



Most IBM clients have never had a complete, independent view of what they own, deploy, and pay for. **CVA gives them one, and keeps it in check.**

IBM's Client Value Acceleration Programme gives you total visibility, continuous optimisation intelligence, and software license review exemption while enrolled across your IBM estate. Connor Consulting, one of only five globally approved CVA providers, with MEA's most senior IBM licensing team and converts that visibility into measurable value.



### DOES ANY OF THIS SOUND FAMILIAR?



**You're unsure what IBM software is actually deployed vs what you're paying for.**



**IBM has raised a compliance conversation and the clock is ticking.**



**Last renewal was negotiated on IBM's terms, not yours.**

## 5 Ways CVA + Connor Delivers Measurable Value from your IBM Investment

<p><b>01 SAVINGS</b></p> <p><b>Realise the value locked in your IBM investment</b></p>	<p>IBM entitlements grow silently through ELA renewals, acquisitions, and product sprawl. CVA surfaces the complete picture, deployment vs. entitlement, shelfware, misaligned metrics, and bundling inefficiencies. Connor converts that data into a structured optimisation roadmap aligned to your commercial priorities.</p>	<ul style="list-style-type: none"> <li>• Portfolio optimisation</li> <li>• Shelfware identification</li> <li>• Metric alignment</li> <li>• Bundling analysis</li> <li>• ELA right-sizing</li> </ul>
<p><b>02 VISIBILITY</b></p> <p><b>One view of everything you own, deploy &amp; pay for</b></p>	<p>The CVA Portal provides a single dashboard across your entire IBM estate: entitlements, deployments, contracts, lifecycle status, version currency, and consumption trends. AI-driven insights surface technical risks and expansion opportunities proactively.</p>	<ul style="list-style-type: none"> <li>• Data Insights Dashboard</li> <li>• Contract Management</li> <li>• Enterprise Software Management Module</li> <li>• AI-driven risk alerts</li> </ul>
<p><b>03 LEVERAGE</b></p> <p><b>Enter your next IBM renewal with data-backed intelligence</b></p>	<p>Walk into renewals ready to negotiate from a place of confidence with data-backed decisions. CVA gives you a validated entitlement and deployment picture. Connor builds your commercial strategy months in advance, so you negotiate from strength, not from uncertainty.</p>	<ul style="list-style-type: none"> <li>• ELA optimisation</li> <li>• Renewal scenario modelling</li> <li>• Consumption trend forecasting</li> <li>• Commercial positioning</li> </ul>
<p><b>04 PROTECT</b></p> <p><b>Active CVA participants receive software review exemption while enrolled</b></p>	<p>IBM can issue a software license review with 30 days notice. Without structured sub-capacity reporting and compliant tooling, a single true-up can cost millions at list price. Active CVA participation exempts clients from IBM software license reviews for the duration of enrolment.</p>	<ul style="list-style-type: none"> <li>• Software license review exemption</li> <li>• Sub-capacity compliance maintained</li> <li>• ILMT/Flexera governance managed</li> </ul>
<p><b>05 GOVERN</b></p> <p><b>IBM compliance: governed continuously, not scrambled reactively</b></p>	<p>IBM requires quarterly PVU/VPC reporting, annual baseline submissions, and continuous ILMT/Flexera coverage above 95%. Connor's structured 12-month cycle manages every obligation: monthly tool health checks, quarterly submissions, annual baseline, and executive reporting.</p>	<ul style="list-style-type: none"> <li>• Monthly ILMT/Flexera health</li> <li>• Quarterly PVU/VPC reporting</li> <li>• Annual ELP baseline</li> <li>• Executive compliance dashboard</li> </ul>



## OUR TEAM

**750+**

IBM reviews across  
our team's careers

**1 of 5**

globally approved  
IBM CVA providers

**50+**

years combined senior  
IBM licensing experience

**30**

dedicated SAM  
specialists across MEA

## How It Works

### 01 FREE DISCOVERY SESSION

No-cost session with Connor to assess your IBM estate and determine whether CVA is the right fit based on your product deployment and commercial priorities.

### 02 ENROL WITH IBM

If CVA is the right fit, sign the CVA Agreement with IBM. This activates your software review exemption and CVA Portal access.

### 03 SELECT YOUR PROVIDER

Receive bids from all IBM-approved CVA providers. If you wish to proceed with Connor, indicate directly to IBM, no intermediaries required.

### 04 GOVERN & OPTIMISE

Connor activates your 12-month governance cycle: monthly ILMT health, quarterly PVU/VPC submissions, and data-backed renewal strategy.

## Why Connor



### Zero IBM conflicts.

No IBM revenue. No audit mandate. KPMG and Deloitte advise IBM too. Connor sits only on your side.



### The most senior IBM and ITAM licensing bench in MEA.

Over 50 years in combined senior IBM licensing experience. Our team have collectively done over 750 IBM reviews in their careers.



### The team that pitches is the team that delivers.

No bait-and-switch staffing. Former Big Four and ex-IASP/CVA programme leads run every Connor engagement from day one to the final renewal recommendation.



Ready to unlock what your IBM investment is really worth?  
Let's start with a no-obligation conversation.  
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