



## Tailored Fit Pricing (TFP) Evaluation Service

*Learn what TFP is  
and how it compares  
and contrasts  
with other popular  
software pricing  
solutions*

*Understand  
consumption based  
pricing and how it  
fundamentally  
changes your way  
of managing  
your systems and  
software costs*

*Get our help in  
determining if TFP  
will be more or less  
expensive for you*

*Prepare for a  
successful  
transition to TFP*

The Watson & Walker international team of z/OS and software pricing experts, led by mainframe icon Cheryl Watson, provide consultancy and support to help z/OS customers deliver the optimal services at the lowest overall cost. We are independent of all hardware and software vendors, so we are able to offer objective advice, aimed at meeting your business and technical needs. We pride ourselves on having the highest integrity and consistently exceeding our customer's expectations.

Watson & Walker is an IBM Business Partner that works with IBM and other vendors for the long term health of the mainframe. The company was founded in 1986 and is best known for the *Cheryl Watson Tuning Letter* which has been published since 1991.

In addition to the quarterly *Cheryl Watson Tuning Letter*, Watson & Walker has a number of service offerings in the areas of performance and availability reviews and software cost analysis and optimization. The software cost analysis suite includes evaluation services for other pricing options as well as our SCRTPro monthly analysis service. You can view the entire list [here](#).

Nearly every software pricing solution, including Tailored Fit Pricing (TFP), has a set of customers that it will be wonderful for, but there will also be a set that are really not a good fit. To make an informed decision you should understand all the financial and non-financial benefits and drawbacks, and model the new solution using your own numbers. To help you in your evaluation this service includes:

- **Technical insight.** Total consumption measurement is a departure from the peak rolling four hours average metric we have been using for decades. We will help you understand how it works, how it fundamentally changes the way you should be managing your workloads, and how it affects the techniques you have been using so far to control software costs.
- **Financial aspects.** IBM claims Tailored Fit Pricing to be a predictable, easier to understand cloud-style, consumption-based pricing solution for customers with a commitment to growth. There are a number of additional considerations that may or may not make TFP appealing, depending on your specific configuration and future growth plans. We will help you understand what Tailored Fit Pricing solution really is and what its rules are. We will also help you understand how TFP compares and contrasts with more traditional pricing solutions.
- **Tailored analysis and reports.** Several elements, both technical and financial, should be taken into consideration when evaluating Tailored Fit Pricing. To help you determine if TFP is for you, we will perform an analysis of your current configuration and pricing options, products and growth plans to determine if this model will be more or less expensive for you compared with your current one. We will also help you understand what you can do from a technical perspective technically to prepare to move to TFP, and how to manage the negotiation with IBM, including amendments to the contract that may be needed in your configuration.

Because Tailored Fit Pricing is just one of a large number of pricing options offered by IBM, clients that purchase a TFP evaluation will get a 10% discount on a subsequent Watson & Walker [Software Pricing Workshop](#), should you decide to purchase one.