

## The Four "R"s

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## The Four "Rs" of Software Asset Management

- R \_\_\_\_\_
- R \_\_\_\_\_
- R \_\_\_\_\_
- R \_\_\_\_\_

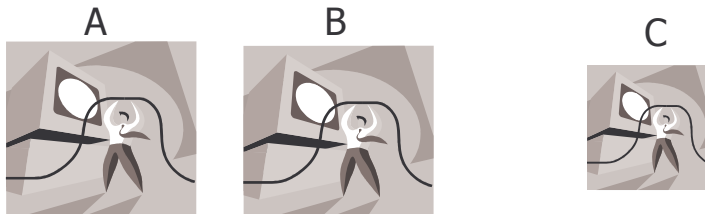
## Retire

- "Doctor, Doctor, it hurts when I keep banging my head on the wall"



## Reduce

- Products are not used equally on all images
- Move the work to the license



## Replace

- Ongoing process
- Reputation
- Many competitive solutions now available from IBM
  - Over 140 tools
  - 2000 customers
  - 9000 successful migrations



## Renegotiate

- "In business, you don't get what you deserve, you get what you negotiate"  
....anonymous



## Preparation is key

- “Luck is what happens when preparedness meets opportunity”  
...Earl Nightingale
- Organizing your team
- Learning about the other guy
- BATNA
- Practice

## The neglected details



## At “the table”

- If you ask for something before the contract is signed it's called 'negotiating'. If you ask after the contract is signed, it's called 'begging'
- Ground rules
- Interests vs. Positions
- So you think you are buying...

## “Difficult” people

- Cultural – “I don't know you very well, but I do know that as we negotiate I have no desire to offend you. If I say or do something which troubles you in any way, please let me know. I would consider it a great favour.”
- Don't make it personal – focus on issues



## Resources

- [www.can.ibm.com/isvcosts](http://www.can.ibm.com/isvcosts)
- [www.ibm.com/servers/eserver/zseries/swprice](http://www.ibm.com/servers/eserver/zseries/swprice)
- Industry Analysts and consultants
- Conferences and User Groups
- Isogon Corp services for IBM customers
  - [http://www.isogon.com/sam\\_services\\_for\\_ibm.htm](http://www.isogon.com/sam_services_for_ibm.htm)
- Bibliography
  - Fisher, Richard and William Ury, *Getting to Yes*, Houghton Mifflin, 1981
  - Ury, William, *Getting Past No*, Bantam, 1991
  - Donaldson, Michael C et al, *Negotiating for Dummies, For Dummies*, 1996
- Last, and quite possibly, least
  - John Anderson 905-319-4587 [anderson@ca.ibm.com](mailto:anderson@ca.ibm.com)

## Summary

- The four “Rs” of SAM are?
- The most important phase of negotiation is?
- A BATNA is?
- Focus on \_\_\_\_\_, not \_\_\_\_\_

Thanks for listening!