
Q4 Sales Play Update

Cognos and Planning Analytics

Oct 17th ,2018

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Planning Analytics Sales Plays – Q4 2018

PA Sales Kit on PW: <https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/J553407B51045M72/lc=en>



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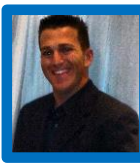
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Play Name	Play#	Overview	Target customers
Modernize with Workspace <i>(updated version of Wow with Workspace Add-On Play #5.70)</i>	5.88	Requirements: <ul style="list-style-type: none"> 1-50 users= 40% discount 51-499 users=60% discount 500 or more users= 80% discount Case Study of why client purchased is required. 	TM1 installed base: Upgrade all TM1, EP and CX OnPremises customers to Planning Analytics with Workspace functionality. Updated UI protects from attrition.
PA Cloud Land & Expand	5.79	Requirements: <ul style="list-style-type: none"> Minimum 11 users Minimum \$20k ACV 12 month term only Case Study of why client purchased is required. 	<ol style="list-style-type: none"> New to PA Cloud with a budget of <\$42K ACV Entry level/Pilot PA Cloud offering. Bring speed, agility, and foresight to your clients; on the cloud.
PA Digital Pack	Brand Sales Play	Requirements: <ul style="list-style-type: none"> Minimum 5 users Minimum \$10.2k ACV 12 month term only 	<ol style="list-style-type: none"> New to PA Cloud with a budget of <\$20K ACV Great PoC/Pilot option of PA Cloud Does not include Non-Prod instance Does not include Watson Analytics
BA Cloud User <i>(Cloud alternative to DS&BA Flexpoints OnPremises licensing)</i>	Brand Sales Play	Requirements: <ul style="list-style-type: none"> Complete BA Tools BoM @ Bottom Line Price Pre Approved 25% Discount. See Calculator in PA BOX 	<ol style="list-style-type: none"> Clear market differentiator that spotlights our BA Lifecycle messaging. Customers requiring PA, CA, & Advanced Analysis Customers requiring Cloud environment
Financial Demand Planning (PA + SPSS + DO)	Brand Sales Play	Requirements: <ul style="list-style-type: none"> Market focused: Distribution & Industrial Optimizing the “supply chain” plan. Special bid required for bundled products 	Any customer with complex resource allocation & optimization requirements
PA Advanced Trade-Up	Brand Sales Play	Requirements: <ul style="list-style-type: none"> Existing Workspace customer: 5% uplift of last paid S&S (LPP) Non-Existing Workspace customer: 15% uplift of last paid S&S (LPP) 	<ol style="list-style-type: none"> TM1 traditional licensed customers (Modeler, PM User, Explorer, PVU server) Simplified Single License: AU or PVU Includes CIS/CCC and Workspace
PA Hybrid Upsell	5.81	Requirements: <ul style="list-style-type: none"> End-of-term option for Bridge to Cloud customers who have not completed from OnPremises to Cloud, or who need a longer term hybrid deployment option. 20% uplift against the current ACV 50 user minimum 	Planning Analytics B2C Customers with Expiring SaaS Contracts
Cloud Adoption Program (CAP)	5.94	Requirements: <ul style="list-style-type: none"> Minimum Price @ 45% existing S&S uplift Minimum ACV = \$30k Maximum discount = 45% For all Direct B2C offers with over \$100k ACV, We will automatically include a SaaS Services part discounted 100% to provide up to 3 days of services to help the customer solidify their migration plan. 	<ol style="list-style-type: none"> On premise TM1/PA customers Sell Cloud Value Prop

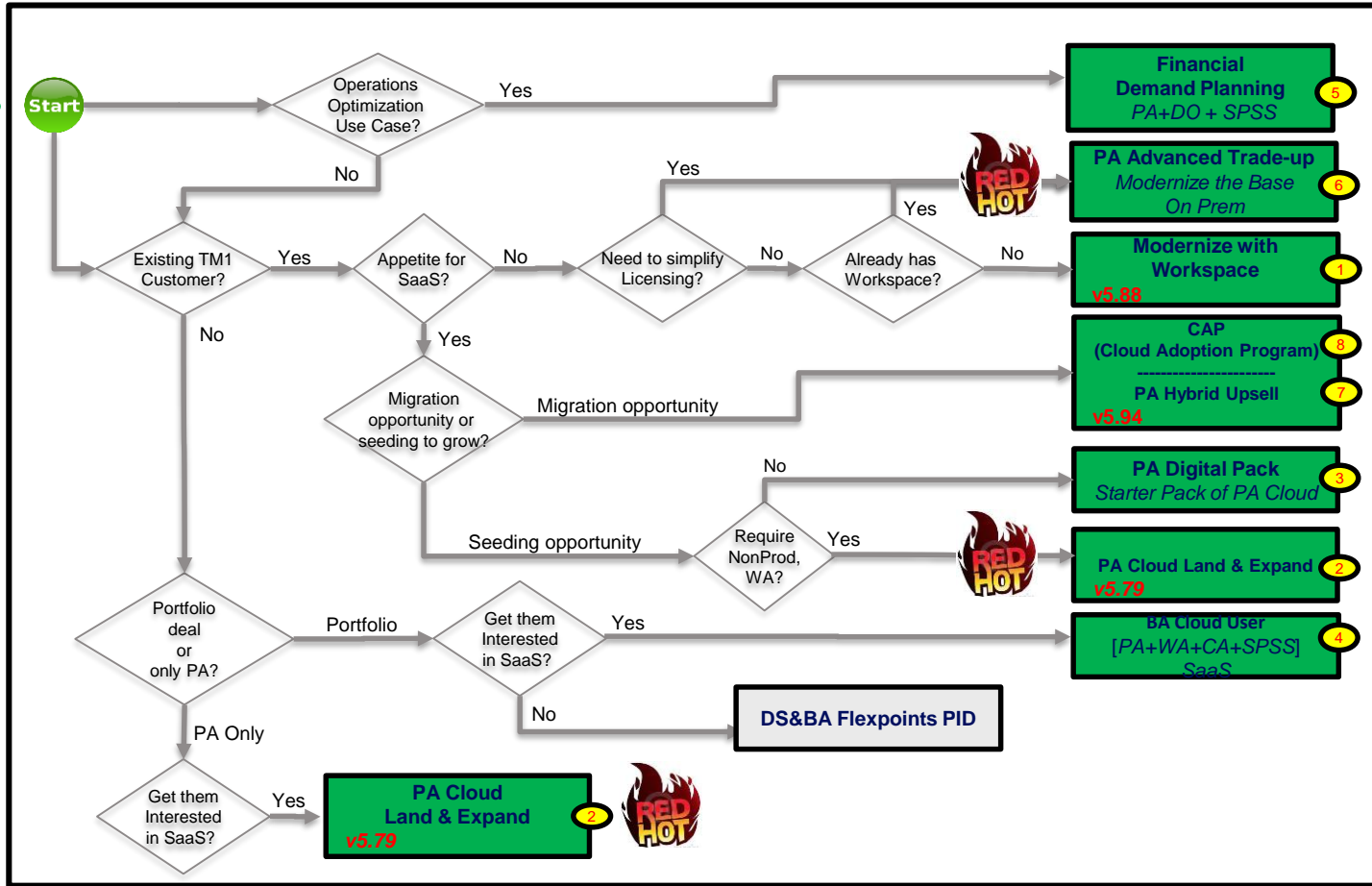
Planning Analytics Sales Plays & Qualification

Randy Messina
Global PA Sales Executive



Qualify your Planning Leads

1. Value Add Solutions
2. Upsell Solutions
3. Accelerated solutions



PA Asset Folder: <https://ibm.box.com/v/FOPMSales>

Q4 2018 Cognos Analytics Sales Plays

1 Cognos Analytics - Modernize the Base - On-Prem

- Summary: **65%** disc for all additional on-premise CA licenses for existing customers interested in expanding or consolidating their BI software to replace competitors' BI applications.

2 Cognos Analytics - Modernize the Base - Single Tenant Cloud

- Summary: Provide a landing point for existing on-premises legacy Cognos customers to try new features in CA through the SaaS offering. Tiered Discount pricing

3 Cognos Analytics - Analytic User to Analytic Explorer Trade-up

- Summary: Trade-up existing Analytics User Licenses to Analytics Explorer. Cost is based on covering the support renewal w/ an annual uplift of 5% from last S&S price paid on licenses you trade-up.

4 WA or WA/CA Migration to Cognos Analytics Premium Edition

- Summary: Migrate your WA customers to CA Premium edition. Dual use access to WA and CA Premium Edition through June 30,2019

5 Cloud Adoption Play (CAP) 5.96

- Summary: 45% uplift on last paid CA S&S. Dual Licenses entitlement for 1-2yr term. Fast Start services - SaaS set-up & migration planning

6 Cognos Analytics On-Prem - Commercial Cust

Avail to BP's Only

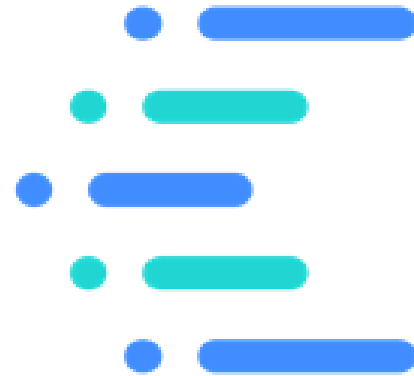
- Summary: Pre-approved **65%** discount for all commercial customers with no min order Qty. Up to max Qty 100.

7 SaaS Insight Bundle DB2 on Cloud + Cognos Analytics 5.006

- Summary: Discount on Db2 WHoC & CA on Cloud. Includes disc Cloud Architect engagements from IBM Services to provide technical expertise, mentoring, and guidance

8 Re-Bridge to Hybrid 5.81

- Summary: Targeting CA B2C Customers with Expiring SaaS Contracts. Upsell offer with defined pricing for existing B2C customers whose contracts will expire in the next 3 months.



Thank You



BACK-UP

New Play Summary



PLAY NAME: Q4 2018 Cognos Analytics Footprint Expansion Competitive Take-Out > Brand Pricing Play

PLAY DESCRIPTION:

<p>65% discount for all additional on-premise CA licenses for existing customers interested in consolidating their BI software around their IBM entitlements and replace competitors’ desktop BI applications.</p>	<p>Target Customers: All Installed Cognos customers Sales Channels: Direct, Digital Direct, Business Partner Resell Industries: All Industries Size: All IBM SW Customers Eligible Customers: All existing Cognos customers* Eligible Competitors: SAP, Tableau, Qlik, Msft, Oracle, MicroStrategy Eligible Locations: All Geographies Eligible Part Number: See Attached Slide</p>
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KEY VALUE PROPOSITIONS:

- Flexible deployment options for enterprise BI
- New capabilities within Cognos Analytics including self-service **unbiased discovery, dashboarding, intent-driven modeling or geospatial** data representation.
- Increase **analytic governance** of important organizational data and **reduce inherent security concerns** surrounding desktop solutions.
- Leverage proven practices of high performing companies that have made the move to CA

PLAY DETAILS and ELIGIBILITY

- Min 25 Users.
- Available for both IBM direct and business partner routes to market. ESA is excluded from this play
- Quotes must expire prior to the end of the current quarter which they are created.
- Discounts must be static by part number as defined in the play. You cannot have two different discounts for the same product (*E.g. One price for Dev/Test and another for Prod*).
- When submitting the SQO for approval, it has to include review and approval from WW Brand Sales (Douglas Bonanno or Brian McGoff). **You must also include a copy of this pricing guideline as well in the Special Bid**
- This pricing cannot be used to replace existing special bids.
- The pricing cannot be combined with any other special pricing Promotion or Play.

WW CONTACTS	ZACS LINKS
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<p>Douglas Bonanno - CA Sales Exec - Sales Play Focal Brian McGoff – CA Sales Leader Bruce Killion – CA Sales Exec Edward Weber – CA Sales Exec</p>	
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* ESA contracts and ELA’s are excluded.

PLAY NAME: Q4 2018 - Cognos Analytics Single Tenant SaaS 'Net New & Expansion of Existing' > Brand Pricing Play

PLAY DESCRIPTION:

- Land new clients with the ease of use and intuitive user experience of Cognos Analytics SaaS
- Provide a landing point for existing on-premises legacy Cognos customers to try new features in CA through the SaaS offering.
- Aggressively look to win-back competitive footholds in existing Cognos customers who are interested in consolidating their BI software around their IBM entitlements and replace competitors' desktop BI applications.

Target Customers: All Installed Cognos customers and Net New CA Cloud prospects
Sales Channels: Direct, Digital Direct, Business Partner Resell
Industries: All Industries
Size: All IBM SW Customers
Eligible Customers: All existing Cognos customers and Net New Prospects
Eligible Locations: *All Geographies*
Eligible Part Number: See Attached Slide

KEY VALUE PROPOSITIONS:

- Flexible deployment options for enterprise BI
- New capabilities within Cognos Analytics including self-service **unbiased discovery, dashboarding, intent-driven modeling or geospatial** data representation.
- Ensure that your BI implementation can grow with your needs and reduce costs by eliminating desktop visualization point solutions.

PLAY DETAILS and ELIGIBILITY

- **For CA Workgroup Edition (Single Tenant)**
 - 10-24 user Tier: IBM ID implementation only. No SAML or SSO Integration
 - Multiple instances may sold within the same customer
 - Lab Services not required (Recommended)
- Available for both IBM direct and business partner routes to market. ESA is excluded from this play.
- CA Enterprise parts are Excluded. If a clients business need requires this version based on the features noted on the attached slide please come to WW Sales for support
- Quotes must expire prior to the end of the current quarter which they are created.
- Discounts must be static by part number as defined in the play. You cannot have two different discounts for the same product.
- When submitting the SQO for approval, it has to include review and approval from WW Brand Sales (Douglas Bonanno or Brian McGoff) for adherence to program guidelines. **You must also include a copy of this pricing guideline as well in the Special Bid**
- This pricing cannot be used to replace existing special bids.
- The pricing cannot be combined with any other special pricing Promotion or Play.
- **CA Workgroup Edition will be restricted from net new sales in North America after the release of CA Premium Edition SaaS**

WW CONTACTS

Douglas Bonanno - CA Sales Exec - Sales Play Focal
 Bruce Killion - CA Sales Exec - Sales Play Focal
 Brian McGoff - CA Sales Leader
 Edward Weber - CA Sales Exec

ZACS LINKS



* ESA contracts and ELA's are excluded.

Cognos Analytics on-premise 'Net New Footprint & Expansion of Existing'

65% discount for all additional on-premise CA licenses for **existing customers** interested in consolidating their BI software around their IBM entitlements and replace competitors' desktop BI applications. *(25 user min)*

Cognos Analytics SaaS 'Net New Footprint & Expansion of Existing'

Part #	D1G93LL			
COGNOS ANALYTICS WORKGROUP ON CLOUD				
BAU Pricing		Program Discounts		
Min Config	List ACV	Yr 1 Disc	Min ACV	Max Cost/User
10	Sales Play 5.004			
25	\$23,880	5%	\$22,686	\$75.62
50	\$47,760	35%	\$31,044	\$51.74
75	\$71,640	45%	\$39,402	\$43.78
100	\$95,520	55%	\$42,984	\$35.82
150	\$143,280	60%	\$57,312	\$31.84

Part #	D1G96LL			
COGNOS ANALYTICS STANDARD ON CLOUD				
BAU Pricing		Program Discounts		
Min Config	Min List ACV	Yr 1 Disc	Min ACV	Max Cost/User
35	\$42,420	0%	\$42,420	\$101.00
50	\$60,600	25%	\$45,450	\$75.75
100	\$121,200	50%	\$60,600	\$50.50
159	\$192,708	55%	\$86,719	\$45.45
250	\$303,000	60%	\$121,200	\$40.40
500	\$606,000	70%	\$181,800	\$30.30

Workgroup Edition: Restricted from Net New Sales in North America with release of CA Premium Edition SaaS

* ESA contracts and ELA's are excluded.

Cognos Analytics on Cloud options

Workgroup

Annual subscription

Includes:

- Access to on-prem data sources
- Ad hoc reporting
- Extensible visualization
- Dashboards
- User and role management
- Mail delivery service
- Mobile application
- Cloud or on-prem data sources
- User storage up to 100GB
- Disaster Recovery up to 100GB
- 95% Uptime
- Single-tenant environment
- Standard technical support as per on-premises

Standard

Annual subscription

Includes **Workgroup** plus:

- Pre-production environment
- 98.99% Uptime
- User storage up to 250GB
- Disaster recovery up to 250GB
- *Optional Cloud Throughput Capacity (ask for pricing)*
- *Optional 250GB Personal Cloud Storage (ask for pricing)*

**Minimum subscription of 35 users

Workgroup Edition: Restricted from Net New Sales in North America with release of CA Premium Edition SaaS

CA Footprint Expansion for Competitive Takeout > Program Eligible Parts

Cognos Analytics On Premise	
Part Num	Part Description
D17BALL	COGNOS ANALYTICS ADMINISTRATOR AU LIC + SW S&S 12 MO
D17BDLL	COGNOS ANALYTICS ADMINISTRATOR LZ AU LIC + SW S&S 12 MO
D175DLL	COGNOS ANALYTICS EXPLORER AUTHORIZED USER LIC + SW S&S 12 MO
D175FLL	COGNOS ANALYTICS EXPLORER LZ AUTHORIZED USER LIC + SW S&S 12 MO
D175HLL	COGNOS ANALYTICS EXPLORER PROCESSOR VALUE UNIT LIC + SW S&S 12 MO
D175JLL	COGNOS ANALYTICS EXPLORER LZ PROCESSOR VALUE UNIT LIC + SW S&S 12 MO
D17BGLL	COGNOS ANALYTICS USER AU LIC + SW S&S 12 MO
D17BLLL	COGNOS ANALYTICS USER LZ AU LIC + SW S&S 12 MO
D10ALLL	COGNOS ANALYTICS USER FOR LINUX ON SYSTEM Z PVU LIC + SW S&S 12 MO
D10AJLL	COGNOS ANALYTICS USER PVU LIC + SW S&S 12 MO
D1K82LL	COGNOS ANALYTICS INFOR DIST AUTHORIZED USER LIC + SW S&S 12 MO
D178VLL	COGNOS ANALYTICS INFO DISTRIBUTION PROC VALUE UNIT LIC + SW S&S 12 MO
D1K85LL	COGNOS ANALYTICS INFO DIST LNX ON SYS Z AU LIC + SW S&S 12 MO
D178XLL	COGNOS ANALYTICS INFORMATION DISTRIBUTION LZ PVU LIC + SW S&S 12 MO
D06WFLL	COGNOS ANALYTICS NON-PRODUCTION PVU LIC + SW S&S 12 MO
DOB5CLL	COGNOS ANALYTICS FOR NON-PROD FOR LINUX ON SYSTEM Z PVU LIC + SW S&S 12 MO
D06WHLL	COGNOS ANALYTICS FOR LINUX ON SYSTEM Z ADD-ON AUTH USER LIC + SW S&S 12 MO

Cognos Analytics On Cloud	
Part Num	Part Description
D1G91LL	COGNOS AN WORKGROUP NON-PRODUCTION INS ON CLOUD INSTA PER MONTH
D1G92LL	COGNOS AN WORKGRP NON-PRODUCTION INS ON CLOUD DAILY FEE PARTIAL MONTH
D1G93LL	COGNOS AN WORKGROUP ON CLOUD AUTHORIZED USER PER MONTH
D1G94LL	COGNOS AN WORKGROUP ON CLOUD CUNONE DAILY FEE PARTIAL MONTH
D1G95LL	COGNOS AN WORKGROUP ON CLOUD AUTHORIZED USER OVERAGE
D1G96LL	COGNOS AN STANDARD ON CLOUD AUTHORIZED USER PER MONTH
D1G97LL	COGNOS AN STANDARD ON CLOUD CUNONE DAILY FEE PARTIAL MONTH
D1G98LL	COGNOS AN STANDARD ON CLOUD AUTHORIZED USER OVERAGE
D1G9CLL	COGNOS AN SERVICE LEVEL AGREEMENT ON CLOUD CUNONE SVC LEVEL AGREEMENT
D1G9FLL	COGNOS AN ADDITIONAL STORAGE ON CLOUD 250 GIGABYTE PER MONTH
D1G9GLL	COGNOS AN ADDITIONAL STORAGE ON CLOUD CUNONE DAILY FEE PARTIAL MONTH
D1G9HLL	COGNOS AN ADDITIONAL STORAGE ON CLOUD 250 GIGABYTE OVERAGE

PLAY NAME: Q4 2018 Cognos Analytics User to Cognos Analytics Explorer Trade-up > Brand Pricing Play

PLAY DESCRIPTION:

Trade-up existing client Analytics User Licenses to Analytics Explorer. Recognize **67%** of transactions for FREV (33% S&S carve out)

Customer cost is based on covering the support renewal with an annual uplift of only 5% from last S&S price paid on licenses you trade-up. *NOTE : there is no trade up for other parts.*

Target Customers: All Installed Cognos customers

Sales Channels: Direct, Digital Direct, Business Partner Resell

Industries: All Industries

Size: All IBM SW Customers

Eligible Customers: All existing Cognos customers

Eligible Locations: All Geographies

Eligible Part Number: See Attached Slides

KEY VALUE PROPOSITIONS:

- Targeted at the Line of Business user, new capabilities within Cognos Analytics 11.1 including data exploration, AI assisted self-service for **unbiased discovery**, improved **dashboarding, intent-driven modeling and improved data shaping** are helping to combine the data consumer and data explorer into a single unified experience.

PLAY DETAILS and ELIGIBILITY

- Transaction for the Trade-up of Cognos Analytics User to Cognos Explorer can be calculated at a min 5% annual uplift from Last Price Paid (LPP)
- Any release of Cognos Analytics is eligible**
- This is not a Cloud or SaaS play**
- Available for both IBM direct and business partner routes to market.
- Quotes must expire prior to the end of the current quarter which they are created.
- When submitting the SQO for approval, it has to include review and approval from WW Brand Sales (Douglas Bonanno or Brian McGoff). **You must also include a copy of this pricing guideline as well in the Special Bid**
- When submitting the SQO you must include the LPP from the S&S renewal account representative
- This uplift % cannot be used to replace existing special bids.
- The play cannot be combined with any other special pricing Promotion or Play.

WW CONTACTS

Douglas Bonanno - CA Sales Exec - Sales Play Focal
 Brian McGoff – CA Sales Leader
 Steward Rich: WW S&S Leader, Business Analytics

INSTRUCTIONS

- Renewal Last Price Paid (LPP) should be provided by the Renewal Representative
- S&S from the trade-up transaction **must be a min** of 5% higher than the LPP renewal price
- Determine the discount % on the trade-up part to allow S&S portion to be equal or greater than the required price

Cognos Analytics User to Cognos Analytics Explorer Trade-up

• Renewal Part Numbers

- Authorized User: - E0K32LL - Cognos Analytics User Authorized User S&S Renewal 12 months
- PVU: E0HVPLL- Cognos Analytics User PVU S&S Renewal 12 months

• License Part Numbers

- Authorized User: D1790LL- Cognos Analytics User Trade-up to Cognos Explorer (67% Lic, 33% S&S)
- PVU: D1794LL- Cognos Analytics User Trade-up to Cognos Explorer (66% Lic, 34% S&S)

Functionality	CA Analytics User	CA Analytics Explorer
Portal and View Reports	X	X
Dashboards & Stories	X	X
Reporting/Scheduling	X	X
Data Modules	X	X
Assistant and Insights	X	X
Exploration		X
Desktop Development Tools		X
Administration		

Cost	CA Analytics User	CA Analytics Explorer
Price/User	\$1510/AU	\$2820/AU
TRADE-UP Price	\$1710/AU	
Price/PVU	\$1930/PVU	\$3630/PVU
TRADE-UP Price	\$2160/PVU	

Trade-up Transaction Scenarios – Authorized User Example*

Example						
License Type: Auth User						
Lic Part Num: D17BGLL						
Current License Estate		S&S Rnwl LPP				
BI Administrator	2	\$4,790				
Analytics Explorer	25	\$9,900				
Analytics User	500	\$105,800				
Info Distribution	800pvu	\$63,000				
		\$183,490				
License Estate after T/U		Existing S&S Renewal LPP				
BI Administrator	2	Part Num	Description	T/U Qty	S&S LPP	LPP +5%
Analytics Explorer	275	EOK32LL	IBM Cognos Analytics User Auth Annual SW S&S Renewal	250	\$52,900	\$55,545
Analytics User	250					
Info Distribution	800pvu	Trade-up Transaction				
		Part Num	Trade-up From/to	T/U Qty	PPA SRP	Ext List
		D1790LL	Cognos Analytics User Auth User to Cognos Analytics Explore	250	\$1,710	\$427,500
				Max Discount	60.50%	
				Net Cust Price	\$168,863	
				S&S Portion (33%)	\$55,725	
				FREV (67%)	\$113,138	

- Customer A owns a full on-prem deployment of Cognos.
- Last price paid for annual S&S was \$183,490 and Cust A wishes to trade-up 50% of the Analytic Users.
- Last year they paid \$52,900 in S&S on those licenses. This years S&S will be a minimum of \$55.5K
- The **maximum** discount allowed on the trade-up line item will be 60.5%. \$55.7K will cover S&S and \$113.1K trans will be recognized.
- The remainder of the licenses are renewed BAU.
- The total transaction would be:
 - \$168.8K: Trade-up
 - \$137K: Remaining Renewal
 - \$305.8K

*Example is for illustration only and does not represent a specific customers renewal

Additional Notes

- Trade-ups can be done for both Authorized User (AU) and PVU licenses
- The calculator includes templates for both AU and PVU license trade-ups
- PVU license trade-ups
 - A customer can have both Explorer AU and PVU licenses in their estate and be in compliance
 - It is recommended that a customer trade-up 100% of their Analytics User PVU licenses
- Analytic User PVU License trade-up to Analytic Explorer AU
 - A customer can move their Analytic User PVU licenses to Analytic Explorer AU license via a license exchange and trade-up. Please contact one of the WW team members noted on slide 9 on how to execute this.
 - AU license models are preferred as it does not limit the compute resources a customer can apply to the Cognos platform

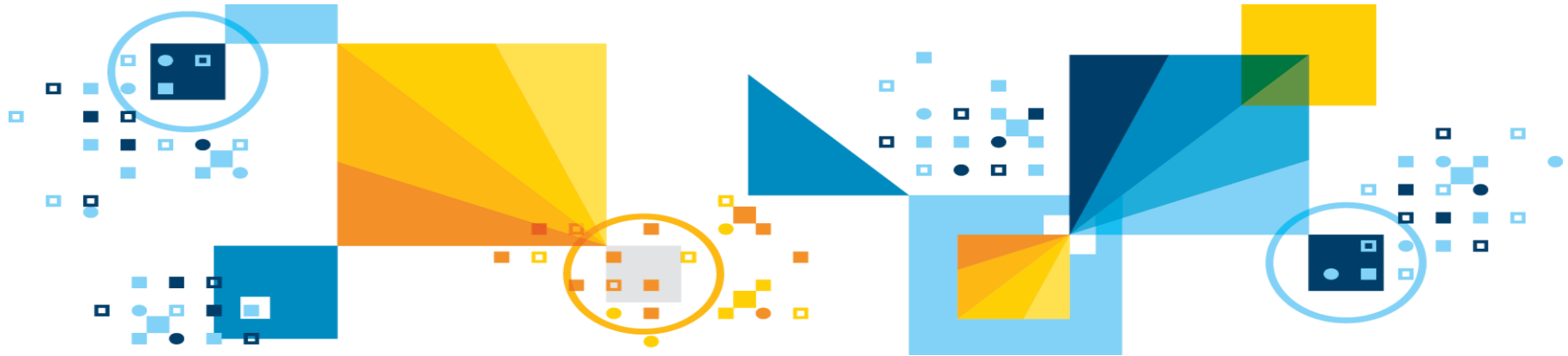
IBM Cognos Analytics On Premise for the Commercial Segment

Play	IBM Cognos Analytics Hybrid
Description	Cognos Analytics (full functionality) offered at a significant discount to Commercial clients. This is for On-Premise customers only
Target Market & Buyers	Target: CIO, Chief Data Architect, Analytics Leader. New customers only Size: Commercial - Industries: All - Locations: Worldwide
Headline offer and conditions	<ul style="list-style-type: none"> • Cognos Analytics 11 pre-approved discount addressing Commercial segment • Up to 65% discount on full functionality Cognos Analytics v11 <ul style="list-style-type: none"> • Recommendation is to start at 50% and escalate only when the deal is in jeopardy • Up to 100 users (total entitlement) • Available only to the Business Partner channel (resellers and PSP)
Parts Configuration	<ul style="list-style-type: none"> • Full functionality Cognos Analytics • Maximum 100 Users • Single server • Minimum 1 IBM Cognos Analytics Administrator • Suggested 10% IBM Cognos Analytics Explorer • Remaining users are either IBM Cognos Analytics User or IBM Cognos Analytics Information Distribution
Competitors	Tableau, Qlik
Links:	<ul style="list-style-type: none"> • Cognos Analytics Commercial Offering for Commercial Segment • Cognos Analytics Community • Cognos Analytics on PartnerWorld

Path to migrate Clients from WA/WACA to Cognos Analytics on Cloud

Oct 2nd, 2018

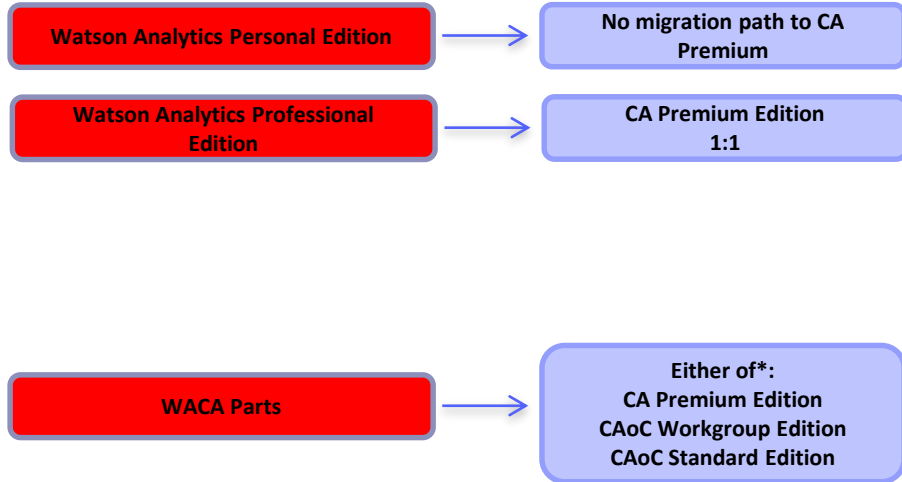
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SUMMARY

- **GOAL:** Move clients that have invested in Watson Analytics or the WACA Bundle at the same price point (*or lower depending on current subscription price*) to Cognos Analytics Premium Edition.
 - Clients on the WACA Bundle can renew only the CA single-tenant cloud subscription if desired
- **MIGRATION TIMING:** Customers will be allowed to maintain their Watson Analytics tenant at **no cost** until June 30, 2019 if they sign a new contract for Cognos Analytics Premium Edition
 - Customers outside North America prior to expanded geography release of CA Premium Edition:
 - Can renew Watson Analytics through June 30, 2019 and then execute a mid contract migration to an international data center
 - Can renew Watson Analytics through June 30, 2019 along with the new CA Premium Edition in the US data center
- **SIGNINGS:**
 - WA/WACA part will not be assigned any revenue
 - All transaction revenue will book to the NEW CA Premium Edition.
 - Signing credit will be considered a Contract Extension and **not** a NEW Signing for the 1:1 migration. **IF additional** subscriptions are sold then the increase from Y2Y will be considered a contract expansion.
- **2 SCENARIO's OUTLINED**
 - Scenario 1: Customer that has an existing renewal and we move them mid-stream
 - Scenario 2: Customer has an upcoming renewal.
- **CONVERSION**
 - Each Watson Analytics user is allowed to move to a CA Premium User on a 1:1 basis
 - Additional Storage subscription is not considered part of the migration and would be not renewed past June 30, 2019
- **APPROVAL PROCESS**
 - List of Approvers and Finance approval for Special Bid are located on slides 16 & 17

Cloud Subscription Migration



** Customers that want to just maintain dedicated cloud please contact WW Sales or Offering Mgt*

Watson Analytics Parts Moving From (5725R69)

Part Num	Part Description
D1BCYLL	WATSON ANALYTICS PROFESSIONAL AUTHORIZED USER SUB WITH SUP PER MO
D1L2CLL	WATSON ANLTCS PRO DEDICATED AU SUB MWS PER MONTH
D1L2DLL	WATSON ANLTCS PRO VOLUME AU SUB MWS PER MONTH
D1RI5LL	IBM WATSON ANALYTICS PROFESSIONAL NA US DC AU PER MONTH
D1RI6LL	IBM WATSON ANALYTICS PROFESSIONAL EURP DC AU PER MONTH
D1RI7LL	IBM WATSON ANALYTICS PROFESSIONAL AP DC AU PER MONTH



Part Customer will “migrate” to

D20EQLL

IBM Cognos Analytics on Cloud Premium Authorized User per Mo

** WA additional storage parts will not be calculated in the ACV for moving to CA Premium Edition. Contact Steward Rich or Douglas Bonanno if you have a renewal that has additional storage parts*

WACA Parts Moving From (5737C12)

Part Num	Part Description
D1QVDLL	WAT ANA AND COG AN CLOUD WORKGROUP AUTHORIZED USER OVERAGE
D1QVCLL	WAT ANA AND COG AN CLOUD WORKGROUP AUTHORIZED USER PER MONTH
D1QU7LL	WAT ANA AND COG ANA ON CLOUD STANDARD AUTHORIZED USER PER MONTH
D1QU8LL	WAT ANA AND COG ANA ON CLOUD STANDARD AUTHORIZED USER OVERAGE
D1QU9LL	WATSON ANA AND COGNOS ANA ON CLOUD SVC LEVEL AGREEMENT
D1QUALL	WAT ANA COG ANA ON CLOUD THROUGHPUT CAP INSTANCE PER MONTH
D1QUBLL	WAT ANA COGNOS ANA ON CLOUD ADD STOR 250 GIGABYTES PER MONTH
D1QUCLL	WAT ANA COGNOS ANA ON CLOUD ADD STOR 250 GIGABYTES OVERAGE
D1QUDLL	WAT ANA COG ANA ON CLOUD MUL USER STO 50 GIGABYTES PER MONTH
D1QUELL	WATSON ANA COG ANA ON CL JUMP START PER ENGAGEMENT SET UP
D1QUFLL	WATSON ANA AND COG ANA CLOUD ACCEL PER ENGAGEMENT SET UP



Part Customer will “migrate” to either of*

Part Num	Part Description
D1G93LL	COGNOS AN WORKGROUP ON CLOUD AUTHORIZED USER PER MONTH
D1G96LL	COGNOS AN STANDARD ON CLOUD AUTHORIZED USER PER MONTH
D20EQLL	IBM Cognos Analytics on Cloud Premium Authorized User per Month

** Customers that want to just maintain dedicated cloud please contact WW Sales or Offering Mgt*

The Insight Bundle

Play No. 5.006

a comprehensive, fully-managed enterprise cloud BI solution

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|--------------|---|
| What | <ul style="list-style-type: none"> An end-to-end solution bundle comprised of Db2 Warehouse on Cloud and Cognos Analytics on Cloud, to enable powerful self-service analytics and in-depth reporting in data-driven organizations. Includes discounted Cloud Architect engagements from IBM Services to provide technical expertise, mentoring, and guidance for Client implementations encompassing multiple offerings. Open to IBM Sales reps and business partners worldwide, across Hybrid Data Management and Business Analytics. Applicable to all one-year contracts for Db2 Warehouse on Cloud and Cognos Analytics on Cloud. |
| Why | <ul style="list-style-type: none"> Significant financial incentives to purchase bundle instead of standalone offerings. Opportunity to accelerate adoption, guide clients to success, and prepare for future endeavors (e.g. AI) with IBM Services engagement. Attractive entry point for commercial clients - starting price can be lower than \$30K ACV. |
| Terms | <ul style="list-style-type: none"> Clients are entitled to: <ol style="list-style-type: none"> The Db2 Warehouse on Cloud plan of their choice, at discounted rates described below. Depending on geography: <ul style="list-style-type: none"> If in North America, Cognos Analytics on Cloud Multitenant Premium Edition. If outside North America, Cognos Analytics on Cloud Workgroup or Standard Edition. If working without a business partner, minimum 3 Cloud Architect One Day engagements, at the discounted rate described below. <ul style="list-style-type: none"> If working with a business partner, Cloud Architect engagements are optional. |

Db2 Warehouse on Cloud Plan	SMP Small	SMP Medium	SMP Large	MPP Small	MPP Large	Flex Performance
Part Number(s)	D1DC4LL	D1G79LL	D1G7DLL	D1I4ILL	D1MG5LL	D1WGVLL, D1WGWLL, D1WGXLL
Discount	30%	53%	70%	56%	34%	20%

Cognos Analytics on Cloud Edition	Workgroup	Standard	Multitenant	IBM Services	Cloud Architect One Day Engagement
Part Number(s)	D1G93LL	D1G96LL	D20EQLL	Part Number	D00QNZX
Minimum Configuration	10+ users	35+ users	1+ users	Discount	15%

We put together this play to beat other cloud BI bundles.
Here are the points you need to hit if you're in a bake-off against them:



Snowflake

- Expensive overall TCO for traditional warehousing workloads which support heavy BI and analytics: it cost \$16K for a week of TPC-DS benchmark testing, even with compute pausing enabled by default.
- Data transfer fees can be more than \$10K/month.

Tableau

- Expensive overall TCO: \$70/user for Tableau Desktop and \$10,000 for 10 users on Tableau Server.
- Designed for simple, interactive reports for individual LOB users - not suitable for pixel-perfect batch reports. Focusing on individual rather than batch reporting can result in data silos as the organization grows.
- Tableau lacks strong data management capabilities.
- Lagging capabilities in NLP and machine learning, unlike Cognos which has built-in NLP and predictive analytics capabilities.



Azure SQL Data Warehouse

- Like Snowflake, they have an expensive overall TCO for traditional warehousing workloads which support heavy BI and analytics, since they also charge a premium for the ability to pause compute.
- Storage pricing is based on data warehouse size plus snapshot backups, unlike Db2 Warehouse on Cloud (only have to pay for warehouse size). Geo-redundant object storage backups are also a separate line item.
- When you restore from a snapshot backup, you're actually creating a new data warehouse from the backup, so you have two data warehouses to take care of - not to mention moving all your applications over.

Azure Power BI

- Disjointed overall BI experience - you'll need one tool to prepare data on your desktop (which requires scripting skills), and a separate tool to publish your reports. Cognos is a true one-stop-shop for powerful enterprise-grade BI.
- PowerBI lacks the fully-fledged governance features which Cognos offers, as well as the ability to report on live data.



AWS Redshift

- No independent scaling of storage and compute.
- No SLA means no financial assurance for your investment.
- Data transfer fees can be more than \$10K/month.
- Enterprise support not included - can be more than \$15K/month.

Looker

- Not suitable for purely LOB customers due to lack of self-service modeling. Trying to make a dashboard but need an average instead of a sum? That's a call to your IT department.
- Lack of NLP to query data using natural language, and no predictive analytics.
- LookML is a proprietary modeling language with its own learning curve.
- Limited governance and access control features compared to Cognos.