Strategy and Consulting
- Application Development
- Application Maintenance & Support
- QA Testing
- IT Outsourcing
- Legacy Modernization
- Staffing
- Software Reseller
- Cloud Migration
- Cloud Provisioning
- Cloud Monitoring

Licensing Lingo
A Users Guide to IBM Software Licensing

Premier Business Partner IBM | amazon web services Partner Network | Microsoft AZURE PARTNER

DETROIT | HOUSTON | CHARLESTON | BANGALORE & VIZAG, INDIA

NMSDC Certified MBE

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

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Core Practice Areas

API, BUSINESS INTEGRATION & BPM

- Enterprise Integration
- BPM
- Rules Management
- API Management
- IBM API Connect, MuleSoft, Apigee

CLOUD

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

BIG DATA

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

MOBILE

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

UX/UI

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

eCommerce

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

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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

- 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

- Purchase of licensing you currently do not own

- Purchase of additional licenses

- All new licenses come with 12 months Subscription and Support

Shiny

DANGER!

New Toys

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Renewals

SnS

S&S

Subscription & Support

Maintenance

- 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
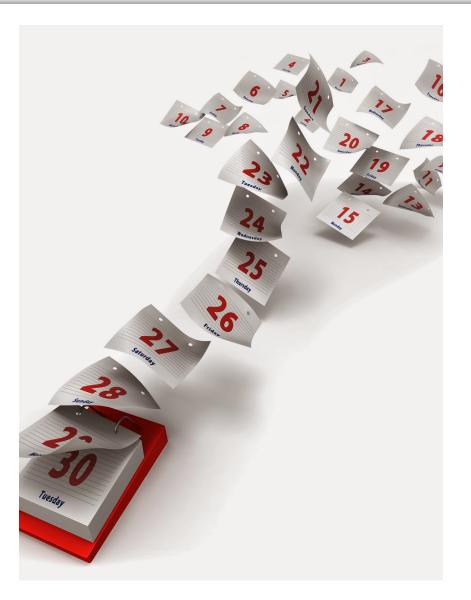- Rapid response to severity 1 support issues day or night

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Years Out
Additional Years Support

- 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

- 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

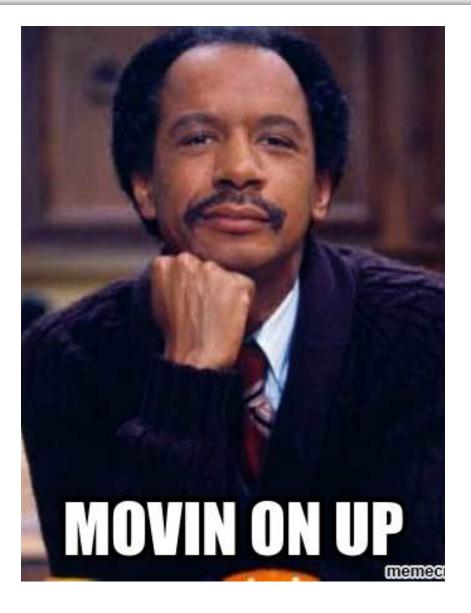- Not Always the cheapest method so check your quotes!

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

- https://www.ibm.com/support/home/pages/lifecycle/index.html

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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

- 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 per Core X # Core = Required PVUs

Required PVUs X Price per PVU = Software Cost

https://www.ibm.com/software/passportadvantage/pvu_licensing_for_customers.html

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 instillations & set up of MQ Server

- MQ Staff Augmentation
  - Onsite
  - Remote
  - Offshore

- MQ Licensing Quotes

- 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**!

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Thank You!