

IBM Maximo Asset Management licensing is not for the faint-hearted and can puzzle even the most diligent users! BPD Zenith has been implementing Maximo solutions for over 20 years and has come to learn a few things about getting the greatest Return on Investment (ROI) for its clients.

This Guide will walk you through some useful tips for keeping costs down, remaining compliant, and getting the most from your Maximo licenses. If you have any other questions, rest assured that BPD Zenith will probably already know the answer or can find it out for you promptly.

Please note that this document is focussed on standard IBM perpetual licensing but much applies to other license models, including BPD's Maximo Software as a Service and MaxiCloud offerings.

If you are unsure about your licensing or are concerned about an IBM Compliance Audit Process, please contact BPD Zenith for more information on our licensing services.

## Maximo Asset Management

The IBM Maximo Asset Management product portfolio consists of a broad set of solutions for the Enterprise Asset Management (EAM) market including Industry Solutions and Add-On solutions to address more specialized requirements and functionality.

| Maximo Asset Management Portfolio |                           |                             |                        |                                    |
|-----------------------------------|---------------------------|-----------------------------|------------------------|------------------------------------|
| Core Solutions                    | Maximo Asset Management   | Maximo Essentials           | Maximo SaaS            |                                    |
|                                   | Maximo for Transportation | Maximo for Nuclear          | Maximo for Oil and Gas | Maximo for Aviation                |
| Industry Solutions                | Maximo for Utilities      | Maximo for Life Sciences    |                        |                                    |
|                                   | Maximo Scheduler          | Maximo Service Provider     | Maximo HSE Manager     | Maximo Archiving                   |
| Add-On Solutions                  | Maximo Calibration        | Maximo Linear Asset Manager | Maximo Spatial         | Maximo Asset Configuration Manager |
|                                   | Maximo SCADA (Schad)      | Maximo Inventory Insights   | Maximo Adapter for SAP | Maximo Adapter for Oracle          |
| Mobile Solutions                  | Maximo Anywhere           | Maximo Everywhere           | Maximo Mobile          |                                    |
| ISM Library                       | ESRI Integration          | Anywhere Mobile Apps        | BIM Integration        |                                    |

## Maximo License Types

Currently, the IBM Maximo Asset Management suite offers several levels of user licensing:

**Authorized User (often referred to as "Full" User):** Read and write access to all Maximo modules, applications and functionality. This is the most comprehensive and expensive license type.

(Typical User would be a Planner/Scheduler, Asset Manager, Master Data User or System Administrator.)

**Limited Use Authorized User:** Read and write access to 3 Maximo modules, with access to administrative modules restricted. This includes read only access to all modules. This user-based functionality is intended for those who require less widespread use of the product, and is a less expensive option. For every 3 Limited Use licenses, you must purchase at least 1 Authorized User license.<sup>1</sup>

(Typical User would be a Supervisor or Team Leader, Accounts Payable, Stores Person or Clerical Administrator.)

**Express Use Authorized User:** Restricted access to Maximo modules for the purpose of running and viewing reports, read only view of records, status updates, and updates to Work Orders that have been assigned to the user. This is intended to be more economical for users that occasionally access the system for a specific purpose but do not typically perform day-to-day functions within Maximo. For every 25 Express Use licenses you need, you must purchase at least 1 Authorized User license.

(Typical User would be a Field Technician, Team Leader, Manager or anyone else that needs to "approve" purchases or run reports.)

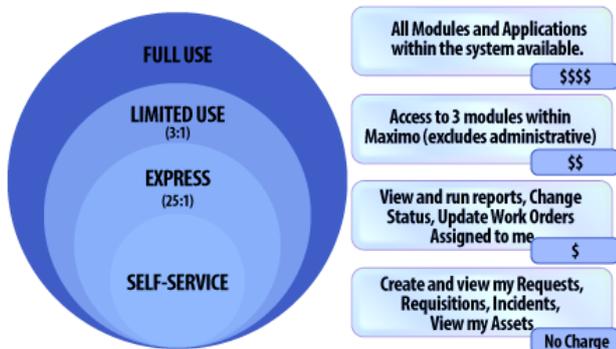
**Authorized & Express Use Concurrent User<sup>2</sup>:** For businesses that run multiple shifts and for those who need flexibility in their licensing, this license can help reduce license costs. To take advantage, an organization can convert existing named licenses or purchase new concurrent ones. A mix of concurrent and named licenses is permitted and is recommended. The ratios between authorized, limited and express users need to be maintained. IBM have provided a licensing tracking tool in Maximo 7.6.0.6 to monitor the use of all licenses and help maintain compliancy.

<sup>1</sup> From Maximo V7.5 onwards, each Limited Use Authorized User can have their own 3 modules. Before V7.5, the organization had to define 3 modules that were the same 3 for all Limited Use Users.

<sup>2</sup> New in Maximo V7.6 including Industry Solutions and Add-Ons. Concurrent licenses are available only for Authorized and Express users. Limited users will remain named users only.

**Self-Service Requestor User:** Maximo includes a Self-Service module. For users who raise Service Requests or Desktop Requisitions using this module, no chargeable Maximo user license is required<sup>3</sup>.

Each of the license types shown below inherit all the capabilities of the lower ones. For example, a Limited Use User inherits the read access to other modules from the Express license type.



By determining which license types meet your particular needs, you will ensure that you have the optimal functionality for all users and best value, while meeting IBM’s licensing rules.

BPD Zenith can help put together the best package for your business. For example, if you are a small organization, it is possible that each of your users may require full access to Maximo’s rich functionality. However, larger organizations will use a combination of license types at a price point that ensures maximum ROI.

## Maximo Industry Solutions

One of the most interesting features of Maximo Asset Management is its Industry Solutions. These solutions are a superset of standard Maximo and offer the deep functionality required to meet the unique EAM needs of key vertical markets: Aviation, Life Sciences, Nuclear, Oil and Gas, Transportation, and Utilities.

Having implemented many of these solutions, BPD Zenith has found that just because there is a solution available for your industry, it does not necessary mean it will be the most suitable product available for your business. It may be that standard Maximo does all you require.

The license types are the same as standard Maximo Asset Management (above). However, the Full and Limited Use licenses are industry specific versions of those licenses, whereas the standard Express license can be used with both Maximo Asset Management and Maximo Industry Solutions.

## Maximo Add-Ons

There are many useful Maximo Add-Ons, each with their own licensing terms. Some of the Maximo Add-Ons require that the user license ALL of their Maximo users for the Add-On (e.g. Maximo Service Provider), whereas others can be licensed for just those who use it (e.g. Health, Safety & Environment Manager). BPD Zenith can help you get this correct or point you to the appropriate IBM licensing document which explains it. In some cases, we can also persuade IBM to agree special license terms that match your requirements more closely.

In fact, you may need more than one Maximo product license depending on your industry and the work performed by each user. BPD Zenith can work with you to review how best to combine Maximo Add-On licenses in order to get the job done for your business goals and within your budget. For example, we have usually found that it is cheaper to buy Maximo Oil & Gas (which includes the HS&E Add-On) than to buy standard Maximo with the HS&E Add-On separately. Therefore, it might make sense for a large Power Station to buy Maximo Oil & Gas rather than Maximo plus HS&E!

## Maximo Mobile Solutions

IBM has 3 mobile offerings available: Maximo Mobile, Maximo Everyplace and Maximo Anywhere. Maximo Mobile is being replaced by Maximo Anywhere and is no longer being developed, so we have omitted it from this document. Please contact us if you require any advice on Maximo Mobile licensing.

Maximo Everyplace is provided free with Maximo V7.6! With Everyplace you can access Maximo wherever you have connectivity from a smartphone or supported mobile device. Each Everyplace user must have a Maximo user license: whether Full, Limited or Express. Note that the Maximo user license also dictates the modules of Maximo that the Everyplace user can use. Finally, the number of Everyplace user licenses does not have to match the total number of users in the base products. If you have an earlier version of Maximo deployed, why not ask BPD Zenith for an upgrade quotation. Once you are using V7.6 you can deploy Everyplace without any additional license cost.

Maximo Anywhere is IBM’s latest offering and gives you the flexibility to work in a connected or disconnected environment. Maximo Anywhere customers must purchase their required “bundles” of mobile applications. Users within an organization, who have a mobile only role, are required to only have a license for the bundle(s) of mobile applications which they use. Users who have a role which also demands that they access Maximo’s desktop applications must also have an applicable license corresponding to their Maximo desktop access<sup>4</sup>.

<sup>3</sup> Requisitions and Service Requests can also be raised in the Maximo Purchase and Work Order modules respectively. If implemented in this way, then the user requires a chargeable Maximo license. They are only free when using the Self-Service module.

<sup>4</sup> Maximo Anywhere is built on the IBM Worklight product. Anywhere users can only use Worklight for the purposes of running the Maximo Anywhere mobile applications. Any other use of the Worklight product is prohibited.

As IBM develop new apps they will be released on the [Maximo Content Library pages](#) for client downloads. They will then be included in the next product release. This will reduce the time for new applications to be available for use. The Maximo Content Library holds lots of great content you can download to extend or configure your Maximo environment including JavaDocs, Drilldown extensions, Cognos BI Packs and more.

Maximo Everyplace customers may trade-up their licenses to Maximo Anywhere at a reduced rate from the full Maximo Anywhere product price. An applicable part number exists for this purpose. This option is available going from Maximo Everyplace to Maximo Anywhere, but not in the reverse.

BPD Zenith also works with selected third-party suppliers; whose mobile solutions provide additional or different capabilities which are more suited to some clients. Please refer to our [Partner](#) page for more information.

## Should I renew my IBM Software Subscription and Support?

Having made the decision to invest in Maximo software licenses<sup>5</sup>, you will start getting hit with annual IBM Software Subscription and Support (maintenance) fees. What are they? Why are you paying it? What else are you getting?

IBM Software Subscription and Support saves you time and money, and is one of the best ways to protect your software investment. With direct access to vital IBM Technical Support (telephone and online) as well as product upgrades, feature packs, fix packs and patches, you have a Maximo system that can make a real difference to your business day in and day out. BPD Zenith strongly recommends all clients to remain supported.

BPD Zenith's status as a Level 1 support provider means that we can not only offer bespoke Maximo support contracts but also the renewal of your IBM Software Subscription and Support. Clients who take advantage of this dual service have the convenience of their entire Maximo system support being with one provider which minimizes confusion and maximizes efficiency.

Under this support model, our consultants directly provide core product and customization support. If you encounter a critical impact on operations or system down, we will register calls with IBM on your behalf to reach an immediate solution. For Severity 1 problems, IBM provides 24 x 7 Technical Support. IBM Software Subscription and Support entitles you to telephone support for defects and for advice and guidance, during normal office hours.

Late renewal is to be avoided at all costs. It can result in paying for the reinstatement of support, which costs 67% of buying a new license. If you are unsure about when your

IBM Software Subscription and Support renewal is due, BPD Zenith can assist you. We will work on your behalf to synchronize your licenses to a single annuity date. You may also wish to take on additional support services with BPD Zenith, or avoid renewal fees all together by subscribing to our [MaxiCloud](#) service.

## Maximo Software License Compliance

Simply keeping on top of the license numbers and types is a challenge. When you add in the churn of users, the impact of Industry Solutions, Add-Ons and module restrictions, the risk of new users being allocated to the wrong license type or security group, and the changes to IBM's licensing 'Small Print', you could be experiencing a severe business headache.

This headache becomes a serious business risk if IBM performs an audit on your system and discovers a licensing shortfall. It is our experience that clients work hard to ensure that they are compliant. However, ignorance of IBM licensing is no defence, neither is the duration of the relationship nor the level of historic spend. The consequence of using more licenses than you are entitled to is a no negotiation settlement to cover both new licenses and unpaid annual licence renewal costs, typically going back 2 years.

On the flip side, you may be paying for unused licenses, or for old functionality that has since been rolled up in the core product – but the compliance audit is unlikely to inform you of this useful information.

BPD Zenith has been implementing Maximo for over 20 years and advising its clients on licensing for almost as long. As such we have developed software tools that will interrogate a Maximo system and quickly report on potential savings and shortfalls. If in any doubt, why not ask BPD Zenith to run a mock compliance audit on your Maximo system.

## The Small Print

The General Terms for IBM licensing are contained in the [IBM International Program License Agreement](#). The Terms and Conditions that apply to an individual licensed program are in the product's License Information Document (LID). Note that the LID wording can be ambiguous. BPD Zenith has worked its way through many of these ambiguities and understands how IBM interprets them.

BPD Zenith believes the information in this document to be entirely accurate and always endeavours to offer clients up to date, accurate and honest advice. Nevertheless, the legal IBM documents referred to above take precedence, so BPD Zenith provides the information here without warranty. However, we will correct any errors and omissions reported to us.

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<sup>5</sup> This section applies to standard IBM perpetual licenses only. Those who purchase using a Subscription model (Maximo SaaS or MaxiCloud) will simply continue to pay their monthly or quarterly subscription fees.

## About BPD Zenith

At BPD Zenith, we care about our profession, our people and our partnerships. We pride ourselves on doing what is right and we owe our success to this honest approach. Having worked with Maximo from its inception, the product remains at the heart of what we do today.

As IBM's worldwide No.1 Maximo Business Partner of the Year, we were singled out for our dedication to advancing Maximo solutions, our early adoption of Cloud and our outstanding global business growth. We specialize in all aspects of the Maximo product suite including Cloud, Customization, Implementation, Licensing, SaaS, Support, and Upgrades.

BPD Zenith is the only organization in the world to have attained certification as an Industry Authorized Business Partner for the Chemical and Petroleum industry. We also received the 2015 IBM Beacon Award for Outstanding Software Solution for Service Delivery and Management.

## Our Licensing Services

Not only does BPD Zenith have deep technical knowledge of the IBM products – we also understand IBM's Maximo software license model and associated Terms and Conditions in detail, and endeavour to get the best deal for our clients.

Plus, it never hurts to review the licenses you currently hold. A lot may have changed since your initial implementation, in both your business and in IBM. There may be new license types, products, or metrics available that you could be taking advantage of. We can help you run through all kinds of scenarios to get the greatest ROI on your software investment.

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