# Automating License Compliance and Resource Optimization

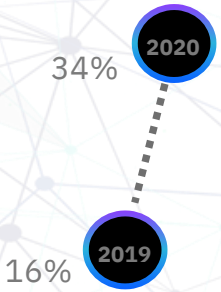
AJ Nish, Head of Product, Turbonomic
Steve Schmidt, VP Product Management, Flexera

# IT leaders are facing unprecedented challenges

## The great digital shift

**10 years**

of digitization in under 1 year




% of business channels replaced by digital

McKinsey & Company

## Skills shortage

**$8.5T**

Unrealized revenue by 2030 due to skills shortage

Source: Future of Work: The Global Talent Crunch" Korn Ferry. Accessed November 19, 2021.

## Limited visibility

**<25%**

Less than 25% of IT leaders have complete visibility into their IT estates

*Flexera: 2021 State of IT Visibility

## Inability to maximize ROI

**74%**

Of IT leaders are challenged to find ways to optimize technology asset use

Source: 2022 Flexera State of ITAM

# To support business imperatives, IT leaders need to address **key challenges**

Lack of comprehensive visibility of resources, licensing and applications across the hybrid cloud, multi-vendor IT estate

Ensuring application performance to support business outcomes

Manual efforts to correlate insights across platforms to control license costs and optimize resource investments

Maintaining license compliance to avoid penalties and reduce security exposures

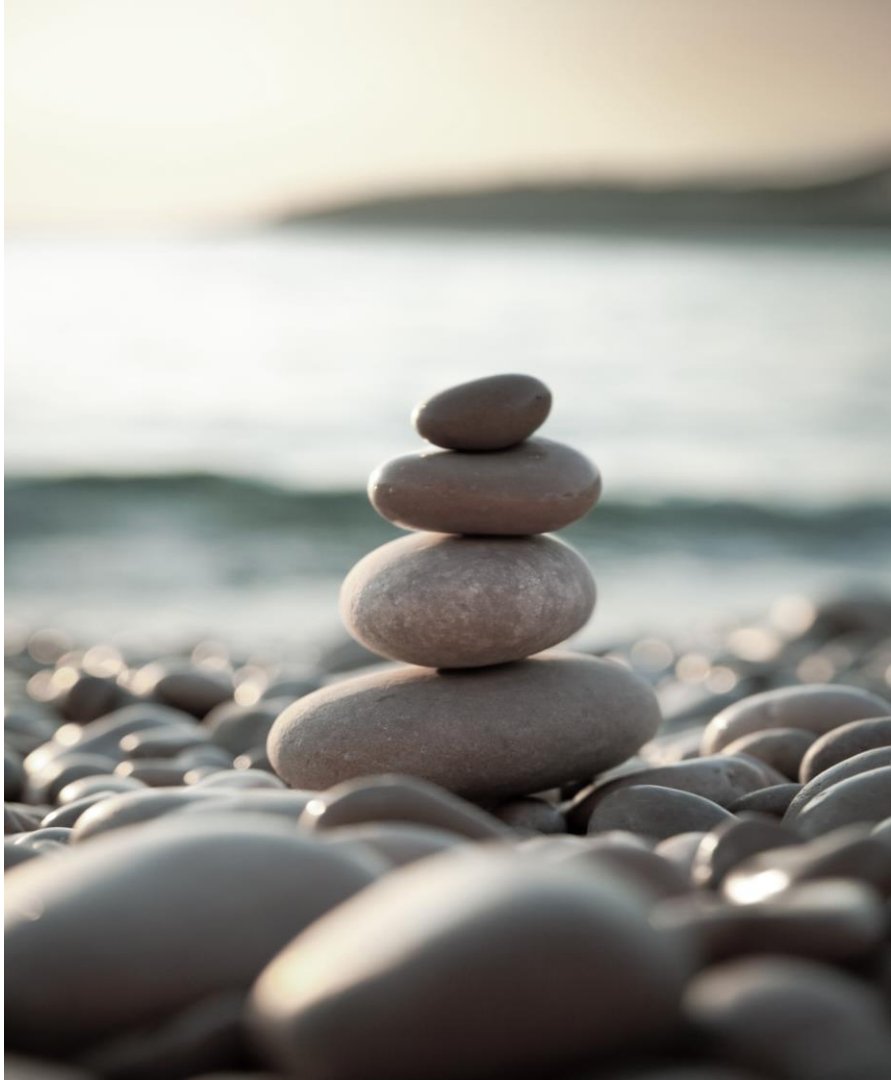
# With software now accounting for 34% of IT budgets*, leaders must balance the unique requirements of licensing and application performance

## Software licensing

- License visibility
- Compliance
- Optimize license spend
- Version control

## Application performance

- Satisfy priority workloads
- Infrastructure optimization
- Resource allocation



*source: Flexera 2021 State of Tech Spend Report

# Flexera One differentiators

| | DEFINITIVE TECHNOLOGY RESOURCE DATA | CONSUMPTION INTELLIGENCE | AUTOMATED PORTFOLIO GOVERNANCE | HYBRID IT OPTIMIZATION |
|---|---|---|---|---|
| DIFFERENTIATORS | | | | |
| BUSINESS VALUE | Gain comprehensive visibility into the environment from data center to SaaS to cloud<br>• Informed financial and operational decision making<br>• Reduce obsolescence and security risk | Save up to 30% by applying use rights and rightsizing investments<br>• Manage compliance<br>• Rightsize environment<br>• Workload placement | Automate processes to optimize the environment and seamlessly feed data into the ecosystem<br>• Increase business agility<br>• Guardrails for compliance and control | Negotiation readiness with IBM, Microsoft, Oracle, SAP, Salesforce and more<br>• Optimize consumption and spend<br>• Negotiation readiness<br>• Vendor performance |
| FEATURES | • Discovery<br>• Technopedia<br>• Identification engine (normalize and enrich) | • Packages and entitlements<br>• BYOL use rights<br>• Utilization cloud/SaaS resources<br>• Migration workloads | • Ecosystem collaboration/ integration<br>• Policies<br>• Reconciliation engine<br>• APIs | • Technology spend dashboard<br>• Vendor workspaces |

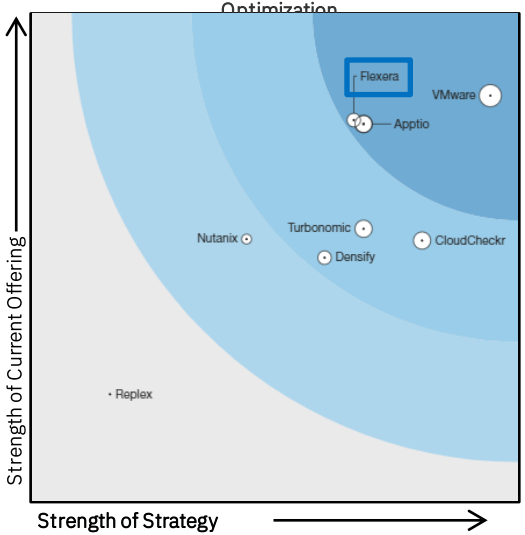
# Analysts recognize our industry-leading asset and cloud management capabilities

## SOFTWARE ASSET MANAGEMENT

Gartner Magic Quadrant (July 2020):
Software Asset Management Tools

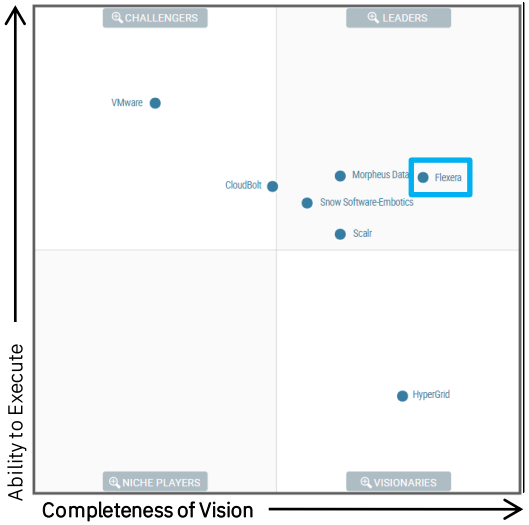
## CLOUD SPEND OPTIMIZATION

Forrester Wave (December 2020):
Cloud Cost Management and
Optimization




## CLOUD MANAGEMENT PLATFORM

Gartner Magic Quadrant (February
2020):
Cloud Management Platforms




Gartner® FORRESTER®

*Source: Gartner, Forrester.*

# IBM Automation helps you simplify the complexities of license compliance and resource optimization

1

**Automated license compliance and optimization**

Shared insights and integrations help organizations automate license compliance and optimize license and resource investments

2

**Choice and flexibility for IBM software license management**

Organizations can now manage their hybrid cloud and multivendor environment while satisfying audit reporting requirements for IBM Software compliance

3

**Market leading technology backed by IBM**

Flexera One with IBM Observability is available as part of the IBM Automation AIOPs portfolio, backed by IBM support and SLAs, giving organizations a single source option for Flexera and Turbonomic technologies

# IBM delivers visibility and insights to help IT leaders manage resource investments and application performance

## IT Asset Management with Flexera One with IBM Observability

Flexera

- Visibility of IT assets, licenses and cloud spend across hybrid cloud, multi-vendor* environments
- Quantitative reference points to optimize technology spend
- Version control and risk mitigation

## Application performance optimization with IBM Turbonomic

turbonomic an IBM Company

- Automation to help ensure application performance
- Infrastructure optimization
- Resource allocation

* Flexera One with IBM Observability IT Asset Management is certified as an alternative to IBM License Metric Tool for IBM Software audit reporting.

# Integration use cases

**1Q2022 Announce / Availability**

1. Enforce license compliance through automation
2. Optimize license use through automation

turbonomic an IBM Company

**Application Resource Management**

+ Policy-based automated resource management

License availability

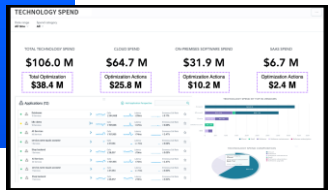
Inventory and application use
Infrastructure plan output

Flexera
*Inform IT. Transform IT.*

**Flexera One with IBM Observability**

- IT Asset Management
- IT Visibility
- Cloud Cost Optimization
- Cloud Migration

3. Business Services view of how licenses are used
4. Inform License Planning with Infrastructure Plans




Enhanced dashboard views

Integration Benefits:

- Eliminate “surprise billings” with automation to avoid excess license use
- Avoid end-of-service outages and reduce security vulnerabilities with improved version management
- Reduce license costs and re-negotiate services, informed by application and resource use
- Optimize future license and infrastructure budgeting with consolidated planning

# Use Case 1: Enforce License Compliance

## What:

Turbonomic generates automatable actions to enforce **compliance** with Flexera defined license constraints.

## Customer Value:

Customer is able to avoid surprise true-ups with their license vendor.

## Flexera Value

Flexera can offer their customers automated enforcement of compliance.

## Turbonomic Value

Customers will be more likely to allow automation of licensed workloads if Turbonomic is working with the customer's SAM vendor. Customers who automate are very unlikely to disable or remove Turbonomic.

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# Use Case 2: Optimize License Cost

## What:

Turbonomic generates automatable actions to adjust physical and virtual licenses to match the exact workload resource demand, **eliminating unnecessary spend**.

## Customer Value:

Customer is able to safely reduce license costs to match exactly what they need.

## Flexera Value

Flexera can offer their customers automated optimization using Flexera data.

## Turbonomic Value

Every dollar Turbonomic helps a customer saves creates budget to justify owning Turbonomic.

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# Demo

# Better together: Automate the manual tasks of software license and resource optimization

Turbonomic and Flexera One with IBM Observability share license, application and resource insights to automate the increasingly complex tasks of software license compliance and resource optimization to streamline IT asset management.

Eliminate the need to over-allocate resources to support license workloads

Avoid end-of-service outages and reduce security vulnerabilities with improved version management

Reduce license costs and re-negotiate services, informed by application and resource use

Optimize future license and infrastructure budgeting with consolidated planning

# 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

IBM | Flexera™

# Winning Together