

# TARIM

WORLD LEADING ORACLE LICENSING EXPERT



**A 30 Minute Free Consultation Might Save You Millions!**

[tarimconsulting.com](http://tarimconsulting.com)

## Service Offerings

### ■ Oracle Health Check

How “healthy” is your Oracle estate? Is everything in order and are you fully in compliance? What potential risks may be present? Are you going through an Oracle audit? Tarim will perform a Health Check to enable Oracle customers to proactively control their Oracle assets and in the event of an audit, represent customers during the audit to minimize potential costs and unknown risks.

During the Oracle Health Check or audit representation programs, Tarim adopts the most efficient license review process to examine a customer’s existing Oracle footprint. By ensuring 100% compliance with Oracle’s license policies, business practices and contractual obligations, the customer relationship with Oracle will not only be preserved, but also enhanced.

### ■ Oracle Cost Optimization

What potential Oracle costs might you be able to save? Can you drop support for unused licenses? How can you navigate through complicated Oracle licensing policies and restrictions?

Tarim can provide comprehensive insights into a customer’s deployed Oracle assets to:

- Reduce inefficiency, duplication, and redundancy of software usage.
- Redeploy Oracle licenses in the most cost effective manner.
- Align licensing requirements to meet actual business needs.
- Develop cost transparency over the entire investment.
- Realize substantial cost savings on Oracle licenses and support.

### ■ Oracle Future Strategy

Tarim works hand in hand with current Oracle customers to provide comprehensive and cost-effective future strategies for Oracle Software Asset Management (SAM) targeting an effective procurement strategy. By doing so, customers reduce their Oracle costs, mitigate their Oracle risks, and enhance their Oracle relationship.

By focusing on these areas, Tarim can help customers achieve each of these goals by:

- Providing the most accurate deployment data at the customer’s fingertips as a baseline for future license management.
- Bridging the gaps between procurement, deployment, and usage.
- Providing best practices and process recommendations.
- Enabling self-management by educating customers about Oracle license policies, strategies, and business practices.
- Conducting periodic re-evaluations.

### ■ Oracle ULA Optimization

Are you getting the most out of your expensive Oracle Unlimited License Agreement (“ULA”)?

Would entering into a ULA make sense? What are the associated risks after your ULA ends?

Deciding to enter into a ULA is a serious decision that can have licensing and cost implications beyond its term. The ULA Optimization service is designed to assist Oracle ULA customers with optimizing their ULAs from inception to the end of term. For prospective and current ULA customers, Tarim can provide a quantified cost analysis to:

- Evaluate a ULA proposal.
- Help manage an existing ULA.
- Certify an Oracle ULA prior to its expiration.

### ■ Oracle Contract Negotiation

In the process of negotiating a new Oracle agreement or renewing an existing one? Tarim can partner with Oracle customers to enable them to take control of their contract negotiations, obtain the best pricing, secure the best possible terms and conditions, and reinforce their Oracle relationship.

Tarim can help Oracle customers by:

- Reviewing, analyzing, and benchmarking new agreements and proposals.
- Assisting in directly or indirectly renegotiating existing agreements.
- Assisting in directly or indirectly negotiating new license purchases.

By helping the customer understand all possible options, Tarim can help ensure that the most favorable terms and conditions are achieved, the costs of licenses and support are optimized, potential future pitfalls are avoided, and the most return from the Oracle investment is obtained.

### ■ Oracle License Education

A lack of understanding can result in customer frustration and unnecessary costs in dealing with Oracle. This is understandable. Although there is much information about Oracle’s policies and practices that is publicly available, the nuances, practice, and ability to successfully manage the Oracle relationship largely come through real world experience. It is also difficult for those who have never worked at Oracle to gain a sense of how Oracle functions.

To address this lack of understanding, the Oracle Licensing and Strategy Clinic delivers a better awareness and understanding of Oracle by empowering, educating, and enabling students to:

- Reduce their Oracle costs.
- Mitigate their Oracle risks.
- Enhance the relationship with Oracle.

Intended for students of all levels of experience in Oracle, the clinic delivers practical information with an insider’s perspective that covers the areas of Oracle licensing, business practices, policies, and strategy.

The clinic is taught by Max Ablimit, a former member of Oracle’s License Management Service (LMS) team for six years. Max has also been a speaker at the International Association of Information Technology Asset Managers (IAITAM)’s biannual Annual Conference and Exhibition (ACE).



## Success Stories

### ■ Client 1:

#### Canadian health insurance agency

- Total size of engagement: \$200 million
- Tarim risk mitigation: \$200 million in compliance findings reduced to \$1.9M
- Tarim achieved cost avoidance: \$198.1M

The client had been issued an audit letter from Oracle, and engaged Tarim to assist in mitigating their Oracle risks. After working closely with the client to analyze their environment through Tarim's Oracle Health Check, Tarim developed a comprehensive strategy to reduce the client's risks. By implementing the strategy, and performing Tarim's Oracle Cost Optimization, Tarim was able to achieve a cost avoidance of \$198.1 million. This engagement was successful in reducing the client's compliance findings to Oracle, and ultimately facilitated a closer working relationship between the client and Oracle LMS.

### ■ Client 2:

#### Midwestern American architectural and engineering firm

- Total size of engagement: \$86 million
- Tarim achieved savings: \$17 million in list license fees; close to \$1 million in net license fees
- Realized discount from Oracle: 94% on list license fees

The client needed to benchmark a migration credit for existing licenses towards a multimillion dollar net new license purchase in fall 2014. The client also had to know if the migration and purchase were in line with fair market value. Tarim examined the migration and pricing proposals that the client had received and formulated the strategies that the client used to negotiate with Oracle. The client was able to obtain a 94% discount on list license fees, a \$17 million savings, while saving close to \$1 million in net license fees. The CTO's feedback was that Tarim "did a super job", while Oracle was able to close the sale in time for quarter end.

### ■ Client 3:

#### East Coast American Fortune 1000 consumer beverages company

- Total size of engagement: \$16 million
- Tarim achieved savings: \$1.7 million
- Realized discount from Oracle: 87% on list license fees

The client had been issued a compliance report for \$16 million in compliance findings in spring 2014. After examining the report and conducting an independent audit, Tarim discovered that the methodology used had resulted in higher license requirements. Equipped with this information, the client successfully worked with Oracle License Management Services (LMS) to reduce the compliance findings, saving over \$1.7 million in list license fees and securing a more favorable proposal. Tarim's engagement facilitated a closer working relationship between the client and Oracle LMS.

### ■ Client 4:

#### Midwestern American Fortune 1000 clothing retailer

- Total size of engagement: \$23 million net Oracle investment; \$5 million in annual support
- Tarim achieved savings: \$1 million in annual support
- Realized result from Oracle: \$1 million in purchase credit immediately applicable

The client had made several attempts over three years to reduce their annual support bill for Oracle software that was no longer used. After working closely with the client, Oracle Sales senior management, and Oracle Support in summer 2014, Tarim secured approval from Oracle headquarters to reduce the client's annual support costs by \$1 million per year and obtain a credit for the same amount that could be immediately applied towards a net new multimillion dollar license purchase. The client obtained the annual support savings and received a credit for their purchase, and the relationship with Oracle was improved and enhanced.

### ■ Client 5:

#### Midwestern American electronics manufacturing services (EMS) company

- Total size of engagement: \$1.3 million
- Tarim achieved savings: \$1.29 million
- Realized result from Oracle: Engagement closed for \$1,100

The client had received compliance findings of \$1.3 million despite the small size of their environment (three databases) in spring 2014. Tarim examined how the environment had been evaluated according to Oracle standard business practices. After working with Oracle Sales, the compliance issue was resolved for \$1,100. The client saved \$1.29 million in license and support fees and the relationship between the client and Oracle was strengthened.

### ■ Client 6:

#### Global leader in blood and plasma services and supplies

- Total size of engagement: \$1.3 million
- Tarim achieved savings: \$1.29 million
- Realized result from Oracle: Engagement closed for \$1,100

The client had received compliance findings of \$1.3 million despite the small size of their environment (three databases) in spring 2014. Tarim examined how the environment had been evaluated according to Oracle standard business practices. After working with Oracle Sales, the compliance issue was resolved for \$1,100. The client saved \$1.29 million in license and support fees and the relationship between the client and Oracle was strengthened.



## About

Oracle cost reduction, risk mitigation, and relationship enhancement with Oracle are the three main focuses of Tarim Consulting's services. Tarim's Oracle solutions are custom-tailored for each customer's unique challenges and future goals. As a result, customers will have an effective strategy that will align with their needs and achieve their Oracle goals.

Some results Tarim has achieved for customers include:

- Identified and resolved a \$60 million risk that was previously unknown to the customer.
- Dropped \$1 million in annual Oracle support costs without penalty.
- Achieved a 98% cost reduction from a single Oracle proposal.
- An average of 57% cost savings from Oracle audits represented.
- An average of 17% increase in discount level on Oracle purchases represented.

## The Tarim Approach



### Max Ablimit

#### Founder & CEO

Max is the founder of Tarim Consulting and an Oracle licensing expert based in Silicon Valley. A veteran of Oracle License Management Services (LMS) with 21 years' experience in license compliance and six years with Oracle, during his tenure with Oracle, Max received technical and commercial training in Oracle's

license policy for database, middleware and applications, including advanced expertise in Oracle business practices and go-to-market strategies. He was responsible for starting LMS activities in the Greater China region (Mainland China, Hong Kong, and Taiwan). This program has become the highest revenue contributor in the Asia Pacific region. Max has managed more than 500 Oracle license audits and contract negotiations. He is a Certified Software Asset Manager (CSAM) through the International Association of Information Technology Asset Managers (IAITAM).

Max is a permanent speaker at IAITAM's Annual Conference and Exhibition (ACE). IAITAM is the largest organization providing education, certification and thought leadership to the management of IT as a business.

Well positioned to speak about Oracle licensing and strategy, audit management, and cost reduction, areas in which Tarim is committed to delivering value to its customers, Max brings to his audiences a depth of experience and understanding that leaves them better equipped and positioned to handle their Oracle challenges.

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