

Extend Automated License Compliance to your Oracle and RedHat Environments

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Agenda

- Turbonomic Overview
- Demo
- Partnership – how it enhances Turbonomic
- Balancing Licensing and Application Performance
- Extend to Oracle and RedHat
- Q&A



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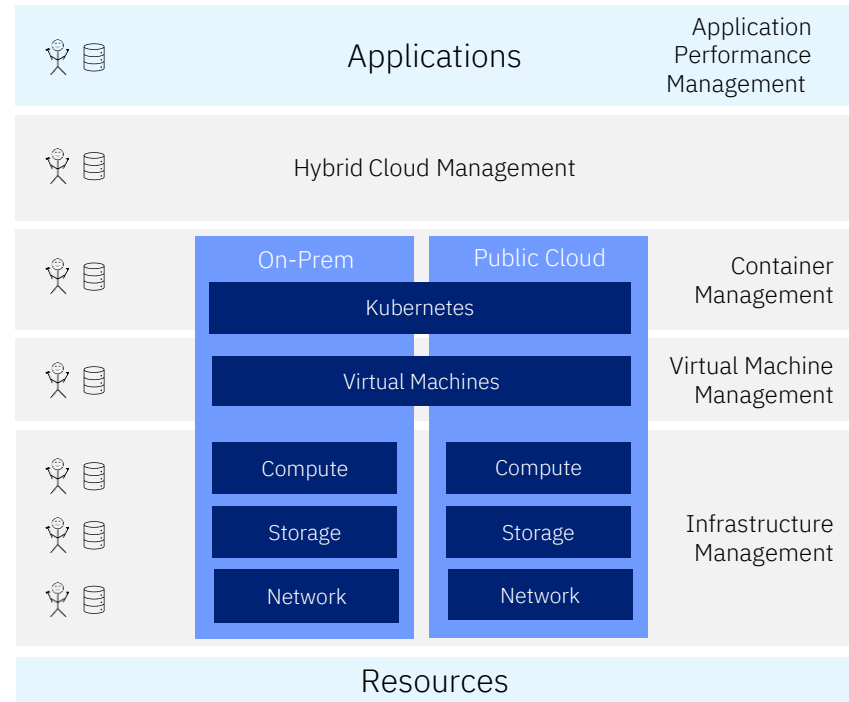
Today's independent solutions cannot assure performance...

Siloed teams

Disparate data

Fragmented tools

Disconnected and reactive operating model



...and keeping the status quo comes at a cost

App performance issues impacting user experience and business

War rooms resulting from lack of visibility across apps and infrastructure

Increasing costs from overprovisioning on premises and in the cloud

Keeping track of and adhering to compliance rules

What if you could...

Pay for what you need, not just what you (over) allocate?

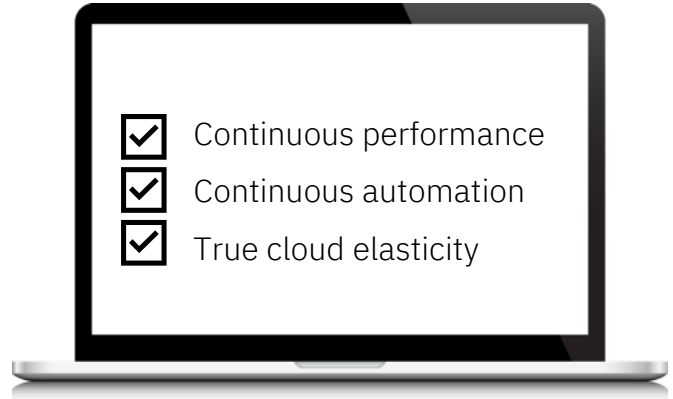
Prevent performance issues before they impact user experience?

Close operational gaps between App and Cloud Teams?

Achieve cloud elasticity with automation?

We have lots of APM, management and monitoring tools but in terms of giving me the exact recommendations what do I need to do and what actions to take, there is nothing like that - except for Turbonomic. **Humans are not sustainable for optimization, it requires Turbonomic.**"

Director, Cloud Adoption and Optimization
at a Multinational Professional Services Company

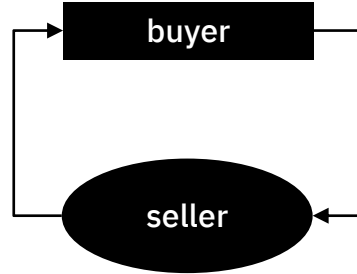


With Turbonomic you can continuously automate cloud application resourcing *and* see exactly how it improves end-user experience... bridging the gap between App and Cloud Teams.

IBM Turbonomic automates resource decision-making

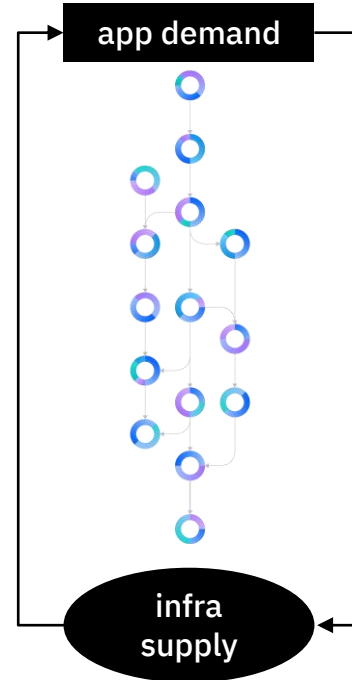
1. Abstraction

Entities in the environment are abstracted as buyers or sellers of application resources (compute, storage, network).



2. Analytics

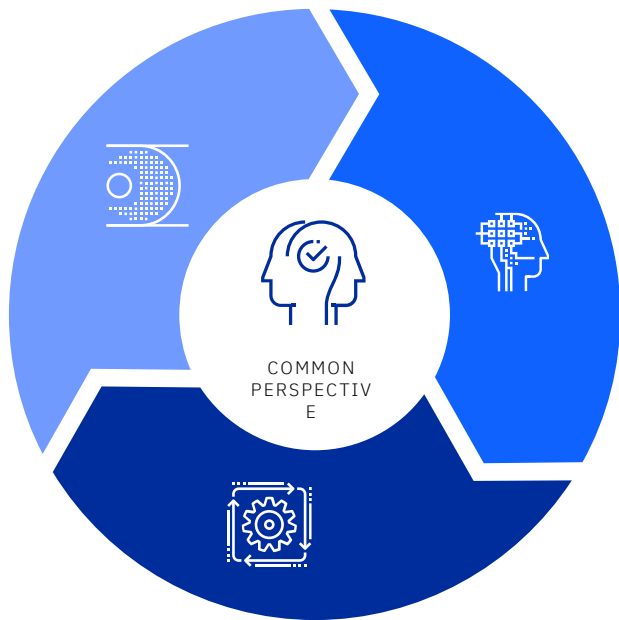
Environment / the application stack is modeled as a market and the principles of supply, demand, and price are applied to match app demand to infrastructure supply.



3. Automation

App-first, full-stack approach ensures actions are safe to automate. Clients operationalize automation by integrating actions into pipelines, processes, and workflows

Our approach ensures operational and business success.



OBSERVABILITY

1

Application-aware and full-stack. Application resourcing delivers business impact you can see.

ACTIONABLE INSIGHT

2

Multidimensional analysis ensures actions are actionable and trustworthy.

AUTOMATION

3

Operationalize automation by integrating actions into pipelines, processes, and workflows

What can you do with IBM **Turbonomic**?

Assure application performance at the lowest possible cost.

Improve IT staff productivity	Simplify complex tasks, automate decision-making, and gain time to innovate
Optimize public cloud spend	Consume and pay only for what the business really needs, while assuring application performance
Accelerate and de-risk multicloud projects	Safely and efficiently migrate workloads between premises and the public cloud to reduce cost and increase efficiency
Safely increase infrastructure utilization	Eliminate infrastructure as the cause of application performance degradation, without overprovisioning
Accelerate consolidation and refresh projects	Accelerate and de-risk IT transformation projects across heterogeneous estates

Demo

Let's see it in action!



Limited visibility into inventory and usage make it impossible to manage what you can't see

ONLY
1/3
OF SAM TEAMS
track SaaS usage

70%
OF SAM TEAMS
*experience a lack
of qualified resources*

83%
OF SAM TEAMS' TIME
*is consumed by
audit-related activities*

Source: Flexera 2022 State of ITAM Report

Informed IT management is needed to optimize your hybrid estate

Complete and accurate data

- Deep and wide data concerning inventory, usage and licensing

Reliable across hybrid estate

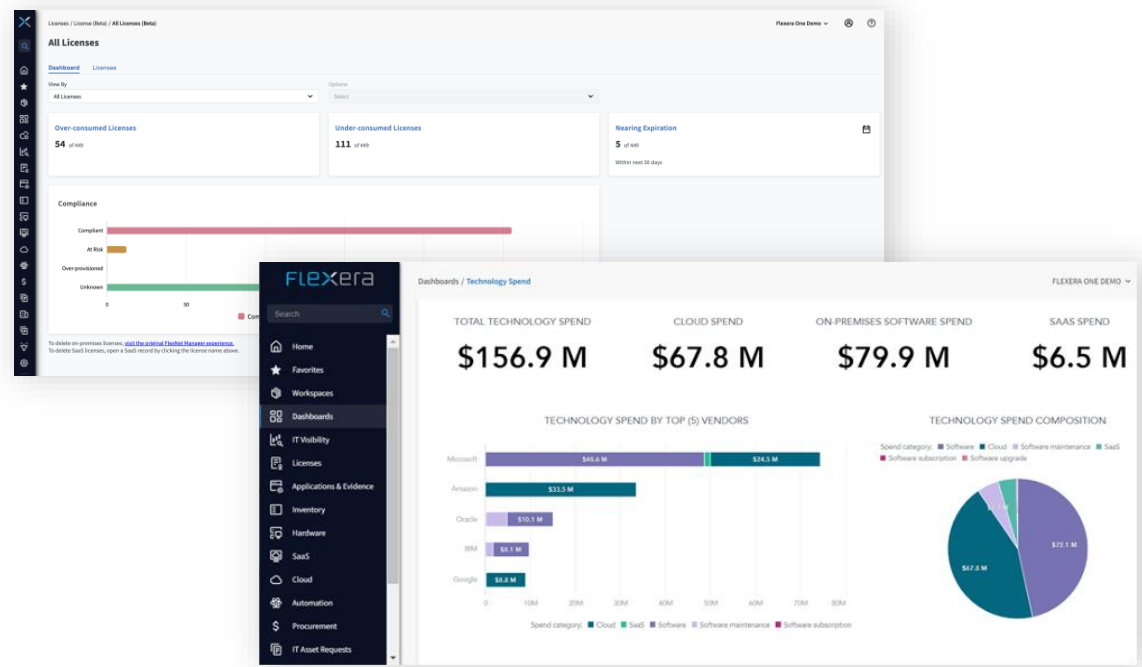
- On-prem, SaaS, cloud, containers, clusters and virtual technologies

Works with your top vendors

- Microsoft, Oracle, IBM, SAP, Salesforce and more

Flexera One IT Asset Management empowers your business in a changing landscape

- Discover software and hardware
- Reduce risk and spend through optimization
- Automate your management processes



Flexera delivers IT excellence



**Comprehensive data
for licensing**



Hybrid excellence



Key vendor optimization

**Carlsberg saved
\$400,000**

within the first year in maintenance, running
costs, support fees and license costs

A global insurance company turned a

9-figure

audit finding into a penalty of just

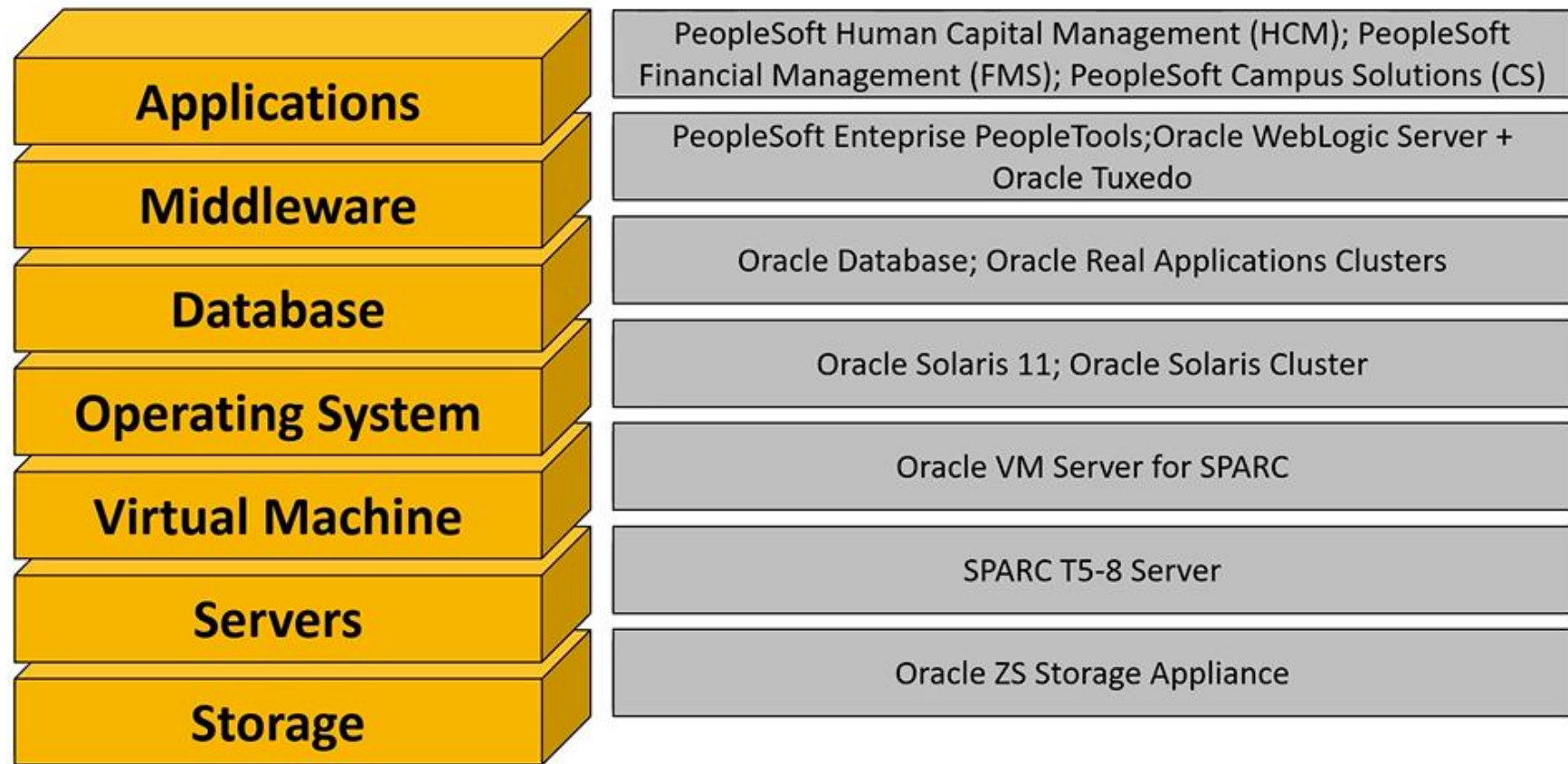
\$600,000

Why is Oracle licensing so difficult?

- Oracle installations have been designed to allow everything to be installed by default – **no license keys or controls**
- **Hard to monitor** – deployments are widely distributed
- Licensing policies are **complex** and **change regularly**
- Oracle **will re-price customer support** if changes are made
- **No option** to drop support for a specific Customer Support Identifier (CSI) – most customers don't have isolated CSI numbers that equal the number of license they want to cancel
- Easy to get **out of compliance** with Oracle



The Oracle Application Stack





Oracle DB License Rules

- Sockets

Edition Oracle	Maximum Sockets
Edition One	2
Edition	4

- Full Capacity in Virtual and Cloud Environments
- Backup / Failover / Standby / Remote Mirroring
- Partitioning
- Batching and Multiplexing



Users

1000 requests



Application Server

10 connections



Database

Flexera One – Optimized Oracle License Position

<input type="checkbox"/>	Name	Compliance status	Publisher	License type	Has maintenance	Purchased	Consumed	Allocated	Cost center	Shortfall/Availability	Status		
		All	oracle	All	All						All		
<input type="checkbox"/>	Business Intelligence Enterprise (NUP)	Compliant	Oracle	Oracle Named User Plus	No	0	0	0		0	Active		
<input type="checkbox"/>	Java SE Advanced Desktop	At risk	Oracle	User	No	0	302	301		-302	Active		
<input type="checkbox"/>	Java SE Advanced Server	At risk	Oracle	Oracle Processor	No	0	361	40		-361	Active		
<input type="checkbox"/>	MySQL Enterprise (1-4 Sockets)	At risk	Oracle	Device	No	0	3	3		-3	Active		
<input type="checkbox"/>	MySQL Enterprise (5+ Sockets)	At risk	Oracle	Device	No	0	2	2		-2	Active		
<input type="checkbox"/>	Netsuite Contract - Annual Contract Value	Compliant	Oracle	SaaS User	No	100	146	0		-46	Active		
<input type="checkbox"/>	Netsuite Contract - Annual Contract Value	Compliant	Oracle	SaaS User	No	100	0	0		100	Retired		
<input type="checkbox"/>	Oracle Database Enterprise - Processor 1	At risk	Oracle	Oracle Processor	Yes	90	141	1		-51	Active		
<input type="checkbox"/>	Oracle Database Standard - NUP 1	Compliant	Oracle	Oracle Named User Plus	No	30	28	0		2	Active		
<input type="checkbox"/>	Oracle EBS - Financials	Compliant	Oracle	Oracle Application User	No	600	547	0		53	Active		
<input type="checkbox"/>	Oracle EBS - Purchasing	Compliant	Oracle	Oracle Application	Oracle Server Worksheet								
<input type="checkbox"/>	Oracle Historical Spend	Compliant	Oracle	Device	Detailed information about your Oracle deployment, modeled on Oracle's own spreadsheet.								
<input type="checkbox"/>	Oracle Options - Advanced Analytics (Processor)	At risk	Oracle	Oracle Processor	DB version All	DB edition All	Status All	Enterprise All	Run report				
<input type="checkbox"/>	Oracle Options - Advanced Compression (Processor)	Compliant	Oracle	Oracle Processor	17 results returned 20 rows per page								
<input type="checkbox"/>	Oracle Options - Database Vault (Processor)	At risk	Oracle	Oracle Processor	Server name	Instance name	Connection string	DB version	App type	DB edition	Status	Options & mgmt packs	Date of install
					dc1dw2	ORCL		102	Enterprise	Production			8/29/2010
<input type="checkbox"/>	Oracle Options - Diagnostics Pack (Processor)	At risk	Oracle	Oracle Processor	dc1dw3	ORCL		102	Enterprise	Production	Label Security 10g, Partitioning 10g		8/29/2010
<input type="checkbox"/>	Oracle Options - MultiTenant (Processor)	Compliant	Oracle	Oracle Processor	dc1dw4	ORCL		102	Enterprise	Production	Label Security 10g, Partitioning 10g		8/29/2010
<input type="checkbox"/>	Oracle Options - Partitioning (Processor)	Compliant	Oracle	Oracle Processor	dc1dw5	ORCL		102	Enterprise	Production	Partitioning 10g		8/29/2010
<input type="checkbox"/>	Oracle Options - Tuning Pack (Processor)	Compliant	Oracle	Oracle Processor	dc1dw6	ORCL		102	Enterprise	Production	Partitioning 10g		8/29/2010
<input type="checkbox"/>	Oracle Options - Tuning Pack (Processor)	Compliant	Oracle	Oracle Processor	dc2dw3	ORCL		102	Enterprise	Production	Label Security 10g, Partitioning 10g		8/29/2010
<input type="checkbox"/>	WebLogic Suite (Processor)	Compliant	Oracle	Oracle Processor	dc2dw4	ORCL		102	Enterprise	Production	Label Security 10g		8/29/2010

Flexera One Oracle Verifications:

- Database
- Fusion Middleware
- Java

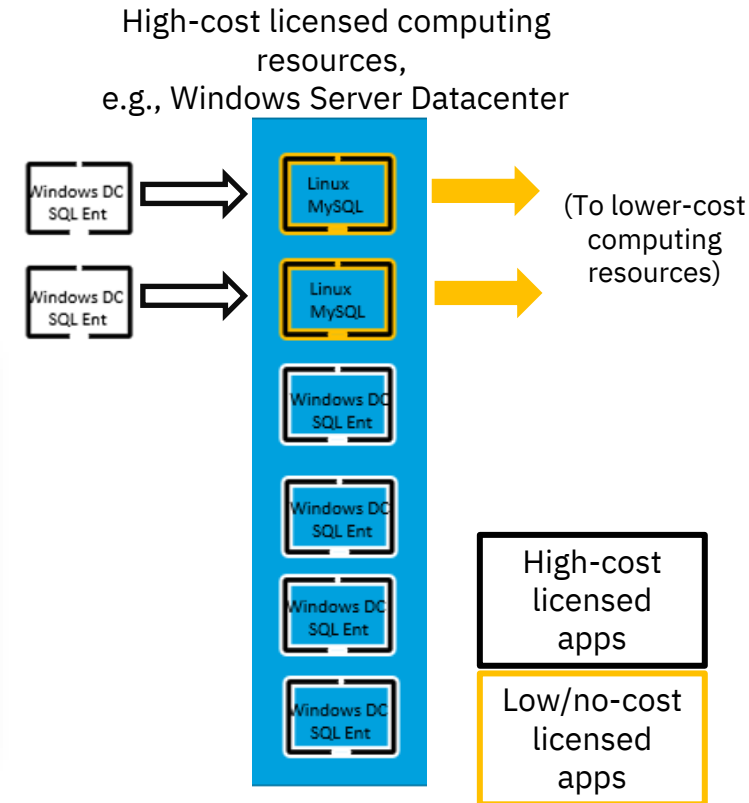
Turbonomic and Flexera - What is the integration?

Turbonomic, an IBM company, **provides Application Resource Management (ARM)** software used by customers to assure application performance and governance by dynamically resourcing applications across hybrid and multi-cloud environments.

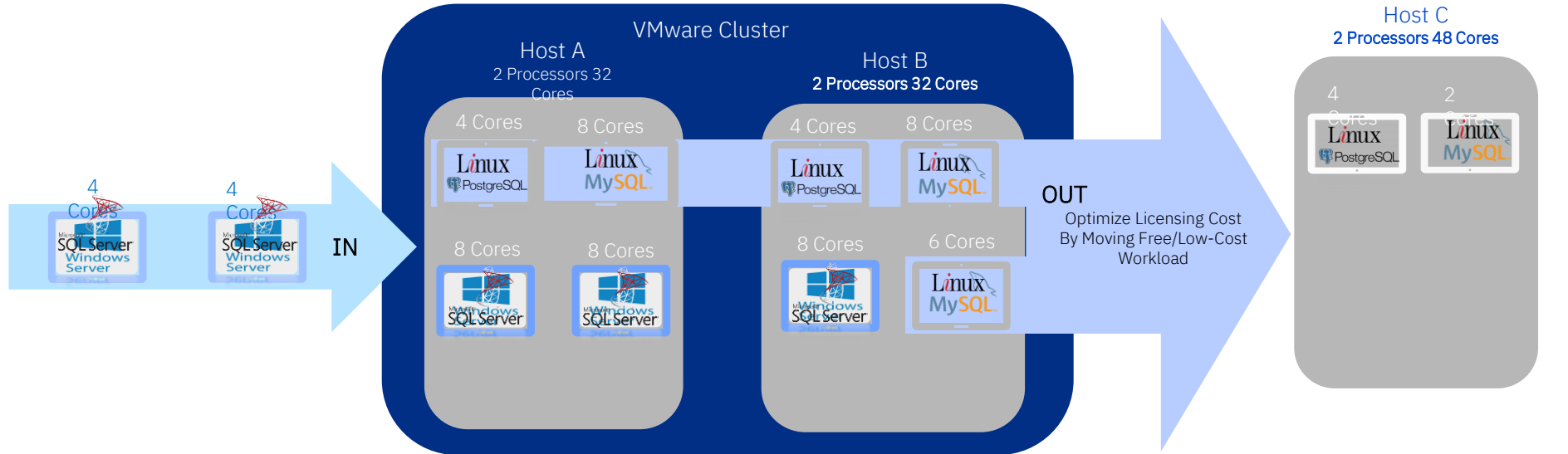
Turbonomic places workloads based on priorities, such as:

- Existing clusters with excess capacity
- Production workloads on high performance infrastructure, and development workloads elsewhere

The advantage of integration with Flexera is to take **licensing considerations into account when moving workloads**. For example, move workloads with Microsoft Windows DC/SQL Server to a specific appropriately licensed host/cluster to minimize costs.



Optimize Microsoft Windows and SQL Server Licensing Cost in Virtualized Infrastructure

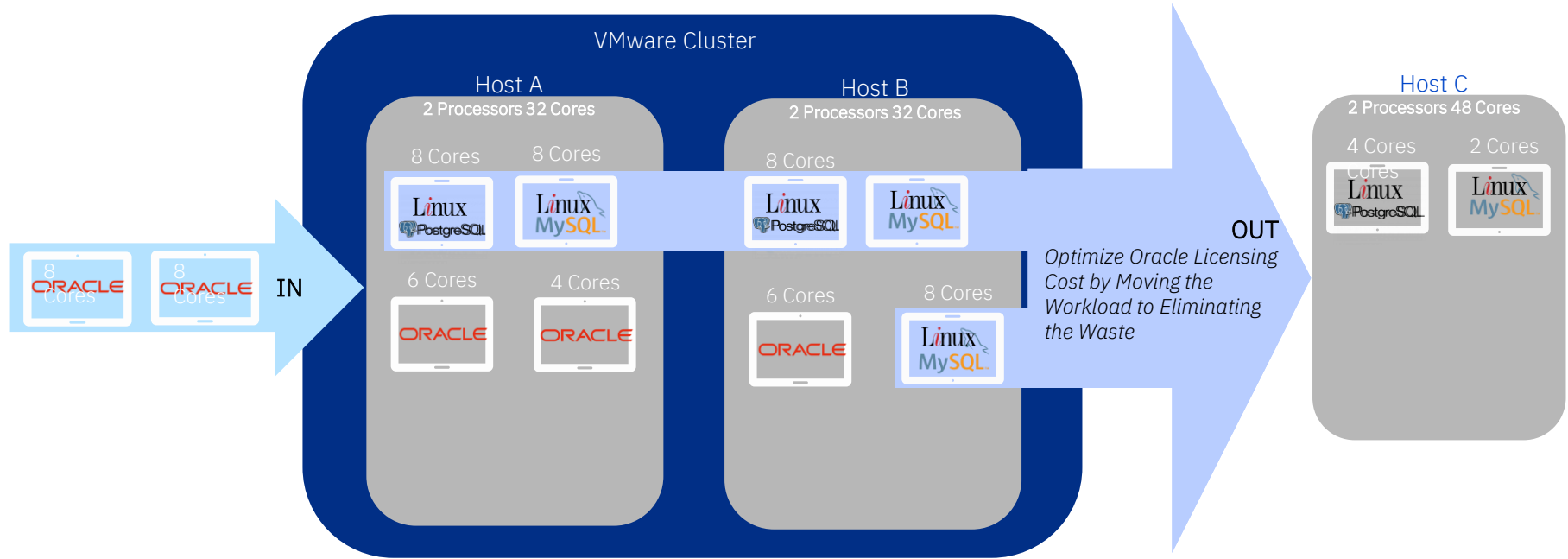


Virtualization Technologies:

- VMware, Hyper-V, KVM, OVM

- All the hosts in a cluster are licensed for Windows Server Datacenter
- SQL Server Core licensing with active software assurance at host level allows unlimited number of SQL VMs
- Stack Windows Server Datacenter and SQL Server within a cluster and move low cost / free of charge workload out of this cluster

Optimize Oracle Licensing Cost by Eliminating the Waste in Virtualized Infrastructure



Virtualization Technologies:

- VMware, Hyper-V, KVM, OVM

- Paying Oracle for the full capacity of a cluster (64 Cores)
- Currently using only 16 Cores computing resources
- Stack Oracle database VMs within a cluster by moving low cost / free of charge workload out of this cluster

IBM & Flexera

From...

...visibility and planning for licensing compliance across your entire estate (on-premises, SaaS, cloud) to mitigate risk, reduce costs and maximize investment

To...

...**automated license and resource optimization** that ensures compliance while **optimizing business application performance** and significantly **reducing the total cost of ownership of IT investments** including applications, software licensing and infrastructure for on-premises and cloud



SW Asset Manager

Software license management



CFO

Total cost of ownership and compliance



CFO

Total cost of ownership and compliance



CIO

Resource optimization and performance



CTO

Business transformation and innovation



CISO

Security and risk management

FLEXERA + turbonomic

Next steps:

- 1** Schedule a demo to see the value of license compliance and resource optimization
- 2** Plan your Proof of Concept (PoC)
- 3** Learn more:
ibm.com/cloud/aiops
ibm.com/products/flexera-one
Passport Advantage License Reporting

