Al Sherkow's
Workload License Charges Seminar

IBM announced a new pricing model named Workload License Charges (WLC), along with the first zMachine, the Intelligent Resource Director (IRD), z/Architecture and z/OS in October 2000. WLC is continually evolving, typically with one major change per year. *There are no Rules of Thumb for WLC and each installation needs to analyze these new technologies carefully*. WLC allows software prices for some of IBM's strategic products to be based on the rolling four hour average of the LPARs that use these products. You can limit the size of your LPARs, and therefore your software prices with the "Defined Capacity" LPAR parameter, LPAR Group Capacity Limits, and "Absolute Capacity". WLC has provided profound impacts on software licensing budgets at most installations and you should understand WLC so you can leverage it at your site. As the evolution of WLC continues each installation needs to again assess how to best leverage WLC.

Fact — Today most installations, though not all, can save money with WLC.

Fact — If you analyzed WLC in the past and it did not reduce your software charges, you need to repeat the analysis.

Fact — IBM has been evolving WLC to further reduce software charges for current WLC sites.

This seminar will give you the essential knowledge you need to plan for, monitor and leverage IBM's Workload License Charges.

Al Sherkow of I/S Management Strategies, Ltd. has been consulting for IBM and other clients on Workload License Charges since March 2000. Al has been helping installations understand WLC and assess the value of WLC for their data centers. Al is also the designer and developer of the LPAR Capacity And Software Usage Analysis (LCS) Software. Al is the foremost expert outside of IBM regarding z/OS software pricing. Since 1988 he has been helping his clients, government sites and ISVs through onsite consulting, in-house and public seminars, magazine articles, papers and scores of presentations.

Pricing for an In-House Seminar

Please examine the attached outline, and choose the sections you would like to have presented, and then call for an estimate. Pricing is approximately $3,000USD per day for the first 10 attendees, plus $125USD for each additional person per day, plus expenses.

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Workload License Charges Seminar

Executive Briefing & General Introduction   1.5 Hour
Part 1: Understanding Workload License Charges
    IBM's New Pricing Model
    IBM's Implementation of WLC
    WLC, VWLC, AWLC and the Other Pricing Plans
    Types of Products: Sub-Cap, Fixed, Flat, IPLA
    Mobile Workload Pricing

Executive Briefing & General Introduction   3 Hours
Part 2: Controlling, and Monitoring WLC
    Whitespace and Defined Capacity
    Utilization of LPARs
    What Controls Does the Data Center Have Over Utilization
    Recent Evolution of WLC
        Newest Metrics: AWLC, Technology Update Pricing
        WebSphere Brand Special Pricing: GSSP and IWP
    Auditing SCRT and Resultant Invoices
    WLC and the ISVs

Hardware MSUs, Software MSUs and MIPS   1.5 Hours
    What Are Hardware, Software and Announced MSUs?
    Relating MSUs to MIPS
    System/390 Usage Pricing Compared to WLC

WLC Impact on Capacity Planning & Performance   2.5 Hours
    Important Fields in the SMF data
    Monitoring and Managing the 4HRA
    Reporting on LPARs, and LPAR Interactions
    Software Capacity Planning
    Month-to-Date Estimates of Software Charges

Intelligent Resource Director   1 Hour
    CPU Management — Dynamic Logical Engines
    CPU Management — Dynamic Processing Weights

Defined Capacity, Group Capacity Limits and LPAR Weights   3 Hours
    LPAR Planning (the Three Capacity Specifications of Each LPAR)
    Importance of LPAR Weights
    Interaction of Defined Capacity and LPAR Weights
    Interaction of Group Capacity Limits and IRD
    zEC12/zBC12 LPAR Absolute Hardware Capacity Setting

Preparation for and Use of SCRT   1.5 Hour
    Recommendations for Downloading, Naming Conventions
    "Production" JCL
    Handling Your SMF Data
    How IBM Handles Your SCRT Report
    You Must Audit SCRT and Your Invoices

Leveraging WLC   2.5 Hours
    Rearrange Products
    Rearrange Workloads/LPARs
    zAAPs, zIIPs, zAAP on zIIP and Your Workloads
    Reduce 4HRA
    Consolidation of LPARs and/or Machines
    Separate LPARs
    Opportunities with WebSphere Brand Products and GSSP and IWP
    Understanding Features

Applying What You Have Learned   2.5 Hours
    Discussion, Questions and Answers Related to Your Site

> *... ... the best class I have attended since my MVS Internals class back around 1982.*
> *— Attendee from Sydney May 2007*

> *I think a class of this nature is the only way to get this kind of important new information out to management and others who are not inclined to read IBM manuals, or who are not motivated to seek the information out from the available sources.*
> *— Past Attendee*