

Deloitte.



UNLOCKING BUSINESS AGILITY:
**TRANSFORMING SOFTWARE
LICENSING WITH IBM'S CLIENT VALUE
ACCELERATION PROGRAM**

In an era defined by rapid innovation and shifting market demands, organizations should ensure their technology investments are fully optimized and aligned with their strategic goals. Yet, managing complex software portfolios and realizing maximum value remains a challenge. IBM's Client Value Acceleration (CVA) program is designed to empower enterprises to achieve greater transparency, data-driven insights, and automation—optimizing software, mitigating risks, and unlocking the full potential of their IBM investments.

IBM CVA – RISING IMPORTANCE

IBM's CVA program emerges as a transformative solution—empowering organizations to confidently manage their software portfolios. Through a unified, data-driven platform, Deloitte helps clients transform software management into a strategic advantage, enabling smarter decisions and greater agility. CVA fosters collaboration among technology and business leaders, so each investment aligns with organizational goals and delivers measurable outcomes—driving enhanced investments, and innovation across the enterprise.

As software delivery models have shifted toward subscription and consumption-based offerings, managing assets and deployments has grown more complex. Traditional software asset management programs are no longer enough. Organizations need proactive strategies to drive business agility and innovation.

DELOITTE: YOUR TRUSTED IBM CVA PROVIDER

Selecting your provider is a crucial step in the IBM CVA onboarding process—a decision that shapes the success of your software estate management. Deloitte enables you to achieve much more than merely meeting IBM's contractual requirements. As a recognized leader in Software Asset Management (SAM) and IT advisory services, Deloitte delivers:

Deep IBM Experience and Tooling:

Dedicated teams with extensive experience in IBM licensing, contracts, and technology platforms—including Flexera, IBM License Metric Tool (ILMT), ServiceNow, and other leading software asset management tools.

Expanded IT Asset Management (ITAM) Capabilities:

With access to 1,200 ITAM professionals supporting clients globally across all major software publishers and platforms to drive enterprise-wide optimization and risk mitigation.

End-to-End Support:

Broad assistance from onboarding and deployment optimization to ongoing lifecycle management and risk mitigation, across every software publisher.

Unmatched Objectivity & Trust:

Objective, tailored advice designed to help you achieve your business' goals.

Innovation & Value Creation:

Advanced analytics and automation to drive efficiency, cost savings, and strategic advantage—continuously optimizing your software estate.

CASE STUDY: *DRIVING VALUE FOR OUR CLIENT*

A US insurance provider faced escalating software costs and deployment risks due to the complexity of their IT environment and contracts. As an Authorized SAM Provider of the IBM CVA program, Deloitte helped this client transform its IBM software management approach. The client:

-  Gained real-time visibility into software deployments and usage across all business units
-  Improved contract negotiation leverage through transparent entitlement ownership insights and understanding of product specific licensing terms
-  Streamlined asset management, reducing manual effort and risk exposure
-  Achieved sustainable cost avoidance, avoiding over 13% of annual publisher software spend through targeted actions such as mapping bundled components, decommissioning unutilized servers, and optimizing use of development and disaster recovery licensing
-  Identified underlying process and technology limitations, uncovering inefficiencies that impacted the management of all software publishers—not just IBM—enabling broader transformation across the software estate

This collaborative approach helped the client address immediate challenges and positioned the client for ongoing innovation and value. They are now better positioned to achieve significant cost savings through deployment and contract optimization across a wide range of software publishers.

DRIVE TRANSFORMATION: **REIMAGINE SOFTWARE OPTIMIZATION AND RENEWALS**

The future of software licensing has arrived. IBM's CVA program is the foundation for organizations seeking greater transparency, operational efficiency, and sustained value from their software investments.

Now is the time to evaluate whether your current programs truly address the evolving needs of your organization and customers. Are you leveraging real-time insights, automation, and industry leading practices to stay ahead of deployment risks and unlock maximum value from your investment?

If not, Deloitte is here to help you reimagine your approach and drive lasting transformation. Let's work together to turn software optimization and renewals into a strategic advantage



READY TO GET STARTED?

Contact us today and discover how Deloitte can help you accelerate your transformation, drive cost savings, and turn your software portfolio into a competitive advantage.



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