

# Navigating the IBM Enterprise LICENSING AGREEMENT

## Evaluating if an IBM Enterprise Licensing Agreement (ELA) is Right for You

- Do you understand your current deployment situation, future needs and is significant growth in your IBM footprint expected?
- How confident are you in the timing of the expected growth of your IBM software needs? Will it be within the next 3 years?
- How do you exit this agreement, if your relationship with this supplier or future needs change?
- Do you require a predictable budget expense for your software? How much of a premium are you willing to pay for this?
- How good are you at accurately predicting the need of IBM software? Do you expect to change IBM products frequently?

## IBM ELA Considerations

- When a customer requests to terminate an ELA, expect to be audited.
- An average ELA contains 40-50% of software that is yet to be deployed. Caution should be taken to make sure your ELA isn't inflated with software that your business will never deploy.
- An ELA is a cross-branded fully wrapped software offering that has a set negotiated price for the life of the 3-year agreement.
- Majority of customers tell Crayon they never realized the additional IBM reporting requirements in the agreement.
- ELA renewal price typically increases 5-10%.
- The best time to terminate an existing ELA is at the end of the 3-year term, however, the contract can always be renegotiated.
- Most ELA's are considered when a customer is around the \$1M of spend (Mid-Market/Large Enterprise).

## 3 Levels of Support for ELA Customers

### 1. Baseline Services:

Crayon will help customer evaluate all IBM product deployments to help understand the value they are receiving within their ELA.

### 2. Managed Services:

Includes IBM Baseline services and is designed to help the customer monitor the value and decide the appropriate agreement structure for their future business needs.

### 3. License Metric Tool (ILMT) Services:

Crayon can help the customer install and get ILMT fully reporting within their environment.

## 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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When considering an Enterprise Licensing Agreement (ELA), it is imperative that you evaluate the best options for your business needs. Mainline offers ELA management services from a global leader – Crayon.



To learn more, call us toll-free at 866.490.MAIN(6246) or speak with your Mainline Account Executive.

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