Cognos Licensing: Get More for Less

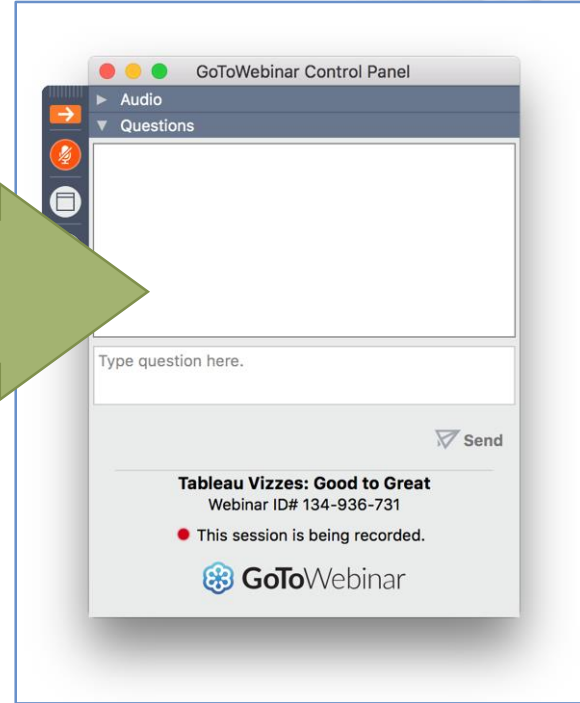# GoToWebinar control panel

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Agenda

Introductions

Overview

Cloud Pak for Data

Pricing

Senturus overview and additional resources

Q&A

Introductions

Rick Marcuson

IBM Licensing Expert

Todd Schuman

Practice Lead Installations, Upgrades and Optimization
Senturus, Inc.

IBM modernization solutions

A value proposition for
Cognos Analytics

If you have any of these IBM products…

WAS ND
Db2
API Connect
Datacap
Informix
SmartCloud
Cognos
Cloud Foundry
BAW
DataPower
InfoSphere
MQ
ITCAM
ODM
Planning Analytics
WAS Base
Aspera
DataStage
ACE
Event Streams
Content Collector
FileNet
MQ High Replica
Tivoli Monitoring
WAS Liberty
MQ Advanced
MDM
Enterprise Records

modernization begins by upgrading to…

IBM Cloud Pak for Business Automation

IBM Cloud Pak for Integration

IBM WebSphere Hybrid Edition

IBM Cloud Pak for Data

IBM Cloud Pak for Watson AIOps

IBM Cloud Pak for Security

Then, by using a mixture of deployments…

Virtualized Applications

Business as Usual (BAU)

Containerized Applications

Modernization
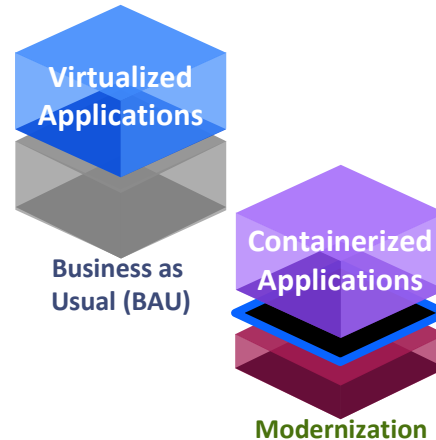
and our recommended strategy, you may see…

- Increased capacity
- Performance improvements
- Functional enhancements
- Application portability
- Elastic scalability
- Improved administration
- Greater productivity
- Quicker time to value
- Infrastructure cost efficiency
- Investment protection
  …and much, much more!

Upgrade eligible products to IBM Hybrid Cloud Solutions

- Gain licensing flexibility and access to new products, container deployment
- Maintain or reduce costs using available scenarios and options
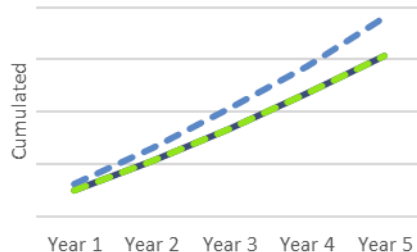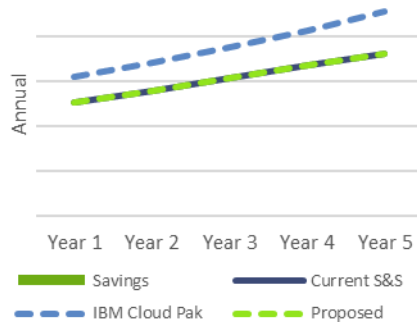
Items that impact costs

- S&S + annual uplifts

Compared to

- IBM Cloud Pak cost + uplifts
- Licensing consolidation
- Capacity transition, containers
- Subscription vs Perpetual
- Development & deployment
- Other considerations

Enhanced Status Quo
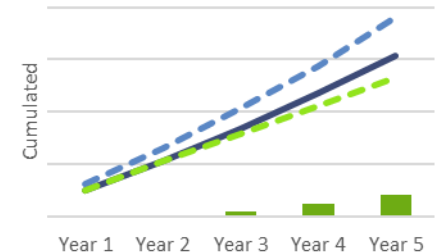
The Possibilities

IBM Modernization Upgrade vs Containers Alone

Speed to Market (Faster / Slower) vs Enterprise Security

IBM Hybrid Cloud platform

Containerized software alone
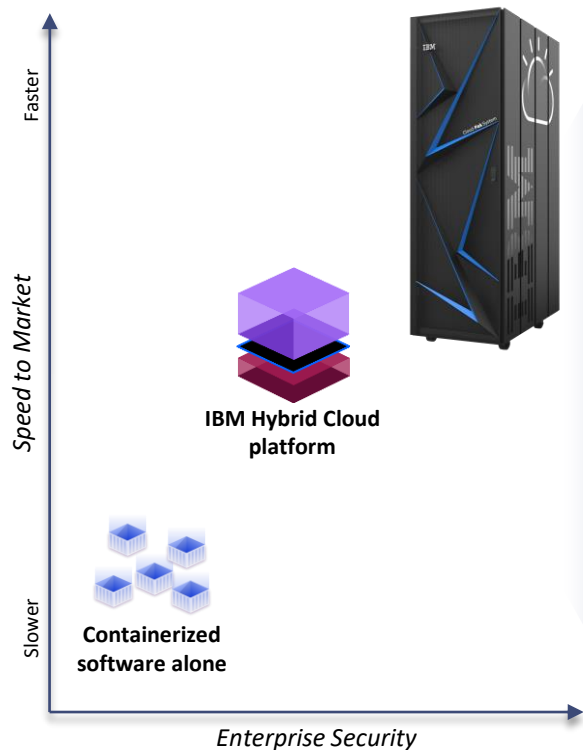
IBM Certified and Production-ready	Containers Alone Client creates containers or receives software as standalone container(s)	Modernization Red Hat OpenShift
Runs anywhere	Yes	**Yes**
Vulnerability scanned	Yes	**Yes**
Red Hat container certification	Depends on product	**Yes**
Complete solution w/ container platform	No	**Yes**
Flexible & modular: Pay for what you use	No	**Yes**
IBM certified/orchestrated for production (Built for Kubernetes by experts; certified against 250+ criteria)	No	**Yes**
Multicloud validation	No	**Yes**
Integrated deployment experience	No	**Yes**
Full stack support by IBM (Base OS, software, and container platform)	No	**Yes**
License metering integration	No	**Yes**
Scalable and resilient	No	**Yes**
Encrypted secrets / limited privileges	Do it yourself	**Yes**
Management and operations	Build your own	**Yes**
Lifecycle Management	Manage it yourself	**Yes**

IBM Data & AI Modernization

You have...

An Upgrade adds...

Cloud Pak for Data

RED HAT OPENSHIFT Container Platform

Hybrid cloud platform

aws

Specific details of the items included in upgrades are available in the corresponding IBM License Information documents.
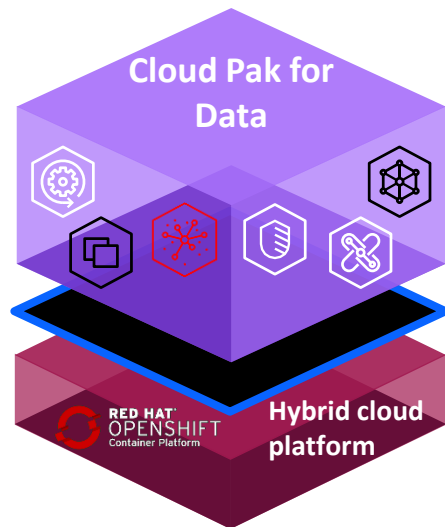
Capability		Available Standalone	Included in Upgrade
IBM Cognos Analytics	Standalone Components	✓	✓
IBM DataStage Enterprise or Enterprise Plus		✓	✓
IBM Information Server		✓	✓
IBM Informix		✓	✓
IBM Master Data Management		✓	✓
IBM Planning Analytics		✓	✓
Cognos Analytics Cartridge for Cloud Pak for Data	Unique Cloud Pak Components		✓
IBM Cloud Pak for Data Enterprise Edition **Base Services** Db2 Warehouse Watson Knowledge Catalog (w/ IGC) Data Virtualization Watson Studio (w/ Data Refinery) Db2 Eventstore Watson Machine Learning (w/ AutoAI) Db2 Big SQL Watson OpenScale IBM Streams IBM Regulatory Accelerator (in WKC) Cognos Dashboards Information Analyzer (in WKC) Analytics Engine (Apache) InstaScan (in WKC) Open-source Management Netezza Performance Server Master Data Connect Guardium (integration component)			✓
Dual entitlement for above (ratios applied)			✓
Red Hat OpenShift (Kubernetes) limited use for CP4D			✓
License flexibility between Capabilities/Components			✓

Cognos Analytics for CP4D – Overview

Modernize to a cloud-native architecture

- Ensure Managed Reporting Production workload SLAs are met with confidence using modern container architecture

- Simplify lifecycle management for upgrades and patches

- Leverage existing investments in reports, data sources and distribution mechanisms

- *Modernize at your own pace*

Access exclusive functionality *available only via cartridges*

- Leverage market-leading advanced data preparation services for BI-ready datasets

- Enable the most secure and compliant strategy with data governance for managed reporting & data exploration

- Analyze data where it resides with data virtualization

- Easily integrate data science in one place with related offerings

- Instantly inherit predefined data source connections for more efficiency and consistency

Get started now with Cognos Analytics Modernization

- Managed Reporting workloads
  - The single biggest workload in an organization
  - Pixel-perfect reporting, scheduling, bursting, mass delivery

- Data Analyst/Explorer workloads
  - *Preserves historical investment* in studios and older Cognos data sources such as PowerCubes

Do standalone today, in Cloud Pak for Data later

- Planning Analytics integration

- Configuration & Capacity Management

- *Mixed license modes*

Cognos Analytics for CP4D – Deployment

Native Installation (BAU)

- Manual installation of Cognos on physical/virtual servers

- Manual Intervention required for service disruptions

- Manually enforced change management process (if any)

- Vertical scaling via Memory and CPU-based tuning (Hardware Acquisition)

- Time-consuming and manual upgrade process

- No Alerting and Monitoring

Containerized (Possibilities)

- Automated deployment of Docker containers with Kubernetes orchestration engine

- Kubernetes replication sets & self healing prevent service disruptions

- Enforced change management using Infrastructure-as-code

- ZDD Horizontal scaling via addition of worker nodes (Pay-as-you-grow)

- Automated upgrades during maintenance windows
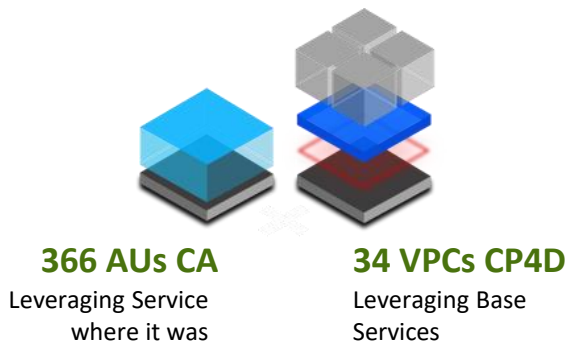
- Alerting/Monitoring/Logging at pod level (e.g. VPN)

Scenario: Existing Cognos Analytics customer

- **What you have today:** 366 AUs of Cognos (Explorer/User/Viewer) Analytics

- **What you get *at a minimum*:** 366 AUs of Cognos Analytics + 34 VPCs of Cloud Pak for Data
  (Example using Cognos User Licenses @ 90:1 standard + Bonus 12:1 AU to VPC Ratio)

- **Once you trade-up:** allocate entitlement in an infinite number of ways, some shown below:

Example
Trade-up license entitlement but workload
still runs on stand-alone offering

366 AUs CA
Leveraging Service
where it was

34 VPCs CP4D
Leveraging Base
Services

Example
Trade-up license entitlement and move
workload or run both in parallel.

366 AUs CA
Maintain current
bare metal env

366 AUs CA
Deploy and run
containerized in
parallel

34 VPCs CP4D
Leveraging Base
Services
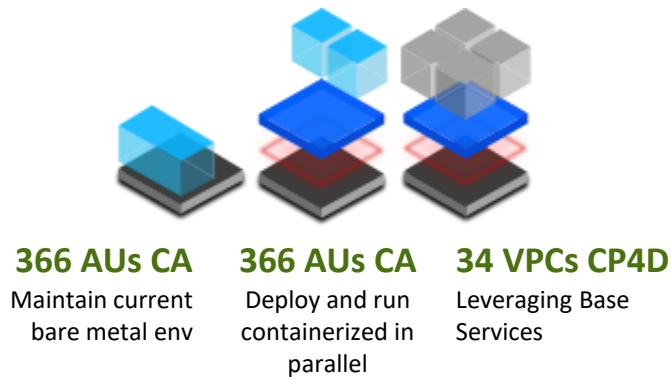
Capacity, Performance, & Functionality

VM Hypervisor and Linux

16-core x86 server with 128GB memory

2-core (8) virtual machines

Total PVU's	140	280	420	560	700	840	980	1,120

versus

IBM Modernization

Containers

								Total VPC's
2	4	6	8	10				

VM environments waste significant amounts of memory leaving only a small percentage available for productive work.

In a common deployment, for example:
100GB / 128GB memory = **78% of memory is wasted,** and **12% - 14% average CPU utilization** with 36% peak
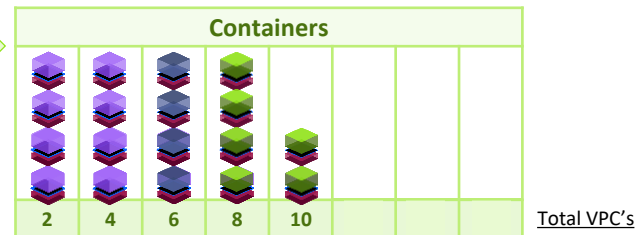
System memory is shared between containers
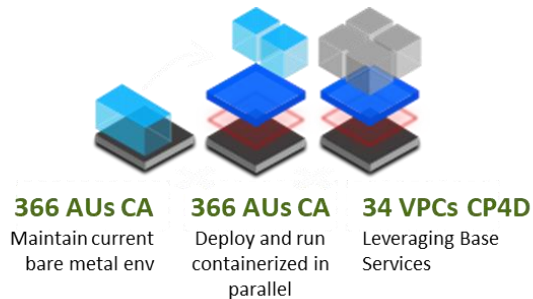Container environments enable productive use of memory and higher CPU utilization

In a modernized deployment, for example, you will see **46%+ average CPU utilization** with 95% peak CPU

366 AUs CA
Maintain current bare metal env

366 AUs CA
Deploy and run containerized in parallel

34 VPCs CP4D
Leveraging Base Services

	Capacity & Performance	New Function	Cost
Modernization	Same	Same	Less
Volume/throughput	More	Same	Less
New products	More	More	Less

The Possibilities

Smarter BI – Cognos Analytics for CP4D

Invest in a modern containerized system that built for the future!

Save time with easy installation, maintenance and upgrades

Grows with your business - Instantly add more resources as needed

Enable new services quickly using the power of an integrated Data & AI platform

Smarter BI, Superior Results, Driven by AI

Cognos - upgraded to CP4D, CA User Mod AU Upg

Quantity	Current items...
8	Cognos Administrator AU S&S
358	Cognos AU S&S
	...will be Upgraded to:
8	Cognos Admin Modernization AU Upgrade
358	Cognos User Modernization AU Upgrade
	...including Bonus Licenses for:
34	Cloud Pak for Data Enterprise Edition VPC (CP4D)

Proposed Financial Summary

Current Estimated Cost	**39,844**
Proposed Solution	194,587
Less: Discounts and Incentives	(145,688)
Net Proposed Solution	**48,900**
Benefit (122% of current cost) includes:	
Proposed contract increase of 23%	(9,056)
Software growth	**472,000**
Total Proposed Benefit	**462,944**
Subscription - Jan 2023 to Dec 2023	1 Year

Included in our Proposal

• IBM Cloud Pak for Data Cognos Cartridge;
IBM Cloud Pak for Data Enterprise Edition; Red Hat OpenShift

Cash Flow *		Current	Projected	Difference	
Last Paid	2021	36,222			
Proposed	2022	39,844	**48,900**	9,056	23%
Estimated	2023	43,829	**53,790**	9,961	23%
Estimated	2024	48,211	**59,169**	10,957	23%
Estimated	2025	53,033	**65,086**	12,053	23%
Estimated	2026	58,336	**71,594**	13,258	23%
Estimated	2027	64,169	**78,753**	14,584	23%
Estimated	2028	70,586	**86,629**	16,042	23%
Total		**378,009**	**463,920**	**85,911**	**23%**
Estimated 7 year analysis:			**Increase**		23%

* Assumes renewal extension through EmeriCon after 1st contract
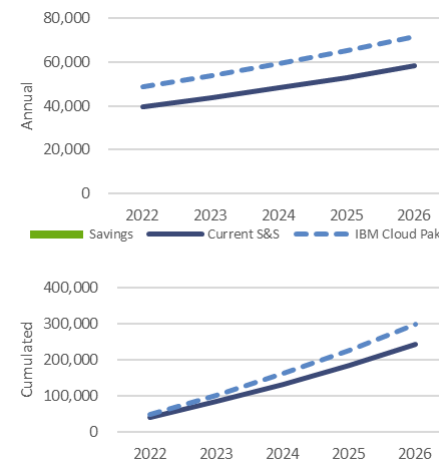
Normal Upgrade

Results (Enhanced Status Quo)

Cognos - upgraded to CP4D, CA User Mod AU Upg

Quantity	Current items...
8	Cognos Administrator AU S&S
358	Cognos AU S&S
	...will be Upgraded to:
8	Cognos Admin Modernization AU Upgrade
358	Cognos User Modernization AU Upgrade
	...including Bonus Licenses for:
34	Cloud Pak for Data Enterprise Edition VPC (CP4D)

Proposed Financial Summary

Current Estimated Cost	**39,844**
Proposed Solution	194,587
Less: Discounts and Incentives	(154,743)
Net Proposed Solution	**39,844**
Benefit (127% of current cost) includes:	
Software growth	472,000
Future savings	**6,816**
Total Proposed Benefit	**478,816**
Subscription - Jan 2023 to Dec 2023	1 Year

Cash Flow *		Current	Projected	Difference	
Last Paid	2021	36,222			
Proposed	2022	39,844	**39,844**	0%	
Estimated	2023	43,829	**43,829**	0%	
Estimated	2024	48,211	**48,211**	0%	
Estimated	2025	53,033	**53,033**	0%	
Estimated	2026	58,336	**58,336**	0%	
Estimated	2027	64,169	**62,410**	(1,760)	(3%)
Estimated	2028	70,586	**65,530**	(5,056)	(7%)
	Total	**378,009**	**371,193**	**(6,816)**	**(2%)**
Estimated	7 year analysis:	*Reduction*			(2%)

* Assumes renewal extension through EmeriCon after 1st contract

Included in our Proposal

• IBM Cloud Pak for Data Cognos Cartridge;

IBM Cloud Pak for Data Enterprise Edition; Red Hat OpenShift

Normal Upgrade
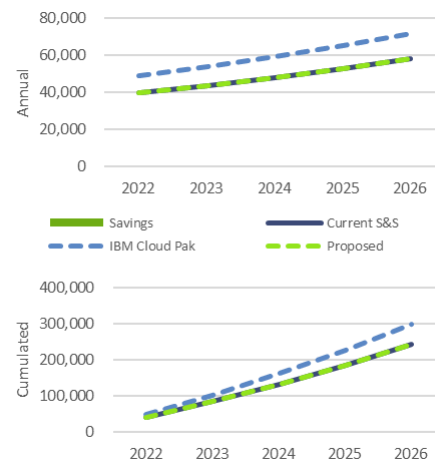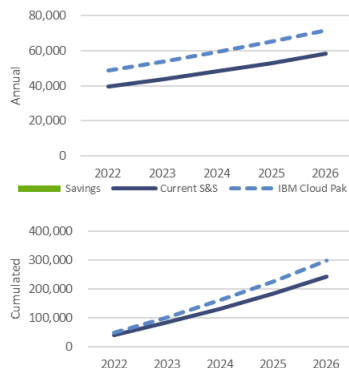
Enhanced Status Quo

## FileNet, WAS, Cognos, Db2 - upgraded to CP4BA, WSHE, CP4D, CA User Mod AU Upg

Quantity	Current items...	Proposed Financial Summary		Included in our Proposal
133	FileNet Content Manager AUVU S&S	**Current Estimated Cost**	96,837	• Business Auto Workflow (BAW), Workflow Process Svc (WfPS),
3,132	WAS Base PVU S&S			Insights (BAI), RPA, Process Mining, Auto Doc Processing, Auto App,
1,208	WAS Liberty PVU S&S	Proposed Solution	747,524	Auto Foundation, Workstream Svc, Navigator, Studio, App Designer;
351	Db2 Enterprise Server Edition AU S&S	Less: Discounts and Incentives	(666,587)	ODM, Automation Decision Service (ADS), Designer; Enterprise Rec;
8	Cognos Administrator AU S&S	**Net Proposed Solution**	80,938	FileNet; Content Collector; Datacap, Datacap Insight; RH OpenShift
358	Cognos AU S&S			• WAS ND, Base, Liberty; Cloud Foundry; Migration Tools
130	Db2 Standard Edition S&S VPC	**Benefit (147% of current cost) includes:**		• CP4D Cartridges: Cognos, Db2;
	...will be Upgraded to:	*Proposed contract reduction of 16%*	15,900	IBM Cloud Pak for Data Enterprise Edition; Red Hat OpenShift
7	Cloud Pak for Business Automation VPC Upgrade	Software growth	1,091,000	
13	WebSphere Hybrid Edition VPC Upgrade	Future savings	243,816	
8	Cognos Admin Modernization AU Upgrade	**Total Proposed Benefit**	1,350,716	
358	Cognos User Modernization AU Upgrade			
130	Db2 Standard Ed Modernization Upgrade VPC	Subscription - Jan 2023 to Dec 2023	1 Year	
	...including Bonus Licenses for:			

| Cash Flow *		Current	Projected	Difference
Last Paid	2021	88,034		
Proposed	2022	96,837	**80,938**	(15,900) (16%)
Estimated	2023	106,521	**84,985**	(21,536) (20%)
Estimated	2024	117,173	**89,234**	(27,939) (24%)
Estimated	2025	128,891	**93,696**	(35,195) (27%)
Estimated	2026	141,780	**98,381**	(43,399) (31%)
Estimated	2027	155,958	**103,300**	(52,658) (34%)
Estimated	2028	171,553	**108,465**	(63,089) (37%)
Total		918,713	658,997	(259,716) (28%)
Estimated	7 year analysis:	*Reduction*		(28%)

77 Cloud Pak for Data Enterprise Edition VPC (CP4D)

* Assumes renewal extension through EmeriCon after 1st contract
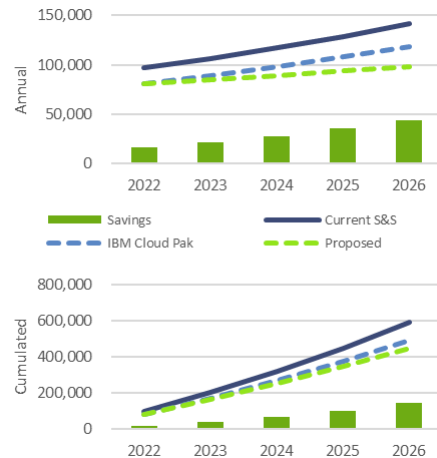
Normal Upgrade
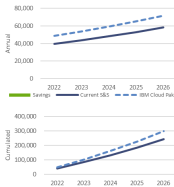
EnhancedStatus Quo
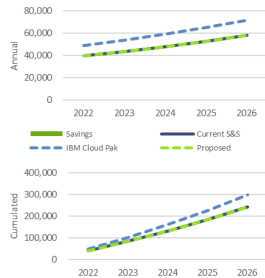
The Possibilities

1) Modernization can provide significant benefit

2) New IBM products and functionalities are available to help make that journey

3) By acting now, you will be better prepared to modernize when you are ready

4) Our strategy and plan will NOT increase your budget, rather, it should substantially reduce it over time

5) It costs nothing to find out what you can gain

Find out what you can gain

- Get a personalized cost estimate
- Learn more about the additional benefits

Schedule an appointment or email info@senturus.com

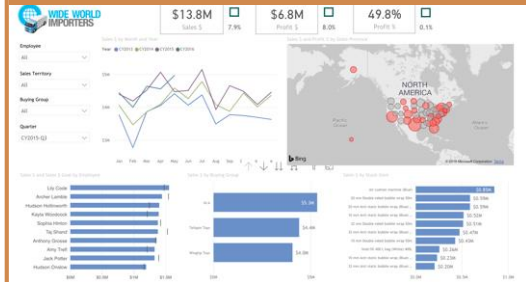# Additional resources

Unbiased product reviews

Technical tips

Insider viewpoints

More on this subject

Product demos

Upcoming events

SENTURUS

Upcoming events

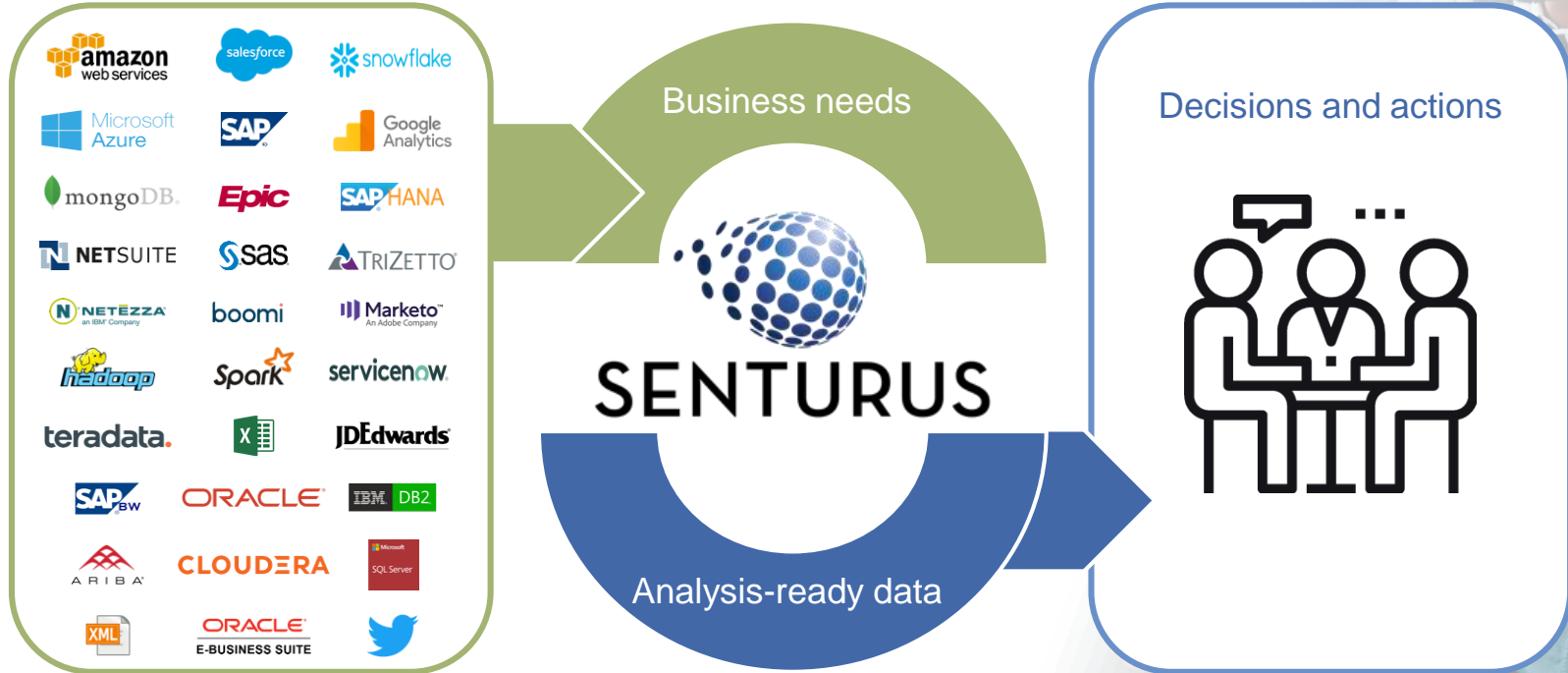**Using Query to Improve Power BI Performance**

Thursday, Dec 15, 11am PT/2pm ET

Register: https://senturus.com/events/using-query-folding-to-improve-power-bi-performance/

What's New in Cognos Analytics 11.2.4

Thursday, Jan 19, 11am PT/2pm ET

Register: https://senturus.com/events/whats-new-in-cognos-11-2-4

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Business needs

Analysis-ready data

Decisions and actions

A long, strong history of success

21+ years

1350+ clients

3000+ projects

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We're hiring talented and experienced professionals

- Managing Consultant
- FinOps Consultant

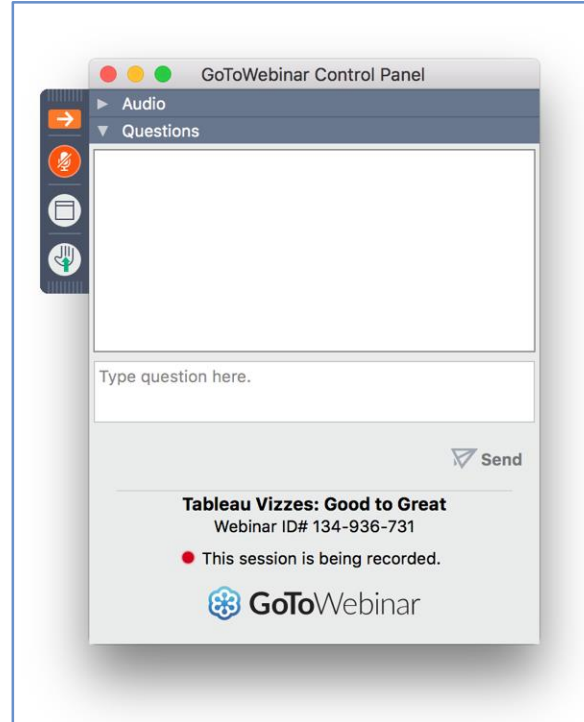See job descriptions: https://senturus.com/why-senturus/careers/
Send your resume to: jobs@senturus.com

Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.

Thank You