



Research Report

The ASG Mainframe Rationalization Program

Executive Summary

ASG Technologies is one of only three “one stop” suppliers, (ASG, IBM, CA) to provide complete suites of mainframe infrastructure management tools (basically the “must-have” tooling for every mainframe shop). ASG also competes with other mainframe Systems Management vendors, (Compuware, BMC Software), but ASG’s portfolio has a much broader scope of offerings.

Clabby Analytics recently learned that ASG has structured a *unique mainframe software rationalization program* that allows information technology (IT) executives to significantly reduce their mainframe infrastructure software costs by examining current infrastructure product costs and replacing existing software with ASG equivalent software at a greatly discounted rate.

The ASG Software Rationalization Program

Imagine cutting your mainframe infrastructure tooling costs by x% (you choose the percentage). This is what ASG Technologies does via its “Software Rationalization Program”. It invites the IT executives into a discussion that, if successful, will reduce mainframe infrastructure cost by x%. In short, a prospective ASG customer is asked to:

- 1) Pick a % reduction needed to get a discussion going;
- 2) Pick a target discipline (Performance, Applications, Operations);
- 3) Pick a target domain (DB2, CICS, MQ) to compare; and finally
- 4) Privately, fill in the cost of doing business as usual with an incumbent supplier.

Repeat as necessary using a different %/discipline/domain to get license savings where they need to be to make a migration project worth pursuing.

Information technology (IT) executives looking to very significantly reduce their mainframe management software costs should use this [calculator](#) to see the amount of money that can be saved!

In this *Research Report*, *Clabby Analytics* takes a closer look at ASG’s mainframe rationalization program, its ROI calculators, and we discuss synergies (such as cross product integration) that can be found within the ASG mainframe rationalization software environment.

Introduction

The IBM mainframe is the best system architecture on the planet for processing large volumes of transactions and for performing real-time analytics on those transactions. Its design includes almost two-hundred input/output processors that offload the CPU from having to perform much of the communications processing associated with high-volumes of transactions. And it offers specialized cryptographic hardware and software that speed security processing while, again, offloading from the CPU a lot of additional processing overhead.

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One way to maximize the return-on-investment (ROI) of this architecture is to use it to full capacity. Mainframes are capable of operating at 100% of capacity for long sustained periods of time. Wasted cycles waste money. Another way to maximize ROI is to *rationalize and consolidate* the mainframe software portfolio.

Software rationalization involves evaluating a current software portfolio – looking for opportunities to consolidate software around the offerings of a single, or fewer vendors. Software rationalization calls for enterprise IT executives to examine the functions that are performed within a given mainframe environment – and then examine the software portfolios of their mainframe software suppliers. **When one vendor can provide most of the required functions, IT executives should align their software portfolios around that vendor in order to lower software license and maintenance costs.**

The ASG Technologies: The Big Picture

ASG Technologies builds cloud, content management and system management software products. Product offerings include COBOL program language editors and dump analyzers, JCL checkers, Job Schedulers, Performance Monitors, Capacity Managers, and the like. Further, the company offers a mainframe rationalization service (designed to help IT executives understand what software is being used and how it can be replaced with operationally equivalent software); and the company provides access to do-it-yourself rationalization calculator. Finally, ASG offers several services that simplify the deployment of its products, helping enterprises save time and money during the implementation and learning phases of deployment.

Developmental Focus

ASG focuses its development in three areas:

1. **Workspaces** – ASG’s Dynamic Hybrid Workspaces addresses the needs of the next generation of end user computing, enabling service providers and enterprises to deliver a customizable, secure and mobile user experience to any device on any virtualization platform at cost factors multiples less than competitors.
2. **Enterprise Data Intelligence and Content Management** – The ASG Data Intelligence solution simplifies the problem of clearly seeing how data moves and changes through complex networks of applications. Mobius, and other ASG-related enterprise content management solutions, enable organizations to capture, index and store any digital collateral from any application on any platform.
3. **IT Operations Management** – ASG’s infrastructure management offerings focus on mainframe application management, performance, optimization and enterprise workload management, and enablement.

The ASG Mainframe Software Portfolio

ASG Software Solutions has an extensive mainframe software portfolio grouped into three product lines: application, performance and operations management . A closer look at this portfolio shows the following products and services:

- **ASG Application Management** – ASG Application Management solutions help enterprises assess, plan and build efficient Application Lifecycle Management processes. Tools in this portfolio can help reduce time, effort and cost associated with legacy systems maintenance, extension and redevelopment by providing quick and concise information about applications and programs in multiple levels of detail to facilitate better understanding.

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Key software offerings include ASG’s ESW Application Discovery and Understanding Suite; ASG-SmartTeam application problem Determination and Debug Suite; AND ASG-IDMS utility suite. Service offerings include ASG-SmartTeam Services; preconfigured ASG-SmartTeam installation packages.

- **ASG Performance Management** – Products in this portfolio focus on system and application availability and problem identification. Providing early warning systems, fast mean time to resolution, asset utilization and optimized installation and maintenance to reduce wasted system resources and workforce efficiencies. Key offerings in this portfolio include ASG-TMON, ASG-PERFMAN, and ASG-TriTune. Your IT systems will benefit from a highly integrated set of performance monitors which ensures that your operating systems, transaction servers, middleware, databases, and network components operate efficiently and effectively.
- **ASG Operations Management** – ASG workload management offerings provide a single platform to manage enterprise payloads; provide an integrated set of products that can manage all key functions within an operational domain; provide an extensive workbench to help eliminate errors, automate processes and simplify tasks; provide easy-to use workload planning and analysis tools that feature drag and drop user interfaces. Key offerings in this portfolio include ASG-Z-Team Product Suite (simplifies multi-platform workload scheduling); ASG-Zeke (for enterprise-wide systems management and job/process management for z/OS and z/VSE mainframe operation environments; and ASG-Zena (which allows cross-platform scheduling and workload automation). Featured services associated with this portfolio include ASG-Z-SUITE services –services that help clients maximize their investment in ASG enterprise workload management offerings. ASG also offers preconfigured JCL enablement installation services as part of this portfolio – as well as JCL Tools training and quick start implementation services

The ASG Rationalization Calculator

To help mainframe executive calculate potential saving using ASG solutions, ASG has designed a [calculator](#) that allows IT managers to pick specific solutions with application, performance and operations categories and then calculate potential savings. The way that this calculator works is an IT manager chooses a percentage discount and discipline (in Figure 1, a 35% discount was selected and the “Operations” discipline has been chosen).

Figure 1 – The ASG Rationalization Calculator



Source: ASG Software Solutions – July, 2016

The ASG Mainframe Rationalization Program

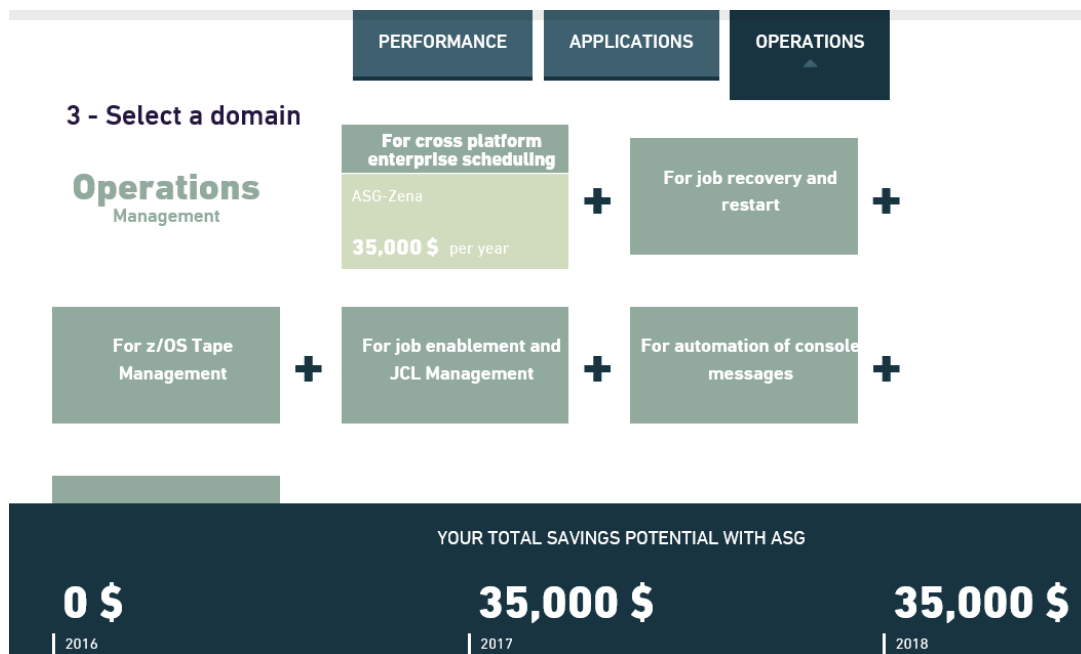
The manager then chooses a domain or functional area (in this case – for cross platform enterprise scheduling). After choosing this domain, the manager is then taken to a screen that records the current cost for that function (illustrated in Figure 2).

Figure 2 – The Current Function Cost for a Software License

Source: ASG Software Solutions – July, 2016

A drop down menu allows the current product in use to be chosen. Then the cost for that product is input, as well as other relevant information – and the calculator **plugs in the ASG equivalent product and reduces the current cost** by the desired cost reduction % entered by the user so they can see their proposed saving. (see Figure 3). In Figure 2 we priced a given vendor’s cross platform enterprise scheduling product at \$100,000 due to expire in Q4 2016– and the calculator replaced the vendor’s product with ASG’s Zena offering – which, when deployed in Q1, 2017 could deliver \$35,000 in savings in 2017 and \$35,000 in savings in 2018. In short, the calculator reduces the current cost by the desired cost reduction % entered by the user so they can see their proposed savings.

Figure 3 – The Replacement ASG Product and Associated Cost



Source: ASG Software Solutions – July, 2016

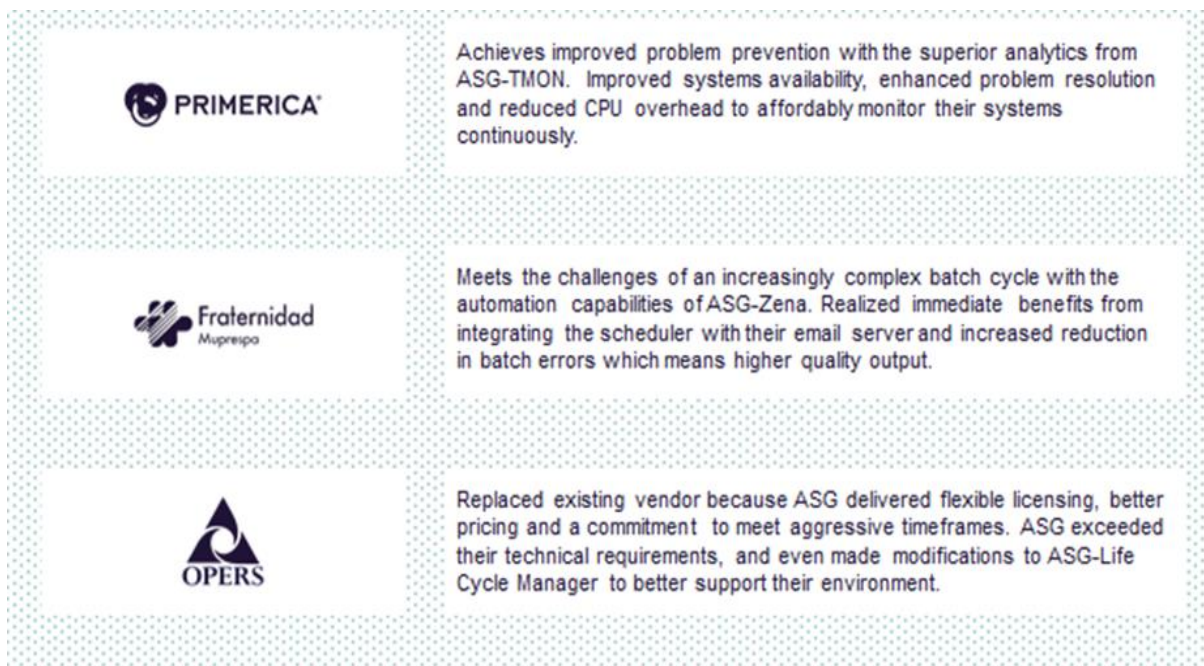
The ASG Mainframe Rationalization Program

If this [calculator](#) succeeds in enticing IT managers to evaluate ASG's Rationalization Program further, managers are able to schedule a meeting with ASG representatives (so ASG representatives can take a deeper look at the customer's functional requirements). ASG personnel then review the customer's software portfolio and match it with ASG's portfolio; schedule further discussions and demos; and then perform a technical validation and create a Project Implementation Plan.

ASG Software Rationalization Customers

ASG has helped several mainframe users reduce mainframe infrastructure costs by replacing incumbent suppliers' software with ASG equivalent software – at a greatly reduced cost. Some of ASG's software rationalization customers include Primerica, Fraternidad and OPERS (the improvements obtained by switching to ASG software products are described in Figure 4).

Figure 4 – Improvements Obtained Using ASG Software Products



Source: ASG – July, 2016

Summary Observations

The way ASG sees it, the company's Software Rationalization Program "delivers industry-proven products at an exceptional price". Based upon our discussions with ASG customers – and based upon using the ASG rationalization calculator, *Clabby Analytics* is inclined to strongly agree.

As illustrated in the [calculator](#) section, major savings are possible by switching from the mainframe software products of various other vendors to a more ASG-oriented portfolio. But other benefits can also be realized such as having fewer vendors to interface with from a support perspective; performance improvements (such as immediate reduction in run rates); and the elimination of redundancies and duplication of software.

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How easy is it to do business with ASG? In one case, ASG allowed its software to be deployed and used at no cost until the predecessor's software license expires. By combining flexible business terms with fewer vendor relationships to manage, customers are reaping huge benefits through the use of ASG's Software Rationalization Program.

Mainframe users that have software products that overlap with those offered by ASG should look closely at ASG's Software Rationalization Program. When evaluating replacing software, make sure that the features and functions that are found in the pre-existing software can also be found in the ASG offerings. And also, look closely for new features that may not be available in the current software environment. These features may help tip the scale toward a more ASG-heavy software portfolio.

From our perspective, rationalizing a mainframe software portfolio makes strong financial sense. Enterprise executives who have software products in their mainframe software portfolio that can be replaced by functionally equivalent software from ASG would be well served to look into the savings potential of ASG's Software Rationalization Program.

Clabby Analytics
<http://www.clabbyanalytics.com>
Telephone: 001 (207) 846-6662

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