



# Optimise the return on your IBM investments



Eliminate unbudgeted costs resulting from audits and maximise your return on IBM investment through KPMG’s software licensing expertise.

## IASP – A case for change

Launched in 2019, the IBM Authorised SAM Provider (IASP) Program is now an established management methodology successfully adopted by over hundreds of IBM customers globally with hundreds more to be signed up in 2023.

IASP has improved the IBM customer’s understanding of their IBM licensing environment giving them real time quality data to make informed decisions about their licensing requirements.

## Challenges faced by clients

- Maintenance of knowledge, skills and technologies to ensure compliance
- Risk of time-consuming, intrusive software license audits
- Risk of unbudgeted, unplanned costs due to non-compliance identified.
- License optimisation – over- and under-deployment of licenses
- Complex licensing terms and conditions
- Trustworthy data – software entitlements and deployment
- Stressed vendor-customer relationship

## IASP addresses these challenges

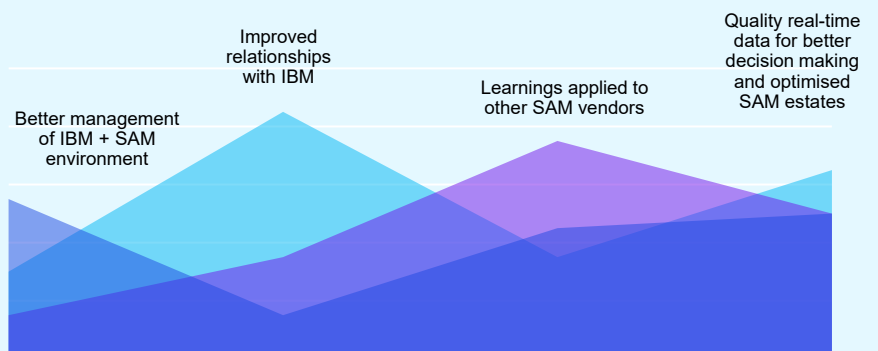
- Complete and accurate records of all IBM software transactions and deployments over time, enabling better decision-making and return on investment
- License optimisation to reduce software costs, potentially making savings of multiples of the cost of the program
- Ability to true-up over-deployments under non-punitive business terms and avoid retrospective penalties for non-compliance.
- Better management of IBM License Metric Tool (ILMT) (including implementation) and other SAM tools and sub-capacity license eligibility
- Strong and open vendor-customer relationship focused on innovation and delivering business value
- Exceptions from audits – demonstrate compliance without stress and uncertainty of an audit
- Access to KPMG’s global Software Asset Management (SAM) licensing expertise and extending the benefits for other software publishers

**\$100m+**  
in cost savings

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**\$1b+**  
in cost avoidance through remediation

## Value delivered by KPMG via the IASP Program



# An approach tailored to your needs

A KPMG IASP service is more than just consumption reporting. We use our deep domain knowledge and experience to help you generate real value from your IBM software investments.

KPMG's approach to delivering IASP is built around a tried and tested framework, but with the flexibility to accommodate your unique environment and needs. We aim to go beyond the minimum reporting requirements to deliver sustainable processes, to upskill your team and to provide you with trustworthy data and valuable insights to help you get the maximum return from your investments in IBM technology.



KPMG will support you to implement processes and tools that enable the repeated periodic measurement and reporting of complete and accurate IBM licence consumption and entitlements.



KPMG will support you to collect, analyse and report consumption and entitlement of all in-scope IBM programs, taking advantage of technical and commercial advantages of IASP participation.



Benefit from trustworthy data, reduced waste and cost, assured sub-capacity pricing, audit protection, upskilled personnel, immediate access to expert advice, ability to allocate costs, better supplier relationship and proactive planning for new technology.



KPMG will provide ongoing advice and insight to develop your SAM practices, help you to stay compliant, optimise your consumption of IBM licences and plan for future needs and new technical developments.

## Client testimonials



Working as one team, we were able to leverage KPMG's deep knowledge of IBM license/product offerings to get an accurate view of our license footprint. This led to a structured remediation plan to reduce licensing exposures and identify opportunities to deliver significant savings.

- Leading Global Financial Services organisation

The IASP has added a lot of value for our organisation. KPMG has brought their licensing and tooling expertise to ensure we are guided appropriately to stay on top of our IBM licensing requirements. It is a trusted partnership and it has strengthened our relationship with IBM.

- Large Government Agency

Having "lived" the IASP journey for the past 2.5 years, I can confidently state that our business has benefited and received full value by being involved in the program. The program has provided us with a dedicated focus/priority, organised direction and assured confidence across our IBM licensing (in particular compliance).

- Large Energy Retailer

For more information on how KPMG can help please see details below. Keep an eye out for an IASP forum to be conducted by KPMG where you will have the opportunity to discuss your IBM and SAM needs and also hear from our existing IASP clients.



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