

Flexera and IBM Turbonomic deliver the first AI-powered license and performance optimization solution

IT visibility is key to optimization

At a time when IT environments are changing at breakneck speed, it's impossible to optimize IT spend without having full visibility into your entire IT estate. Staying competitive in today's digital world requires enterprises to optimize their technology investments. It's important for IT leaders to understand what's running in their IT estates and the impact it will have on their business initiatives. Yet, according to *Flexera's 2021 State of IT Visibility report*, less than 25 percent of IT leaders have complete visibility into their IT estates, leaving most organizations with an incomplete view of their assets.

IT leaders face key asset management challenges

- Lack of comprehensive visibility of resources, licensing and applications across the hybrid cloud, multi-vendor IT estate
- Ensuring application performance to support business outcomes
- Manual efforts to correlate insights across platforms to control license costs and optimize resource investments
- Maintaining license compliance to avoid penalties and unbudgeted true-ups

As IT complexity grows, it causes new visibility challenges in the IT environment. Microservices, Kubernetes and hybrid cloud enable a more agile IT, but also make it difficult to get full visibility into what's going on within the IT environment. With software now accounting for 34 percent of IT budgets*, it's more important than ever for leaders to balance the unique requirements of licensing and application performance, which are always top-of-mind. But optimizing for performance without full visibility can cause problems.

Optimizing cost and performance requires complete understanding of where software is deployed to ensure compliance. For instance, what would happen if you moved a workload to a different server but that action puts you out of compliance with your software licensing? Full visibility into your IT estate is essential for getting the most from your IT resources.

Flexera partners with IBM to balance performance and license optimization

IBM Turbonomic provides AI-powered Application Resource Management (ARM) to ensure application performance and governance by dynamically resourcing applications across hybrid and multi-cloud

environments. Turbonomic places workloads based on priorities such as:

- Existing clusters with excess capacity
- Production workloads on high-performance infrastructure
- Development workloads on more cost-effective infrastructure

But licensing considerations had not been taken into account in workload placement decisions—until now.

IBM Turbonomic integration with Flexera One's [IT Asset Management](#) enables licensing policies to be factored into workload placement. For example, now you can move workloads with Microsoft SQL Server to a specific, appropriately licensed cluster to minimize costs.



Better Together

IBM Turbonomic and Flexera One IT Asset Management now share license, application and resource insights to automate the increasingly complex tasks of software license compliance and resource optimization to streamline IT asset management.



Eliminate the need to over-allocate resources to support workloads



Avoid end-of-service outages and reduce security vulnerabilities with improved version management



Reduce license costs and renegotiate services, informed by application and resource use



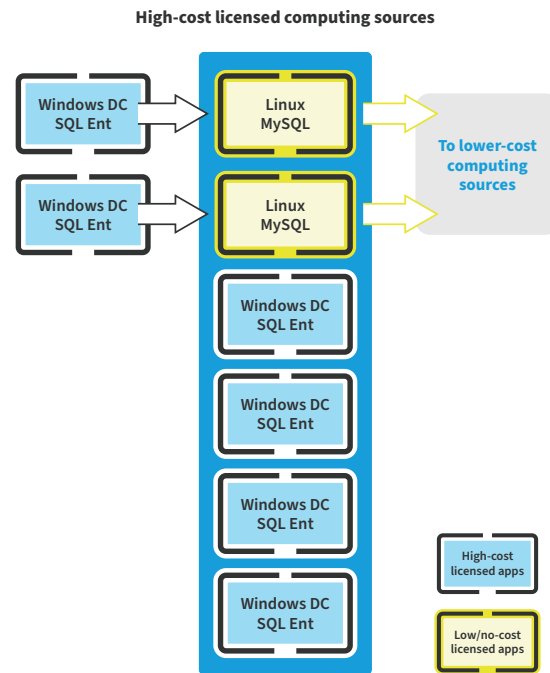
Optimize future license and infrastructure budgeting with consolidated planning

Flexera and IBM provide dynamic optimization of performance and licensing costs

By adding bi-directional integration with Turbonomic's resource grouping and licensing details from Flexera One, Turbonomic makes it possible to deliver truly elastic environments while assuring performance, compliance and cost optimization. Shared insights and integrations help organizations automate license compliance and optimize license and resource investments.

License management data from Flexera One IT Asset Management is dynamically ingested by Turbonomic to build groups and scale policies based on licensable servers. Turbonomic leverages Flexera One's license intelligence to ensure that licensed servers stay on licensed clusters for compliance. And Flexera informs Turbonomic, adding further intelligence to automated performance optimization actions.

Plus, if resource utilization increases, Turbonomic will move or scale non-licensed workloads to ensure the performance of licensed workloads. This means performance, compliance and costs are simultaneously optimized.



Windows Server example of combined performance efficiency and license compliance optimization

Automating license compliance and resource optimization with Flexera and IBM is an important step forward for enterprises wanting to get the most from their technology investments.

**Flexera 2022 State of Tech Spend Report*

NEXT STEPS

Talk with us to learn how Flexera and IBM Turbonomic can help you

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ABOUT FLEXERA

Flexera delivers SaaS-based IT management solutions that enable enterprises to accelerate digital transformation and multiply the value of their technology investments. We help organizations **inform their IT** with unparalleled visibility into complex hybrid ecosystems. And we help them **transform their IT** with tools that deliver the actionable intelligence to effectively manage, govern and optimize their hybrid IT estate.

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