

IBM Turbonomic Pricing and Sizing Guide - 2024

IBM Turbonomic ARM Pricing Model

MVS Metric: Counting Physical Nodes, VMs, Instances, K8s / RHOCN Nodes

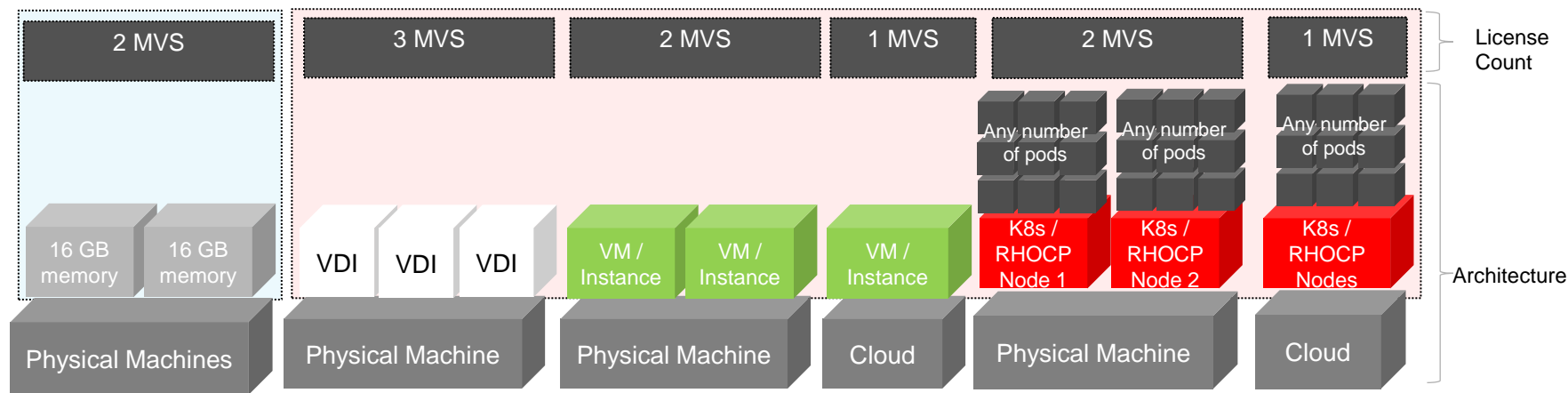
1 MVS = 1 VDI, 1 VM, 1 Instance or 1 Kubernetes / Red Hat OCP Node

3 Rules of MVS

- ✓ Customers count physical machines only when they are not virtualized
- ✓ Customers count VMs when the physical machines are virtualized
- ✓ Customers count all nodes in Kubernetes / Red Hat OCP environments

IBM Turbonomic

ARM license 1 * MVS



Managed Virtual Server official metric definition

Managed Virtual Server is a unit of measure by which the Program can be licensed. A server is a physical computer that is comprised of processing units, memory, and input/output capabilities and that executes requested procedures, commands, or applications for one or more users or client devices. Where racks, blade enclosures, or other similar equipment is being employed, each separable physical device (for example, a blade or a rack-mounted device) that has the required components is considered itself a separate server. A virtual server is either a virtual computer created by partitioning the resources available to a physical server or an unpartitioned physical server or a Cloud Instance with the same set of resources. Licensee must obtain Managed Virtual Server entitlements for each virtual server managed by the Program.

Pricing Questions to Ask Your Customer

How many Virtual Machines (VM) are you managing?







How many Virtual Desktop Infrastructure (VDI) clients are you managing?

How many cloud instances (Cloud VMs) are you managing?

How many nodes do you have in your container environment?



IBM Turbonomic ARM Modeling and Sizing Examples

<u>Scenario # 1</u> On-Premises	 3,000 VDI  10,000 VMs	$MVS = 3,000 + 10,000$ $MVS = 13,000$
<u>Scenario # 2</u> Cloud	 5,000 Cloud Instances	$MVS = 5,000$
<u>Scenario # 3</u> Multicloud	 3,000 Cloud Instances  10,000 VMs  500 Nodes	$MVS = 3,000 + 10,000 + 500$ $MVS = 13,500$

The Turbonomic Price Estimator leads to high-quality Demand CI's and is a great tool to use in any client conversation

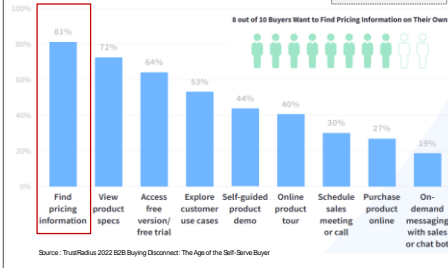
Clients are increasingly willing to spend using **remote or self-service** and **demand to see price information**

What the buyers want:

TrustRadius | 2022 B2B buying study says:

The new self-service buyer wants these assets readily available without engaging with a seller

Self-serve Information:
Easy to use
Easy to Find
Engaging
Relevant



Benefits for Inbound sales

- Turbonomic Price Estimator delivers high quality leads, scored as **Demand CI's** as they are based on **hand raising moments**
- Majority of clients are in a late-stage, and leveraging the price estimator leads to shortened sell cycles (deals close typically 3X quicker)
- Pricing is an estimate of “street price” – discounted from list and with BP margin built in – commensurate with value seller, competitive with key competitors but still with room for BP to do final negotiation
- Digitization assets have a track record of 35-40% CI conversion rate vs. industry average of 25%
- 50-60% of clients using Digitization assets are new clients

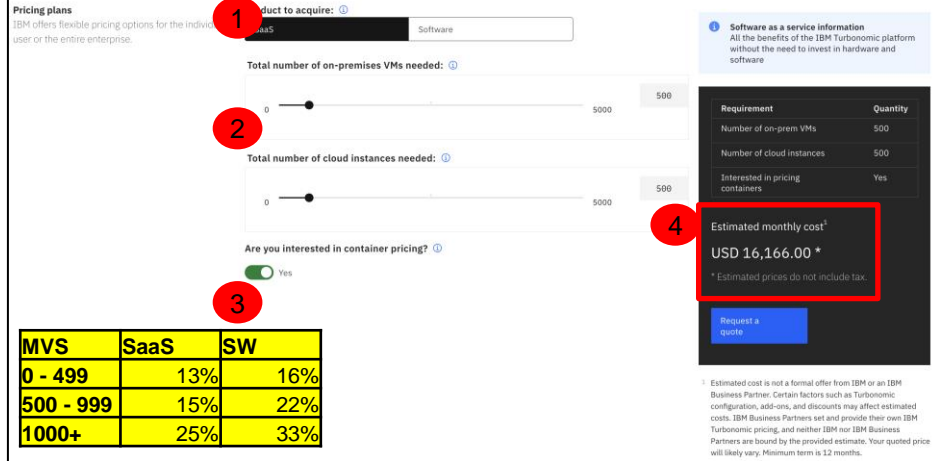
The **Turbonomic Price Estimator** is freely accessible on the Turbonomic product page and works as follows → [Link to the Price Estimator](#)

- Select the deployment model (SaaS or on-prem)
- Number of On-Prem VMs needed added with number of Cloud Instances needed to come up with a total number of MVS needed
- Container pricing not added to the calculation to keep it simple, but yes/no will be shown to seller in CI generated in ISC
- 1 MVS equals \$18,80. Estimated monthly price includes a discount as per the table in yellow. The more MVS, the higher the discount.

Find the right size for your solution and estimate your IBM Turbonomic (SaaS) price

Pricing plans

IBM offers flexible pricing options for the individual user or the entire enterprise.



1. Product to acquire:

2. Total number of on-premises VMs needed:

3. Total number of cloud instances needed:

Are you interested in container pricing? ☒ Yes

4. Estimated monthly cost¹
USD 16,166.00 *

* Estimated prices do not include tax.

Request a quote

MVS	SaaS	SW
0 - 499	13%	16%
500 - 999	15%	22%
1000+	25%	33%

¹ Estimated cost is not a formal offer from IBM or an IBM Business Partner. Certain factors such as Turbonomic configuration, add-ons, and discounts may affect estimated costs. IBM Business Partners set and provide their own IBM Turbonomic pricing, and neither IBM nor IBM Business Partners are bound by the provided estimate. Your quoted price will likely vary. Minimum term is 12 months.

Benefits for Outbound Sales

- Hand raising moment in outreach campaign** – use to prompt a client action by showing “proof of value” as this will speed up the sales cycle as you can effortlessly show them how IBM is within their budget
- Sellers can leverage price estimator **in any client conversation** to **show proof of value** to qualify your discussion eg show how competitive the price is – accelerating qualification and conversion
- Leverage the URL in **email signatures or any social activity** eg LinkedIn post – can also be useful to start cross-selling motions
- Benefit from **inbound Demand CI's** that are high quality in your territory as leads from the estimators etc. are **highly qualified**

Currently Available IBM Turbonomic Product IDs

IBM Turbonomic Product IDs (PIDs)

- IBM Turbonomic ARM P/N are currently available under IBM PPA terms and conditions
 - IBM Turbonomic ARM (5900-AP1)
 - Cloud Optimization Essentials, instance
 - Standard SaaS, managed virtual servers
 - Standard SaaS, monitored costs (aka, % cloud spend)
 - IBM Turbonomic ARM On Prem (5737-N29)
 - Subscription, managed virtual servers
 - Perpetual, managed virtual server (restricted)
 - IBM Turbonomic ARM Hosting (5900-B74) *
 - Subscription, instance

* Eligible for catalog inclusion with WW Approval, except for Turbonomic Hosting which is not eligible.

IBM Turbonomic Cloud Optimization Essentials (Instance)

PID	Part Number	License	Product Description	Price
5900-AP1	D0HT8ZX	Subscription	IBM Turbonomic Cloud Optimization Essentials Instance per Month	\$4170/mo
5900-AP1	D09EEZX	SLA	IBM Turbonomic Application Resource Management SVC Level Agreement	\$00.00

- Only cloud-based workloads can be managed. No optimization of on-premise workloads.
- Customer can optimize as many virtual servers as they want, up to \$2 million USD in annual cloud spend.
- Customers must upgrade to Turbonomic Standard SaaS when annual cloud spend exceeds \$2 million USD annual cloud spend.

IBM Turbonomic ARM Standard (SaaS) Monitored Costs

PID	Part Number	License	Product Description	Price
5900-AP1	D0I0GZX	Subscription	IBM Turbonomic Application Resource Management Standard Monitored Costs per Annum License	Tiered Pricing
5900-AP1	D0I0HZX	Overage	IBM Turbonomic Application Resource Management Standard Monitored Costs per Annum Overage	Tiered Pricing
5900-AP1	D09EEZX	SLA	IBM Turbonomic Application Resource Management SVC Level Agreement	\$00.00

- Minimum quantity order is 16 units, (i.e., at least \$1,500,001 to \$1,600,000 USD of annual cloud spend).
- Customers with less than \$1.5 million in annual cloud spend should consider Turbonomic Essentials.

IBM Turbonomic ARM Standard (SaaS) Monitored Costs

Tiered Pricing

Cloud Spend (USD)	Monitored Cost Units 1 unit = \$100K	Monthly Price	Annual Price
1 to 2,500,000	1 to 25	\$250.00	\$3,000.00
2,500,001 to 5,000,000	26 to 50	\$213.00	\$2,556.00
5,000,001 to 7,500,000	51 to 75	\$184.00	\$2,208.00
7,500,001 to 10,000,000	76 to 100	\$159.00	\$1,908.00
10,000,001 to 15,000,000	101 to 150	\$134.00	\$1,608.00
15,000,001 to 20,000,000	151 to 200	\$113.00	\$1,356.00
20,000,001 to 25,000,000	201 to 250	\$107.00	\$1,284.00
25,000,001 to 30,000,000	251 to 300	\$100.00	\$1,200.00
30,000,001 to 40,000,000	301 to 400	\$91.70	\$1,100.40
40,000,001 to 50,000,000	401 to 500	\$84.20	\$1,010.40
50,000,001 to 75,000,000	501 to 750	\$81.70	\$980.40
75,000,001 to 100,000,000	751 to 1000	\$79.20	\$950.40
100,000,001 to 150,000,000	1001 to 1500	\$75.00	\$900.00
150,000,001 to 200,000,000	1501 to 2000	\$73.40	\$880.80
200,000,001 or more	2001 or more	\$70.90	\$850.80

IBM Turbonomic ARM (SaaS) Managed Virtual Server (MVS)

PID	Part Number	License	Product Description	Price
5900-AP1	D09ECZX	Subscription	IBM Turbonomic Application Resource Management per Managed Virtual Server Committed Term License	\$18.80/mo
5900-AP1	D09EDZX	Overage	IBM Turbonomic Application Resource Management per Managed Virtual Server Overage	\$22.60
5900-AP1	D09EEZX	SLA	IBM Turbonomic Application Resource Management SVC Level Agreement	\$00.00

Minimum Quantity Range	Maximum Discount
000 – 199	Return / Reject Quote
200 – 499	30%
500– 999	40% - Requires approval of WW Sales Leader
1000 +	50% - Requires approval of WW Sales Leader

**Discount includes Channel margin

IBM Turbonomic ARM Hosting (SaaS) Instance

PID	Part Number	License	Product Description	Price
5900-B74	D0HE7ZX	Subscription	IBM Turbonomic Application Resource Management Hosting per Instance License (12 months)	\$50,040/year
5900-B74	D0HE8ZX	SLA	IBM Turbonomic Application Resource Management Hosting per Instance License (12 months)	\$00.00/year

- These parts can only be sold to existing Turbonomic On-Prem customers who want to move to Turbonomic SaaS.
- Existing customers can buy 1 and only 1 instance.

IBM Turbonomic ARM On Prem Managed Virtual Server (MVS)

PID	Part Number	License	Product Description	Price
5737-N29	D28FALL	Subscription	IBM Turbonomic Application Resource Management On Prem per Managed Virtual Server Subscription License	\$19.95/mo
5737-N29	D28F7LL	Perpetual	IBM Turbonomic Application Resource Management On Prem per Managed Virtual Server License + Software Subscription & Support 12 MO (Restricted)	\$1,270.00/yr
5737-N29	D28F8LL	Reinstatement	IBM Turbonomic Application Resource Management On Prem per Managed Virtual Server Software Subscription & Support Reinstatement 12 MO	\$763.00/year
5737-N29	E0R28LL	Renewal	IBM Turbonomic Application Resource Management On Prem per Managed Virtual Server Annual Software Subscription & Support Renewal	\$254.00/year
5737-N29	D28F9LL	Monthly	IBM Turbonomic Application Resource Management On Prem per Managed Virtual Server Monthly License	\$53.70/mo

IBM Turbonomic ARM for Linux on Z (MVS)

PID	Part Number	License	Product Description	Price
5737-N29	D0A65ZX	Subscription	IBM Turbonomic Application Resource Management for Linux on Z per Managed Virtual Server Subscription License	\$19.95/mo
5737-N29	D0A63ZX	Perpetual	IBM Turbonomic Application Resource Management for Linux on Z per Managed Virtual Server License + Software Subscription & Support 12 MO (Restricted)	\$1,270.00/yr
5737-N29	D0A66ZX	Reinstatement	IBM Turbonomic Application Resource Management for Linux on Z per Managed Virtual Server Software Subscription & Support Reinstatement 12 MO	\$763.00/year
5737-N29	E0A62ZX	Renewal	IBM Turbonomic Application Resource Management for Linux on Z per Managed Virtual Server Annual Software Subscription & Support Renewal	\$254.00/year
5737-N29	D0A64ZX	Monthly	IBM Turbonomic Application Resource Management for Linux on Z per Managed Virtual Server Monthly License	\$53.70/mo

* These parts only supports “Managed To” use case for Linux on Z systems. The product is the same On Prem code and must be installed on a distributed system. Afterwards, it can be configured to manage containerized workloads that are running in OpenShift for Linux on Z.

Engaging the
Turbonomic team

How to request deal assistance from Turbonomic



1

Upon identifying an IBM Turbonomic ARM opportunity, create the opportunity in IBM Sales Cloud (ISC).

2

Email the correct region:

- TurbonomicAmericas-DealAssist@IBM.com
- TurbonomicEMEA-DealAssist@IBM.com
- TurbonomicAPAC-DealAssist@IBM.com
- TurbonomicJapan-DealAssist@IBM.com

Include the following Information:

- Company name
- Contact's name and email
- Pain point
- Industry
- Segment (S1 or S2)
- Product interest - ARM
- Your email
- Your ISC #
- Turbonomic seller's name (If known)
- Deal assistance required

3

The Turbonomic SMEs will review and confirm they are able to provide the assistance requested and contact you to initiate collaboration.

4

Jointly pursue the deal with your Turbonomic SME colleagues.

Complete you quote in SQO and finalize contract negotiations to close the deal on IBM paper.

5

When your deal is closed/won, your compensation will flow through IBM's BAU processes.

Key IBM Geo Sales Contacts

Worldwide:

Karmen Leung

kkleung@us.ibm.com

Americas

Tushar Bajaj

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EMEA

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Japan

Masa Kawano

Masa.Kawano@ibm.com

Links to Key Assets

[Turbonomic Seismic Sales Kit](#)

[Instana+Turbonomic Demo Video](#)

