Selling EPV for z/OS

Most important EPV advantages:

- Fully automated process (no user intervention required)
- Self tuned (user parameterization possible but not required; a set of default parameters fitting most sites for thresholds, exceptions, etc. are provided)
- Self explained (all reports and parameters are fully documented)
- Easily navigable (using a top down approach you can drill-down following a pre-defined intuitive path)
- Minimum management efforts
- Always up to date supporting any new technology appearing in z/OS very quickly
- Built-in reporting addressing many different needs :
    - IT Manager (summary of hardware usage and software costs)
    - Operation manager (configuration changes, exceptions, batch abends, etc ..)
    - Infrastructure manager (hardware usage, software costs, system and applications performance, etc.)
    - Capacity Planning team (daily, weekly and monthly trends, WLC reporting)
    - Performance analyst teams (z/OS, CICS, DB2, IMS, Storage detailed reporting)
    - Development team (test and production reporting)
- No client is needed; only a standard browser is required
- Reports provide maximum portability and can be used on any platform
- Reports can be easily saved and consulted even after months or years
- Reports guarantee fixed content in time
- Information provided in reports are immediately usable (print, cut and paste, export to MS Excel)
- The Data Base layout is public, and can be used for User's queries with any available tool on the market
- Due to our price policy customers will not have to pay upgrades when they increase their power

The following table will suggest the right approach to prospects depending on the tool they currently use, their degree of satisfaction and normally perceived issues. Possible advantages in addition to the ones mentioned above are identified.

Current	Analysis	#	Option	Additional Advantages
SAS/MXG	Technicians normally happy; our first approach has to avoid to scare them so we have to start with Option 1. The only issue can be the SAS cost. We can address that with Option 2.	1	SAS/MXG/EPV	
		2	zParser/EPV for z/OS	Save resources used to process SMF on z/OS Save SAS license cost (if they use SAS only for that)
SAS/ITRM	Technicians may be happy; our first approach has to avoid to scare them so we have to start with Option 1. Smart technicians understand ITRM issues (overhead, redundancy, delay in supporting new metrics). We can address	1	SAS/ITRM/EPV	
		2	SAS/MXG/EPV	Save resources used by ITRM on z/OS Save ITRM license cost (but it could be difficult to understand if in a bundle)
		3	zParser/EPV for z/OS	Save resources used to process SMF on z/OS

	that with Option 2. If the main issue is the SAS cost, we can address that with Option 3.			Save ITRM license cost (but it could be difficult to understand if in a bundle) Save SAS license costs (if they use SAS only for that)
CA MICS	Technicians may be happy; our first approach has to avoid to scare them so we have to start with Option 1. It will preserve their SAS skills but will eliminate the CA MICS cost which is normally an issue. If the main issue is the SAS cost, we can address that with Option 2.	1	SAS/MXG/EPV	Save CA MICS license cost Save people time needed to manage CA MICS
		2	zParser/EPV for z/OS	Save resources used to process SMF on z/OS Save CA MICS license cost Save SAS license costs (if they use SAS only for that)
IBM TDS	Technicians normally unhappy; they see TDS issues (processing overhead and time to dedicate to manage it). If they are happy with TDS it will be very difficult to convince them.	1	zParser/EPV for z/OS	Save resources used by TDS on z/OS Save people time needed to manage TDS Save TDS license cost (but it could be difficult to understand if in a bundle)
BMC Visualizer	Technicians normally unhappy about lack of support. General feeling is that BMC doesn't invest in this product. License cost can be an issue. If they are happy with Visualizer it will be very difficult to convince them.	1	zParser/EPV for z/OS	Save BMC Visualizer license cost
Home made	Perceived issues: • based on some internal "guru" knowledge; • continuous maintenance and development efforts to align to technological evolution are required; • internal "guru" availability is normally a company bottleneck • what will happen when the "guru" will retire ?	1	zParser/EPV for z/OS	Save a lot of time people have to dedicate to manage and update their tool Eliminate a company bottleneck
IBM RMF	They miss a lot of information about address spaces, subsystems activity (CICS, IMS, DB2, Websphere), trends, etc	1	zParser/EPV for z/OS	
nothing	They drive blinded	1	zParser/EPV for z/OS	