



**Value-4IT**

***Value-4IT: Company Introduction***

***Maximizing The Business Value-4IT Resources Within Your Organization***

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**1) Introduction**

This document provides a high level company overview and introduction resource for Value-4IT. The majority of information contained within this document is publicly available via the [Value-4IT Web Site](#).

**2) Value-4IT Company Information**

Value-4IT are an independent software & professional services company offering diverse & in-depth business facing experience for IBM zSeries Mainframe, UNIX, Linux & Windows platforms.

Our experienced personnel provide our valued customers with a wide range of business, process & technical skills for maximizing the business value for IT resources within your organization. Therefore our philosophy is a combination of pragmatic & structured delivery via TCA, TCO & ROI methodologies, safeguarding the timely implementation of cost efficient IT solutions for business improvement initiatives.

**2.1) Value-4IT Profile**

Value-4IT are focussed on delivering cost efficient and strategic IT solutions that meet or exceed business requirements. Our customer-facing personnel all have many years experience working with leading IHV's, ISV's and Professional Services organisations, designing and integrating value-added solutions for many global Blue Chip customers.

Through a combination of innovative and evolving processes, the raison d'être of Value-4IT is to collaborate in long-term and rewarding partnerships with our customer base, becoming their trusted advisor, by consistently delivering timely and cost efficient solutions.

Value-4IT also maintain an independent viewpoint of the IT market place and are ideally placed to provide pragmatic 3<sup>rd</sup> party input into technology selection and IT portfolio review for our customer base. Of course we also are honoured to have been chosen to be the UK territory distribution channel for a modicum of best-of-breed software solutions, while we do so with a Software Asset Management (SAM) focus, using straight-forward, competitive and no-small-print caveat pricing regimes. Value-4IT are also focussed on "doing more with less", hence our product and services portfolio is structured accordingly, safeguarding short-term ROI and long-term TCO efficiencies for our customer base.

Ultimately "no one of us is as good as all of us", while Value-4IT recognise the importance of long-term, strategic, rewarding and collaborative relationships with our customer base and business partners alike.

**2.2) Value-4IT Company Background**

Value-4IT was formed in 2006 supporting many customers throughout EMEA for the software products provided, while at one time or another, Value-4IT technical personnel have worked with the majority of UK Mainframe customers.

Value-4IT customers include British Airways, Bus-Tech, Crédit Agricole, Donovan Data Systems, EMC, Fiducia, GE Capital, HDS, HMLR, HP, HSBC, IBM UK, ITT Flygt, Jaguar Land Rover, RBS, Royal London Group, UniCredit, Xerox, demonstrating a diversity of Private and Public sector companies across many industry sectors.

**2.3) Value-4IT Partners**

The Value-4IT ethos is for our customer base to maximize the business value for IT (Value-4IT) resources within their organization. We can only achieve this by continually updating our knowledge base, working closely with our business partners, while adapting and disseminating this knowledge throughout our customer base, ultimately maximizing TCA, TCO and ROI efficiencies by the deployment of strategic and cost efficient business-facing IT solutions:



Value-4IT carefully select the partners that they work with, safeguarding that their partners share the Value-4IT ethos of delivering high value, high function and cost efficient solutions. Value-4IT regularly attends IBM GSE events and conferences, both as an attendee and speaker, as part of their continuing commitment in supporting the IBM zSeries Mainframe environment.

Value-4IT also actively contributes to product development and marketing activities for each and every ISV partner that they work with, safeguarding that customer requirements are articulated and addressed, either explicitly as a specific customer request, or generically as an enhancement or change that would benefit all customers.

**2.4) Value-4IT Contact Information**

Value-4IT can be contacted by using the following contact points:

Contact Type	Contact Information
Address	7 Wright Road, Long Buckby, Northampton, NN6 7GG, United Kingdom.
Telephone	+44 (0) 845 0579386
Fax	+44 (0) 844 5042680
Email	<a href="mailto:info@value-4it.com">info@value-4it.com</a>
General Email Form	<a href="http://www.value-4it.com/info/ContactUs.html">http://www.value-4it.com/info/ContactUs.html</a>

### 3) Value-4IT Support Policy

Value-4IT provides 24\*7 Mission Critical support for their customer base. Initially the customer decides the problem Severity Level when they place the call and this will dictate the associated response time, as per the information contained within the following table:

Severity #	Severity Definition Description	Response Time Metrics
<b>Severity 1</b>	A business critical system component or application is not operational, preventing your system from Production service. Data integrity is at risk and you are willing to work on a 24*7 basis with Value-4IT Support, providing the necessary resources to help diagnose and resolve the problem.	Value-4IT will contact the customer within a maximum of 2 hours, after the customer has placed the support request by phone call.
<b>Severity 2</b>	A problem and associated product defect significantly impacts operation, but there is a mutually acceptable work-around which does not prevent system and/or application processing, which requires resolution on or before the next product maintenance release.	Value-4IT will contact the customer within a maximum of 4 hours, after the customer has placed the support request by phone call.
<b>Severity 3</b>	A problem has been identified which does not prevent your system and/or application from running, but does require a work-around to accomplish a valid business requirement. Such a requirement may be placed on Product Development roadmaps for inclusion in a future (or the next) release.	Value-4IT will respond within a maximum of 1 business day, after the customer has placed the support request by phone call or Email/Ticket.
<b>Severity 4</b>	An insignificant or low impact problem that does not prevent your system and/or application from running, which might be categorized as a usability or documentation issue. The permanent resolution may appear in a future product release of the software or associated documentation.	Value-4IT will respond within a maximum of 2 business days, after the customer has placed the support request by phone call or Email/Ticket.

Outside of product defect and technical usage of software supported by Value-4IT, for the avoidance of doubt, other sales and commercial support requests are classified below:

BAU Support Request Description	Recommended Customer Activity
<b>Software License Change:</b> Customer is modifying their CPU configuration, requiring the generation of new license keys.	Please contact Value-4IT Sales, via sales(at)value-4it.com.
<b>Maintenance Contract:</b> Customer would like to discuss their software product maintenance contract (E.g. Renewal).	Please contact Value-4IT Sales, via sales(at)value-4it.com.
<b>General Product Health-Check:</b> Customer would like to discuss general software product usage, performance, et al.	Please contact Value-4IT Support, via support(at)value-4it.com.
<b>General Feedback:</b> Customer has product ideas or would like to discuss Professional Services/Consultancy activities, et al.	Please contact Value-4IT Sales, via sales(at)value-4it.com.

Any changes to the Value-4IT Support Policy are posted at the [Value-4IT Support Portal](#) and will be effective as and when posted.

#### 4) Value-4IT Software Products

Value-4IT believe in "Fair Trade" for software usage and pricing, operating a no "Small Print or Restrictive Clause" software licensing ethos accordingly, allowing customers to derive maximum value from their software investment:

<b>Product Name</b>	<b>Solution Description</b>
<b>Vendor: Dino-Software</b>	
<a href="#">T-REX</a>	The Premier Catalog Management Solution that deploys high function to deliver 24*7 availability attributes for ICF and associated catalog structures.
<a href="#">VELOCI-RAPTOR</a>	An intelligent & intuitive performance optimization tool that automatically tunes I/O functions to improve throughput for batch and on-line processing.
<a href="#">REORGADON</a>	An Intelligent & on-line solution for reorganizing IBM's Hierarchical Storage Manager (DFSMSHsm) control data sets (CDS).
<a href="#">TERADON</a>	An advanced tool for moving BCS entries between catalogs, even when open, with exponentially faster runtimes and many more options when compared with IDCAMS.
<a href="#">SENTINEL</a>	An all-encompassing & secure real-time FTP management solution that enables companies to actively manage and monitor Enterprise-wide FTP activity.
<a href="#">XTINCT</a>	A compliant data erase tool for wiping data from z/OS originated DASD and tape to ensure the original data is unrecoverable and therefore unusable.
<a href="#">DAN</a>	A data protection management backup reporting solution, delivering a state-of-the-art, automated "health-check" solution for Legato (EMC) NetWorker environments.
<a href="#">DQL</a>	A comprehensive data analysis & reporting product for everyone, Systems Programmers, DBAs, Storage/RACF Administrators, Auditors, Application Developers, Business Analysts, et al.
<a href="#">HSM Admin</a>	A DFHSM health monitoring utility providing reports for current and historical mission critical data, as well as diagnostic auditing of problem issue for rapid proactive problem resolution.
<a href="#">UDM</a>	An Enterprise Level z/OS Storage Management GUI for intelligently managing System z storage resources & assets, including ICF Catalogs, DASD Volumes, DFSMS objects, Spool resources, et al.
<b>Vendor: PerfTechPro</b>	
<a href="#">PerfTechPro for z/OS</a>	A function rich (E.g. CPU MF – SMF 113) Capacity Planning and Performance Measurement tool specifically designed for the cost conscious and savvy 21 <sup>st</sup> Century data centre.
<b>Vendor: Technical Storage</b>	
<a href="#">EADM</a>	An automated performance analytics solution for z/OS DASD I/O subsystems, delivering timely easy-to-use information for TCO optimization and expert communications.
<b>Vendor: zIT Consulting</b>	
<a href="#">zDynaCap</a>	An LPAR Capacity Balancing software solution that maximizes software cost efficiencies via MSU optimization & reduction for z/OS WLC (I.E. AWLC, EWLC, VWLC) users.
<a href="#">zPrice Manager</a>	An MSU optimization solution with a high-level programmatic interface, delivering granular level management for z/OS WLC users (E.g. WLC Product, WLM, CPC, LPAR, LPAR Group, et al).

**5) Value-4IT Services**

The modus operandi of Value-4IT professional services is to deliver timely and pragmatic business and technical expertise to maximize the efficiencies of IT solutions for business requirements. The Value-4IT team encapsulate a diverse set of skills and expertise from customer, supplier and consultancy environments, allowing us to be the "poacher turned gamekeeper" delivering a well-rounded devil's advocate approach to client challenges.

<b>Service Name</b>	<b>Solution Description</b>
<a href="#">OAM Migration</a>	An OAM migration solution via a high function automated tool that expedites OAM object data migration in a compliant manner, from one storage media type to another (E.g. 3995 Optical → CAS Disk Array, 3590 Physical Tape → TS1120 Physical Tape, Etc.).
<a href="#">SAM Review</a>	A structured service to analyse all aspects of software usage, technical and commercial, to empower the customer to reduce software charges, via a knowledge repository that facilitates improved vendor dialog.
<a href="#">Solution Review</a>	An independent review service to assist customers in determining whether they're deploying best practices to achieve the lowest operating cost possible, for existing or planned IT applications and associated infrastructures.
<a href="#">TCO-ROI Review</a>	A service to assist a strategic consensus of opinion within the customer team, then by engaging the IT supplier community via RFI, RFP, ITN and ITT type activities, while using Balanced Scorecard and Function Comparison Matrices to evaluate suppliers' accordingly.

**6) How Can Value-4IT Help Your Business?**

The 21<sup>st</sup> Century business must do more with less and work smarter as opposed to harder. The evolving pervasive nature of data and rapidly increasing reliance on web enabled technologies, dictates that IT departments must first safeguard they deliver service to their business and users. Therefore, on occasion, perhaps the perfectly optimized solution was not chosen and subsequently implemented.

IBM zSeries Mainframe platforms deliver near zero downtime, hence the name zSeries, but being a platform with unparalleled longevity, several decades or more, the overall TCO for zSeries Mainframe infrastructures might not always be optimal for each and every zSeries customer. This observation can be further reinforced by the increased Merger & Acquisition (M&A) activity of the last 20 years or so, where duplication of resources, primarily software, is an inevitable consequence.

With experience of being both Poacher & Gamekeeper, working as an ISV and a Customer, Value-4IT delivers an independent and dispassionate resource that can assist IBM zSeries Mainframe users optimize their associated TCO, via a structured approach of review, tuning and rationalization activities. Leveraging from a modicum of very carefully selected z/OS software solutions, chosen for high-function and cost efficiency, Value-4IT can also assist customer achieve regulatory requirements, for example, Security Compliance, often while lowering the associated TCO. With a focus of perpetually delivering value in terms of process and function, with short-term ROI and long-term TCO benefits, the Value-4IT ethos is to help customers do more with less, by working smarter as opposed to harder.

Value-4IT constantly encourages zSeries Mainframe customers to empower themselves in their day-to-day jobs, while one such example is a review of how a customer might reduce their [z/OS Software Portfolio Costs](#), without significant expenditure...