

Al Sherkow's

IBM Software Pricing Seminar for ISVs

IBM announced a new pricing model named Workload License Charges (WLC), along with the first zMachine, the Intelligent Resource Director (IRD), z/Architecture and z/OS in October 2000. WLC is continually evolving, typically with one major change per year. *There are no Rules of Thumb for WLC and each installation needs to analyze these new technologies carefully.* WLC allows software prices for some of IBM's strategic products to be based on the rolling four hour average of the LPARs that use these products. You can limit the size of your LPARs, and therefore your software prices with the "Defined Capacity" LPAR parameter. WLC has provided profound impacts on software licensing budgets at some installations and you do not want to miss this opportunity. As the evolution of WLC continues each installation needs to again assess when and if to use WLC and how to leverage WLC.

Fact — Today most installations, though not all, can save money with WLC.

Fact — If you analyzed WLC in the past and it did not reduce your software charges, you need to repeat the analysis.

Fact — IBM had been evolving so that additional sites would qualify. Recently IBM has begun evolving WLC to further reduce software charges for current WLC sites.

This seminar will give you the essential knowledge you need to plan for and leverage IBM's Workload License Charges.

Al Sherkow of I/S Management Strategies, Ltd. has been consulting for IBM on Workload License Charges since March 2000. Al has been helping installations understand WLC and assess the value of WLC for their data centers. Al is also the designer and developer of the LPAR Capacity And Software Usage Analysis (LCS) Software. As a capacity planning and performance consultant, he is an industry expert regarding the configuration and planning of PR/SM. Since 1988 he has been helping his clients make the most of their LPARs through onsite consulting, his logical partitioning seminars, magazine articles, papers and dozens of presentations.

Pricing for an In-House Seminar

Please examine the attached outline, and choose the sections you would like to have presented, and then call for an estimate. Pricing is approximately \$6,000USD per day for the first 10 attendees, plus \$300USD for each additional person per day, plus expenses.



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Workload License Charges Seminar

Executive Briefing & General Introduction	1 Hour
Part 1: Before the WLC Decision	
IBM's New Pricing Model	
IBM's Implementation of WLC	
What Happened to the IBM License Manager	
WLC, VWLC, AWLC and the Other Pricing Plans	
Variable Products	
Fixed and Flat Products	
IPLA Products	
Executive Briefing & General Introduction	3.5 Hours
Part 2: After the WLC Decision	
Whitespace and Defined Capacity	
Utilization of LPARs	
What Controls Does the Data Center Have Over Utilization	
Recent Evolution of WLC	
z196s, Newest Metrics: AWLC and IWP	
WebSphere Brand Special Pricing: GSSP and IWP	
WLC and the ISVs	
Making the Big Decision to Switch to WLC	1.5 Hours
Case Studies	
Your Complete IBM Software Inventory	
Largest Ongoing Financial Impact	
Hardware MSUs, Software MSUs and MIPS	1.5 Hours
What Are Hardware, Software and Announced MSUs	
Relating MSUs to MIPS	
System/390 Usage Pricing Compared to WLC	
WLC Impact on Capacity Planning & Performance	2.5 Hours
Important Fields in the SMF data	
Monitoring 4HRA	
Reporting on LPARs, and LPAR Interactions	
Software Capacity Planning	
Month-to-Date Estimates of Software Charges	
Intelligent Resource Director	1 Hour
CPU Management — Dynamic Logical Engines	
CPU Management — Dynamic Processing Weights	
Defined Capacity, Group Capacity Limits and LPAR Weights	3 Hours
LPAR Planning (the Three Capacity Specifications of Each LPAR)	
Importance of LPAR Weights	
Interaction of Defined Capacity and LPAR Weights	
Interaction of Group Capacity Limits and IRD	
Preparation for and Use of SCRT	1 Hour
Recommendations for Downloading, Naming Conventions	
"Production" JCL	
Handling Your SMF Data	
How IBM Handles Your SCRT Report	
How You Must Audit SCRT and Your Invoices	
Leveraging WLC	2.5 Hours
Rearrange Products	
Rearrange Workloads/LPARs	
zAAPs, zIIPs and Your Workloads	
Reduce 4HRA	
Consolidation	
Separate LPARs	
Opportunities with WebSphere Brand Products and GSSP and IWP	
Understanding Features	
Applying What You Have Learned	2 Hours
Discussion, Questions and Answers Related to Your Site	

*... .. the best class I have attended since my MVS Internals class back around 1982.
— Attendee from Sydney May 2007*

*I think a class of this nature is the only way to get this kind of important new information out to management and others who are not inclined to read IBM manuals, or who are not motivated to seek the information out from the available sources.
— Past Attendee*