

# IBM Software ASSET MANAGEMENT SERVICES

## Reduce Costs, Ensure Compliance, Optimize Assets

Managing your vast array of IBM software and the associated licenses can be daunting in the ever-changing world of technology. How do you ensure your organization is fully optimized in terms of licensing? Are your software licenses in compliance? Are you paying only for the IT assets you actually need and use?

We understand that in today's complex technology landscape that these challenges can be difficult to solve. Mainline can help you solve your software asset management (SAM) challenges. Mainline partners with Crayon, a leading, global provider of SAM services, to ensure you are in compliance, your assets are optimized, and you are only paying for what you need.

### Multiple SAM Service Levels:

#### License Baseline

Inventory, license consumption & contract/entitlement reconciliation to establish license position and identify any compliance issues.

#### Optimization Services

Optimization modeling to identify cost savings, cost avoidance, and usage efficiencies. Requires baseline services.

#### Audit Support

Instructions, strategies, and guidance through a compliance audit to minimize time, resource and cost impact to your organization. Requires baseline services.

#### SAM as a Managed Service

Scalable and customizable out-sourced services for a contracted period of time. Includes ongoing discovery, reconciliation, and optimization of your IBM software estate.

### Benefits of SAM from Mainline and Crayon

- Avoid time-consuming, resource-monopolizing and costly audits.
- Avoid buying unnecessary licenses and maximize your current entitlements.
- Reduce renewal costs by renewing only what you actually consume.
- Become proactive vs. reactive in your contract negotiations.
- Increase your leverage in contract negotiations with knowledge of what you actually need and use.
- Reduce and manage compliance and regulatory risk.
- Leverage licensing experts to optimize your deployment and reduce costs.

### Why Crayon Services from Mainline?

Mainline, an IBM Platinum Business Partner, has a proven track record of putting clients first with IT solutions that enable better business results. With over 28 years of IBM experience, Mainline can help you navigate the IBM portfolio and recommend the optimal solution for your needs. Crayon software asset management services have helped more than 7,500 companies optimize their software estate, mitigate compliance and audit risk, improve entitlement usage and cut software spend by an average of 15% to 30%. Starting with an analysis of your current situation, Mainline and Crayon will deliver the help you need for your growing business.



**Cut software spend  
by an average of  
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How are you managing these IBM  
licensing challenges?

**20,000** Unique part numbers

**270** License metrics

**130+** Acquisitions

**3,000+** Average yearly number  
of IBM software product  
announcements

The Software Experts  
**Crayon**



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with your Mainline Account  
Executive.

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