



## Software Contract Evaluation

*Get a third-party expert to review your long-term license agreements*

*Obtain a list of recommendations to provide more negotiation options*

*Enter your negotiations with greater knowledge*

*Gain the experience that you might have lost from retirements*

The Watson & Walker international team of z/OS and software pricing experts, led by mainframe icon Cheryl Watson, provide consultancy and support to help z/OS customers deliver the optimal services at the lowest overall cost. We are independent of all hardware and software vendors, so we are able to offer objective advice, aimed at meeting your business and technical needs. We pride ourselves on having the highest integrity and consistently exceeding our customer's expectations.

Watson & Walker is an IBM Business Partner that works with IBM and other vendors for the long-term health of the mainframe. The company was founded in 1986 and is best known for the *Cheryl Watson Tuning Letter* which has been published since 1991.

In addition to the quarterly *Cheryl Watson Tuning Letter*, Watson & Walker has a number of service offerings in the areas of performance and availability reviews and software cost analysis and optimization. The software cost analysis suite includes evaluation services for other pricing options as well as our SCRTPro monthly analysis service. You can view the entire list [here](#).

IBM offers discounts on list prices of MLC products and OTC products by asking the customer to commit to a long-term agreement. This may be called an ELA (enterprise License Agreement), an ESSO, an OIO, or any number of other names. While the standard agreement almost never changes, amendments are added to provide specifics for each customer. We think that customers need some expert advice before negotiating these contracts. We provide a standard service that includes the following:

- **Expert contract insight.** Our team includes Cheryl Watson, who has been working with software contracts for over 50 years; Alan Murphy, who spent 28 years with IBM and started working with the international outsourcing team in 2012; and Brenda White, who worked in IBM pricing for 16 years and Computer Associates pricing for 3 years. Between the three of us, we've seen hundreds of software contracts from both IBM and Independent Software Vendors (ISVs), and can evaluate how your contract compares to others.
- **Financial aspects.** We will review your SCRT reports and, with your assistance in identifying any products not included in those reports, will ensure that the financial aspects of the agreement are in line with industry norms. Along with this, we will provide an assessment of the discounts provided by IBM against what we have seen with other customers. We will also work with your team to determine if any of your workloads are eligible for any of the many discounted software pricing models. We can provide similar analysis for ISV contracts.
- **Deliverable.** You will receive an annotated contract with our recommendations. The main points will be summarized in a PowerPoint presentation during a video conference with our team members. We will continue to answer questions during your negotiations.

Clients that purchase a Software Contract Evaluation will get a 10% discount on a subsequent Watson & Walker [Software Pricing Workshop](#), should you decide to purchase one.

For more information, please contact us at [technical@watsonwalker.com](mailto:technical@watsonwalker.com).