

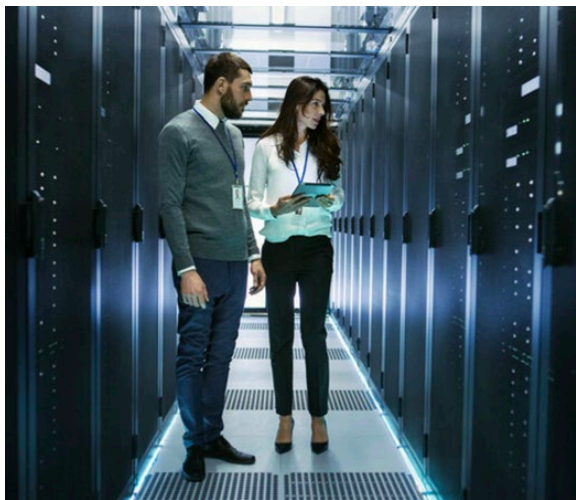


IBM IT Economics Consulting and Research Newsletter for ecosystem partners 3Q 2021

Use IT Economics insights to help your client make an informed IT decision

Leverage workload consolidation for lower IT costs
IBM internal tests and data from client environments show core consolidation ratios ranging from **10 to 32.5 distributed cores to one IFL** on IBM Z® or LinuxONE yielding dramatically lower software costs and other IT expenses.

Read this [IBM IT Economics paper](#) and share with your customers



Reducing the carbon footprint of computing
Learn how consolidation of data and applications onto a centralized infrastructure such as IBM Z or LinuxONE can contribute to a more environmentally sustainable IT environment and why businesses worldwide are choosing IBM Z and LinuxONE over distributed solutions.

Send this [paper](#) to your clients.

Are your clients having difficulty justifying a purchase?

Do they understand the value proposition of a hybrid cloud strategy on IBM Z or LinuxONE?



Do they know how much they can save by consolidating their Linux workloads onto LinuxONE cores and IBM Z IFLs?

These are just a few of the most common IT Economics assessment requests we receive from IBM sellers to help close IBM Z and LinuxONE opportunities, and our team can help you as well!

Send a request to IT.Economics@us.ibm.com for a no-charge assessment to help your clients make an informed IT decision by quantifying the value and savings of IBM Z and LinuxONE

Share this [Flyer](#) and [FAQ](#)

IBM IT Economics Consulting and Research
IT Value and Cost Assessment

Companies, both large and small, are looking for ways to simplify operations and reduce IT costs while meeting the demands of their business. IBM IT Economics Consulting and Research offers a no-charge IT value and cost assessment to determine the most financially optimal and sustainable solution for your business. Leverage this assessment to quantify solution efficiency, operational effectiveness, and related investment for your organization.

What information is assessed in your IT value and cost assessment?
The assessment evaluates technical and operational differences between your existing environment and alternative solutions.

- IT spending, capital expenditures, migration, server, storage, networking
- IBM LinuxONE, IBM Z, and other IBM hardware, security, resiliency, sustainability
- Current and target utilization of server (CPU, memory, performance efficiency)
- Related investment and project spend
- Related savings over multiple years

Get started!
Send a request to the IBM IT Economics team at IT.Economics@us.ibm.com or your IBM Client Representative or IBM Business Partner.

An IT Economics consultant will reach out to you regarding to learn about your IT environment, gather information for the assessment, and what best practices you can implement with alternative solutions that will be delivered to them in their ready. Your assessment will include:

- Detailed analysis based on your customized scenario
- Recommendations to reduce IT spend and achieve technical business requirements

IT Value and Cost Assessment
No-charge, custom IT assessment to achieve your IT and business requirements.
Visit www.ibm.com/iteconomics

IBM IT Economics Consulting & Research

IBM
IT Economic Cost and Value Assessment

What is an IT Economics assessment?
An IT Economics cost and value assessment is a no-charge consulting assessment to help you identify IT efficiencies, increase business value for your company and reduce IT costs. Each assessment is unique to your IT objectives and environment since it is based on your data, costs, IT and business requirements.

What is an IT Economics workshop?
An IT Economics workshop is a meeting with you, an IBM IT Economics Consultant and other key participants to define the scope of your IT Economics assessment.

What is discussed in the workshop?
During the workshop your consultant will ask questions about your IT environment, challenges and objectives, and will share best practices we have gathered working with clients in hundreds of enterprises. This is an interactive and collaborative discussion and participation by all is an essential element of the workshop. As your consultant learns about your IT environment, they will ask for pertinent information to be used in the analysis and will discuss how they will use that cost of ownership (TCO) and business value assessment (BVA) methods to conduct your assessment.

How long is an IT Economics workshop?
An IT Economics workshop usually lasts about two hours and is typically organized as follows:

1. Introduction and explanation of IBM IT Economics methodology (20 minutes)
2. Overview of key business objectives, IT priorities and issues from the Executive Sponsor (20 minutes)
3. Stakeholder explanation - current strategy, challenges, and potential outcomes (20 minutes)
4. Scope of Assessment - definition and scenarios for one or more assessments (40 minutes)
5. Determine timeline for assessment, sponsor's point of contact for data collection and next steps (10 minutes)

How should we prepare for an IT Economics workshop?
No time spend is required by you prior to the workshop. However, it is important that the key IT personnel attend the entire workshop.

IBM IT Economics Consulting & Research

IT Value and Cost Assessment

A no-charge, custom IT assessment to achieve IT and business requirements

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Annual Energy Consumption for Dutch Local Government Agency in kWh

