Document Summary

This document is intended for the HP Software Sales force and certified partners to clarify the different components of HP Universal Configuration Management Database (UCMDB), HP Universal Discovery (UD), and HP Universal CMDB Configuration Manager (UCMDB-CM) version 10.x software, to define how to configure a quote and to answer common questions regarding licensing and configuration.

For information regarding licensing of version 9.x software, please refer to the HP UCMDB, UCMDB-CM, and DDMA Software Licensing Guide.

This document is labeled HP and Partner Restricted which means it is intended to be distributed within HP and to those having site access or access to HP's computer systems as well as certified HP partners and their employees.
# Table of Contents

Document Summary .............................................................................................................................. 1  
Table of Contents ................................................................................................................................. 2  
Product Acronyms ................................................................................................................................ 3  
Product Offering Overview .................................................................................................................... 4  
Universal Discovery (UD) Offerings ......................................................................................................... 6  
UCMDB Foundation No Charge Entitlement ............................................................................................ 7  
UCMDB Configuration Manager Offerings ............................................................................................. 8  
UCMDB Third Party Integration per Managed Data Repository (MDR) Tier .................................................. 8  
HP UD Passive Discovery Probe ............................................................................................................. 9  
HP UD for IBM Mainframe Discovery with EView/390z Discovery ............................................................. 9  
HP UD for IBM AS400 with EView/AS400 Discovery .............................................................................. 9  
Media .............................................................................................................................................. 10  
Assessing What To Sell A Customer ..................................................................................................... 10  
Quotation Examples ........................................................................................................................... 11  
Frequently Asked Questions .................................................................................................................. 13  
Appendix .......................................................................................................................................... 16  

HP and Certified HP Partner Restricted – for internal use only  2
## Product Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Expanded name</th>
<th>Comment</th>
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<tbody>
<tr>
<td>LTU</td>
<td>License to Use</td>
<td>What customers receive when they purchase a product SKU</td>
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<tr>
<td>UOM</td>
<td>Unit of Measure</td>
<td>Used to define how each product is licensed and to count the number of LTUs needed</td>
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<tr>
<td>OSI</td>
<td>Operating System Instance</td>
<td>Each implementation of the bootable program that can be installed onto a physical system or a partition, such as system Virtual Machines, virtual environments, virtual private servers, containers, guests and zones, within the physical system. A physical system can contain multiple Operating System Instances.</td>
</tr>
<tr>
<td>MDR</td>
<td>Managed Data Repository</td>
<td>A repository of data that can be a third party product or custom built and provides data about managed resources (for example, computer systems, application software, and buildings), process artifacts (for example, incident records and request for change forms), and the relationships between them.</td>
</tr>
<tr>
<td>UCMDB</td>
<td>HP Universal Configuration Management Database</td>
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<tr>
<td>UD</td>
<td>HP Universal Discovery</td>
<td></td>
</tr>
<tr>
<td>UDI</td>
<td>HP Universal Discovery Inventory</td>
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<tr>
<td>UDA</td>
<td>Universal Discovery Agent</td>
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<tr>
<td>UCMDB-CM</td>
<td>HP Universal CMDB Configuration Manager</td>
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<tr>
<td>RUM</td>
<td>Real User Monitor</td>
<td>Passive (Real Time ) Discovery</td>
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<tr>
<td>DDMA</td>
<td>HP Discovery and Dependency Mapping Advanced Edition software</td>
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<tr>
<td>DDMI</td>
<td>HP Discovery and Dependency Mapping Inventory software</td>
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Product Offering Overview for version 10.x

This guide refers to HP software products version 10.x. For information regarding licensing of version 9.x software, please refer to the HP UCMDB, UCMDB-CM, and DDMA Software Licensing Guide.

There are several offerings associated with these products.

**Universal CMDB Foundation**

The Universal CMDB provides a foundational capability for HP Universal Discovery Inventory (UDI), HP Universal Discovery full version (UD), HP Service Manager (SM), and HP Asset Manager (AM). The UCMDB contributes to the HP BSM suite as an embedded component – the Run-time Service Model (RtSM) – in HP Application Performance Manager (APM). It is also a core component of the HP Cloud Service Automation (CSA) solution.

For each one of these products and solutions, the right to use the UCMDB and to have any HP product interact or integrate with UCMDB comes at no additional charge. Out of the box, UCMDB can exchange data with other instances of UCMDB, HP Service Center/Service Manager, HP Asset Manager, HP DDM Inventory, HP NNMi, HP Storage Essentials (SE), HP Systems Insight Manager (SIM), HP Operations Orchestration (OO) and HP Server Automation (SA)\(^1\).

Customers receive specific rights based on the product that they have purchased:

- Customers that have purchased UD Inventory can install and use the UCMDB Server (as the UD repository), the Data Flow Probe infrastructure, the UCMDB Admin UI (as the UD Admin UI, excluding Impact Analysis) and the UCMDB Browser (as the UD Browser, excluding the Impact widget) without any license restriction on the number of servers, probes or users.

- Customers that have purchased UD full version, AM, or SM can install and use the UCMDB Server, the Data Flow Probe infrastructure, the UCMDB Admin UI, the UCMDB Browser, and UCMDB Configuration Manager base functionality without any license restriction on the number of servers, probes or users.

- Customers that have purchased BSM can install and use the UCMDB Server (as the Run-time Service Model), the Data Flow Probe infrastructure, the UCMDB Admin UI (as the RtSM Admin UI), and the UCMDB Browser (as the RtSM Browser) without any license restriction on the number of servers, probes or users.

- Customers that have purchased CSA can install and use the UCMDB Server (limited to 1 DEV, 1 TEST, 1 PROD, 1 HA, 1 DR), the Data Flow Probe infrastructure, the UCMDB Admin UI, and the UCMDB Browser without any license restriction on the number of probes or users.

\(^1\) The integration points for these HP products can all be configured from the Integration Studio in the UCMDB Admin UI, except for the SA and OO products.
Universal CMDB Configuration Manager

The UCMDB Configuration Manager (UCMDB-CM) provides a base configuration management capability as well as advanced configuration management capabilities. The right to use the base capability is automatically granted to customers that purchase HP Universal Discovery (UD), Service Manager (SM), or Asset Manager (AM). Like the UCMDB Foundation, this right comes at no additional charge. The advanced capabilities of UCMDB-CM come in the form of two licensable modules: Advanced Configuration Manager (starting with UCMDB-CM version 10.0) and Automation Risk Visualizer (which is available only to customers who purchased licenses for it in UCMDB-CM version 9.x).

The two chargeable modules for UCMDB-CM are licensed as follows:

- **Advanced Configuration Manager** is licensed by **Operating System Instance** (OSI). A minimum purchase of 100 OS Instances is required. Licensees who purchase Advanced Configuration Manager (available starting in UCMDB-CM 10.0) are entitled to the following advanced functionality: environment segmentation analysis, similarity policies, topology policies, and pre-defined out-of-the-box policies. To leverage this functionality, licensee should license Advanced Configuration Manager for the number of OS Instances in HP Universal CMDB.

- **Automation Risk Visualizer** (available only to customer who purchased licenses for it in UCMDB-CM version 9.x) is licensed by **Transaction**: A transaction refers to a request the user initiates in the Automation Risk Visualizer module to assess the risk of executing a HP Operations Orchestration automation flow.

Universal CMDB Third Party Integration

Customers that have received the UCMDB Foundation as part of an HP product or solution can purchase a UCMDB Third Party Integration license to integrate third-party Managed Data Repositories (MDR) to the UCMDB. The data flows covered by this license include the population of CI data\(^2\) from a third-party MDR to UCMDDB, the push of CI data from UCMDB to a third-party MDR, federation of data to the UCMDB, and any form of programmatic interaction between UCMDB and a third-party MDR that leads to physical duplication of CI data. Starting with UCMDB v10.0, this “HP UCMDB Third Party Integration” offering is based on a set number of third party Managed Data Repository (MDR) tiers

The following third-party MDRs (products) can be integrated with UCMDB out of the box: the BMC Atrium CMDB, the CA CMDB, Microsoft SMS/SCCM, Troux Technologies, Aperture Vista, ServiceNow, EMC Control Center and Software AG [IDS Scheer] ARIS\(^3\). All these integrations require the UCMDB Integration Only license.

In addition, the following integration tools (Import from CSV file, Import from Database, Import from Excel, Export to XML) can be activated from the UCMDB Integration Studio\(^4\). These tools only require a UCMDB Integration Only license if the data is sourced from or aimed at a third-party MDR.

Universal CMDB Third Party Integration is available in three tiers based on the number of **Managed Data Repositories**:

- **UCMDB Third Party Integration Entry License** - Customers are entitled to integrate with up to 2 third party MDRs
- **UCMDB Third Party Integration Intermediate License** - Customers are entitled to integrate with up to 7 third party MDRs
- **UCMDB Third Party Integration Enterprise License** - Customers are entitled to integrate with up to 200 third party MDRs

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1. CI = Configuration Item
2. The integration points for these third-party products can all be configured from the Integration Studio in the UCMDB Admin UI.
3. The minimum required configuration is UCMDB 9.04 and Content Pack CP10.
Universal Discovery

Universal Discovery can be purchased with a perpetual license or with a three-month, six-month or one-year term license. The term licenses for UD offerings deliver the same functionality as the UD perpetual license but they are time bound and intended to support Data Center Transformation projects or similar initiatives. HP Universal Discovery and HP Universal Discovery Term offerings are licensed by **Operating System Instance (OSI)** whether the OS Instance is hosted on physical or virtual computing devices in the environment, including, but not limited to laptops, PCs, servers and virtual machines.

There are also SKUs for customers who currently have DDMA and DDMI and want to upgrade to UD, as well as for customers looking to migrate from DMM Standard, DDMI Standard, and DDMI Topology to Universal Discovery.

Universal Discovery is available in two versions:

**UD (Full version)** – All customers receive a full set of supported capabilities, including:
  - Discover basic network and OS in your environment, including basic virtualization mapping
  - Understand which hardware and installed software you have in your environment
  - Capture software utilization (Universal Discovery Agent required )
  - Map out your Data Center, understand the configuration and software interdependencies, including complex topologies of clusters and enterprise applications (SAP, Siebel, etc..)

**UD (Inventory version)** - All customers receive, a full set of supported capabilities, including:
  - Discover basic network and OS in your environment, including basic virtualization mapping
  - Understand which hardware and installed software you have in your environment
  - Capture software utilization (Universal Discovery Agent required )

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**Universal Discovery (UD) Offerings**

**HP Part Numbers and Names**

**Perpetual Licenses**

- TF210AAE Universal Discovery per OS Instance* (Full Version)
- TF212AAE Universal Discovery Inventory per OS Instance (sold in packs of 100 OSI)

**Term Based Licenses**

- TF229AAE Universal Discovery Inventory per OS Instance - 1 year (sold in packs of 100 OSI)
- TF226AAE Universal Discovery per OS Instance - 3 Month*
- TF227AAE Universal Discovery per OS Instance - 6 Month*
- TF228AAE Universal Discovery per OS Instance - 1 year*

**Upgrade Licenses**

- TF224AAE HP DDM Inventory Standard to Universal Discovery Inventory per OS Instance (sold in packs of 100 OSI)
- TF225AAE HP DDMI Topology to Universal Discovery (Full Version) per OS Instance*
- TF223AAE HP DDM Standard Edition to Universal Discovery per OS Instance*
- TF214AAE Universal Discovery Inventory to Universal Discovery per OS Instance* (sold in packs of 100 OSI)

**Migration Licenses**

- TF231AAE Universal Discovery Inventory Migration per OS Instance (sold in packs of 100 OSI)

* Minimum initial purchase of 100 units
Description

Version 10.00 of HP Universal Discovery is a comprehensive solution that unifies Agent, Agentless technologies to provide end to end IT visibility through a single product deployment. HP UD contains full discovery capabilities. It allows customers to take advantage of all available discovery content. It also provides the ability to create new discovery content.

UCMDB Foundation No Charge Entitlement

HP Part Numbers and Names

<table>
<thead>
<tr>
<th>SKU Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>TF234AAE</td>
<td>HP UCMDB 10.00+ Foundation Entitlement</td>
</tr>
<tr>
<td>TF235AAE</td>
<td>HP UCMDB 10.00+ Foundation including Federation and CM Topology Entitlement</td>
</tr>
</tbody>
</table>

These SKUs are not, and should not, be quoted and there is no longer a need to include these in quotes/orders as they are automatically added to support contracts of entitled customers.

Description

HP delivers the UCMDB Foundation with UD, SM, AM, (BSM) APM, and CSA. With DDMA, SM, AM and CSA, a separate SKU (above) is required to ensure fulfillment across the value chain. With APM the capability is embedded and no separate SKU is required.

With the UCMDB Foundation license, customers can deploy and use the UCMDB Server, the Data Flow Probe infrastructure, the UCMDB Admin UI, the UCMDB Browser and the base UCMDB-CM capability at no charge. Specifically, the UCMDB Foundation License does not restrict:

- the number of UCMDB Server instances or the number of Data Flow Probes that may be deployed in a customer environment for the purpose of implementing development, test, production, HA and/or DR platforms;
- the number of users that may run the UCMDB Admin UI or the UCMDB Browser for the purpose of managing UCMDB and/or accessing the data stored in UCMDB or federated by UCMDB;
- the number of CIs (including CI relationships) that may be stored in UCMDB.

With the UCMDB Foundation license, customers can integrate HP products and solutions to UCMDB at no charge. Specifically, that includes the right to use out-of-the-box HP adapters, the Generic Database adapter, the Generic Push adapter, the UCMDB Java API and the UCMDB Web Services API. Customers can develop custom Java adapters but not custom Jython adapters – unless they have a Universal Discovery license. The UCMDB Foundation License does not restrict the number of CIs that may be replicated or federated between UCMDB and other HP products.

With the UCMDB Foundation license, customers can interface UCMDB with specialized systems like an LDAP server, an E-mail server or a Load Balancer at no charge.
UCMDB Configuration Manager Offerings

HP Part Numbers and Names

TF193AAE  HP UCMDB Configuration Manager Advanced Configuration Analysis 10K Composite Configuration Item Software E-LTU

Perpetual Licenses
TF221AAE  UCMDB Configuration Manager Advanced Configuration Manager per OS Instance*
TF194AAE  HP UCMDB Configuration Manager Automation Risk Visualizer 500 Transactions per month Software E-LTU (available only to customers who purchased licenses for it in UCMDB-CM version 9.x)

Term Based Licenses
TF230AAE  UCMDB Configuration Manager Advanced Configuration Manager per OS Instance – 1 year*

Migration Licenses
TF232AAE  UCMDB-CM Advanced Configuration Analysis to Advanced Configuration Manager (migration) per OS Instance*
TF233AAE  UCMDB-CM Advanced Configuration Analysis to Advanced Configuration Manager (compliance for migration) per OS Instance

* Minimum initial purchase of 100 units

UCMDB Third Party Integration per Managed Data Repository (MDR) Tier

HP Part Numbers and Names

Perpetual Licenses
TF215AAE  UCMDB Third Party Integration 2 MDR
TF216AAE  UCMDB Third Party Integration 7 MDR
TF217AAE  UCMDB Third Party Integration 200 MDR

Upgrade Licenses
TF218AAE  UCMDB Third Party Integration - Upgrade from 2 MDR to 7 MDR
TF219AAE  UCMDB Third Party Integration - Upgrade from 7 to 200 MDR
TF220AAE  UCMDB Third Party Integration - Upgrade from 2 MDR to 200 MDR

Description

The UCMDB Third Party Integration license gives the right to integrate third-party Managed Data Repositories (MDR) to the UCMDB. Any form of data flow between a third-party MDR and UCMDB requires that license, whether the data is being populated, pushed, or federated.
HP UD Passive Discovery Probe

Integration requires owning RUM Probe licenses. Only the BAC RUM Probe (SKU #TB131AAE) is necessary.

Amount of RUM probes needed dependent upon actual monitored traffic.

Existing RUM customers are entitled to use this integration with no additional RUM licensing costs.

Description

The HP Real User Monitor (RUM) 9.20 is being used as the passive discovery probe to complement passive discovery capabilities described above. Universal Discovery integrates to the UD passive discovery probe (aka RUM Probe) that is plugged into a data-center router/switch. The Passive Probe captures information through a SPAN (or mirror) port or a network tap to provide just in time discovery functionality. Administration and management of the passive probe integration is achieved through the Universal Discovery’s User Interface, once again reducing the need for additional UIs when performing administration tasks for all of UD’s functions and features.

HP UD for IBM Mainframe Discovery with EView/390z Discovery

HP Universal Discovery Integration for IBM mainframe environment now requires EView/390z Discovery software from EView Technology.

The HP DDM Mainframe agent “TA631AA/AAE HP DDM AE Mainframe Agent SW E-LTU” is now discontinued and is not to be sold.

For more information on the EView/390z Discovery software license, please contact Trent Gregory (tgregory@eview-tech.com +1 919.878.5199) at EView Technology or visit http://www.eview-tech.com/.

HP UD for IBM AS400 with EView/AS400 Discovery

HP Universal Discovery software for IBM AS400 environment now requires EView/AS400 Discovery software from EView Technology.

For more information on the EView/390z Discovery software license, please contact Trent Gregory (tgregory@eview-tech.com +1 919.878.5199) at EView Technology or visit http://www.eview-tech.com/.
### Assessing What To Sell A Customer

Below are 6 assessment steps to help you determine what to sell a customer.

#### Step 1: Determine the breadth and depth of data required.

If the customer is seeking dependency from the network layer through the application layer the customer will need UD. If the customer is looking to integrate third party (non HP) data with the UCMDB they received with either APM, SM or AM and they are not looking to purchase UD, then the UCMDB Third Party Integration offering is the right choice.

#### Step 2: Determine if this is a first time buy for the customer.

There is a minimum requirement of 100 LTUs for all offerings if this is the first time the customer is purchasing. This applies to both perpetual and term offerings. If this is not the first buy for the customer they may purchase in increments of 1 LTU.

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### HP Part Numbers and Names

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<th>Part Number</th>
<th>Description</th>
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<tr>
<td>TF236AAE</td>
<td>Universal Discovery, Universal CMDB, Configuration Manager 10.0 Eng SW E-Media</td>
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<tr>
<td>TF236AA</td>
<td>Universal Discovery, Universal CMDB, Configuration Manager 10.0 Eng SW Media</td>
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<tr>
<td>TF236ADE</td>
<td>Universal Discovery, Universal CMDB, Configuration Manager 10.0 German SW E-Media</td>
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<td>Universal Discovery, Universal CMDB, Configuration Manager 10.0 German SW Media</td>
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<td>Universal Discovery, Universal CMDB, Configuration Manager 10.0 Spanish SW E-Media</td>
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<td>TF236AE</td>
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<td>TF236AZ</td>
<td>Universal Discovery, Universal CMDB, Configuration Manager 10.0 Italian SW Media</td>
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Step 3: Determine whether a perpetual or term license is appropriate.

If a customer is only interested in using UD or UCMDB-CM to support a short term initiative like data center consolidation then the use of a term license might be appropriate. UD can be sold as either a 3 month, 6 month, or 1 year term license. The functionality is equivalent to what is delivered with a UD perpetual license. UCMDB-CM can be sold as a 1 year term license as well and has equivalent functionality to what is delivered with a CM perpetual license.

Step 5: Determine if the customer is upgrading from Standard Edition to full Universal Discovery

If the customer wants to upgrade from Standard Edition (no longer offered to new customers) to the full Universal Discovery, there is an upgrade SKU available. This is a true upgrade and the purchaser of this upgrade buys at a list price that gives credit for their prior purchase of DDM Standard Edition.

Step 6: Determine the size of the environment which will be licensed.

For UD or UD Term Licenses determine number of OS Instances (physical and virtual) that will be discovered and mapped to determine the quantity to order. For the UCMDB Third Party Integration Offering determine the number of Managed Data Repositories that will be integrated with UCMDB to support solutions that leverage the UCMDB for configuration item details, service context or federated data located in other IT solutions. For UCMDB-CM Advanced Configuration Manager, the number of OS Instances that will be discovered or will reside in the UCMDB will determine the quantity to order.

Quotation Examples

First Time Customer Buying UD

**Situation:** Customer has an environment of 400 desktops and 200 servers. There are 50 VMware ESX servers and each currently hosts 15 virtual machines each. Discovery of SAP system is required.

**Answer:** In this case the number of desktop instances requires 400 UD Inventory Instances to be purchased. Discovering and mapping the SAP application requires the customer to purchase UD Full Version licenses since only UD Full Version includes discovery patterns for a fine grained view of the application layer. Each of the 200 servers hosts one OS Instance. There are also an additional 750 virtual OS Instances for which the customer will need to have licenses. This results in a total of 950 (200+750) licenses for UD full version that should be purchased. To leverage UCMDB Configuration Manager – Advanced Configuration Manager and rapidly analyze their environment, the customer should also purchase 950 OSI of Advanced Configuration Manager.

**Summary:** Sell Quantity 950 of TF210AAE Universal Discovery per OS Instance* (Full Version)
Sell Quantity 400 of TF212AAE Universal Discovery Inventory per OS Instance (sold in packs of 100 OSI)
Customer Needs a 6-Month Term License

**Situation:** Customer needs to use UD for a small datacenter move that should take between 4 and 5 months to complete. There are 88 servers and none are currently using virtualization. They have never purchased UD from HP before. They are not interested in a long term commitment.

**Answer:** A 6-Month term license would be appropriate for this situation, regardless of what data they need to discover to accomplish their goals (term license only come in the form of Advanced Edition units), however they will need to buy a minimum of 100 OS Instances.

**Summary:** Sell Quantity 100 of TF227AAE Universal Discovery per OS Instance - 6 Month*

Existing DDM Standard Edition Customer Upgrading to UD

**Situation:** Customer previously purchased 1,000 LTU’s of DDM Standard Edition (no longer offered to new customers) licensed by CPU. Now the customer wants to upgrade to UD licensed by OS Instance for their current environment.

**Answer:** The pricing methodology for UD was changed from licensing by CPU to licensing by OS instance. In this case the old contract must first be converted from CPUs to OS Instances by contract admin (see appendix for more info). The conversion ratio that will be used by contract admin is .75 OS instances for each CPU that the customer currently holds an LTU for. This will result in an existing entitlement of 750 OS Instances. Once the baseline is established the existing contract can be upgraded via the appropriate upgrade SKU.

**Summary:** Sell Quantity TF223AAE HP DDM Standard Edition to Universal Discovery per OS Instance* to upgrade the existing entitlement from DDM Standard Edition to UD Advanced Edition. Note that if the customer needs to purchase additional OS Instances beyond this to cover their current environment the seller will need to add additional licenses using TF210AAE Universal Discovery per OS Instance* (Full Version).

New Customer Discovering Data and Integrating with 3rd Party Source

**Situation:** Customer needs to discover information on 220 servers. Additionally the customer wants to import information from 310 different servers via two different third-party management products.

**Answer:** This order will require the sale of UD for 220 OS instances, the sale of the UCMDB Third Party Integration offering for 2 MDRs, and the sale of 530 OS instances of UCMDB-CM Advanced Configuration Manager so they can analyze their new environment and rapidly gain and demonstrate value.

**Summary:** Sell Quantity 220, TF210AAE Universal Discovery per OS Instance* (Full Version). Sell Quantity 1, TF215AAE UCMDB Third Party Integration 2 MDR. Sell Quantity 1, EView/390z Discovery software from EView Technology. Sell Quantity 530, HP UCMDB Configuration Manager Advanced Configuration Manager, #ZZ
Frequently Asked Questions

Q: I received UCMDB with my purchase of SM. I want to integrate Microsoft SCCM for data on servers and use this with SM. Does the license I received for UCMDB when I purchased SM cover this? If not what must I do to integrate Microsoft SCCM for server data.

A: You need to purchase 1, TF215AAE (UCMDB Third Party Integration 2 MDR) for those servers you want to import from SCCM, unless you will be using UD to discover those servers and their attributes.

Q: I’m interested in deploying UCMDB Configuration Manager. What do I need to purchase?

A: Customers who are entitled to UCMDB Foundation are also entitled to the base UCMDB Configuration Manager product at no additional charge. The licensable modules of UCMDB-CM, Advanced Configuration Manager (available starting in UCMDB-CM 10.0) and Automation Risk Visualizer (only available to customers who purchased licenses for it in UCMDB-CM 9.x), may be purchased for an additional charge.

Q: I purchased 2,000 LTU of DDMA before November 2009 to cover 1000 servers. I now have 2,000 servers and wish to purchase additional licenses. What must I do?

A: You need contract admin to first convert the 2,000 existing licenses from cores to an OS Instance (since we changed the pricing model July 2010). The conversion is .75 OSI for each core based LTU which would result in a baseline of 1500 OS Instance LTUs (see migration URL in the appendix). You will need to then figure out how many more OS Instances you need to purchase to cover the environment in question.

Q: Does the new pricing represent an increase in price for the same functionality? For example, in 2009 I purchased 500 LTUs of DDMA for 250 servers at a cost of $325 per core for a grand total of $162,500. On average I have deployed three OS instances per server for these 250 servers which totals to 750 OS Instances. If I were buying new it would cost me $225,000 to discover and map the same environment?

A: There is no way to know in advance whether the new pricing will be more or less than the old pricing for any given customer. The methods of pricing are different and in some cases the new pricing will be more and in other cases it will be less. The pricing delta between old and new methodologies is dependent on the density of deployed virtual machines, density of deployed CPUs and the quantity of the buy. All three items will factor into whether the old or new pricing is more expensive.

Q: I have 100 servers and on average I have deployed two VM’s per server. How many OS Instances must I buy?

A: 300. The math is as follows: 100 x 1 OS Instances for the physical servers plus 100 x 2 OS Instances for the virtual servers.

Q: I purchased 1,000 UD LTUs based on CPUs in 2009. In doing the math I realize that if my support contract were based on the new pricing my costs would be lower. Can I convert my existing contract based on cores to a contract based on OS instances?

A: The contract is converted when the customer migrates to UD, the contract must first be converted from CPUs to OS Instances by contract admin.

Q: What happens with customers where we have an ELA?

A: The ELA governs.

Q: Can you use a mix of licenses?

A: Yes. You can combine the different offerings to cover the environment that the customer has. For example, a customer has 2,000 OS Instances and they want to have only 500 mapped using UD and 1,500 imported from 3 separate 3rd party solutions. In this case the customer would purchase 500 UD and TF216AAE UCMDB Third Party Integration 7 MDR.
Q: Has licensing for High Availability (HA) and Disaster Recovery (DR) scenarios changed? Are there any additional costs associated with development, test, QA type environments?

A: No the approach to HA, DR, QA environments has not changed. Customers do not need to hold additional licenses for redundant deployments of UCMDB to support these environments. Customers do need to hold LTUs for any OS Instances they need mapped whether part of production or non-production environments. This was also true with the prior pricing paradigm where we licensed UD by CPU.

Q: If the hosts are discovered by UD and some attributes for these hosts are federated from 3rd party data sources, do I need to buy UCMDB Third Party Integration 2MDR/7MDR/or 200 MDR LTU in addition to the UD LTUs I have already purchased?

A: Yes. Regardless if the customer buys UD, if they wish to get information about CIs from third party data sources, they need to purchase the UCMDB Third Party Integration LTU for up to 2 MDRs, up to 7 MDRs, or up to 200 MDRs. Any form of data flow between a third-party MDR and UCMDB requires that license, whether the data is being populated, pushed, or federated.

Q: I currently own DDMI Topology, how do I get the same functionality in Universal Discovery?

A: DDMI Topology is no longer available for sale. This is a network management product and HP recommends purchasing Universal Discovery (Full Version). Existing customers, who own Topology module, can upgrade to Universal Discovery (Full Version) by purchasing the following LTU - TF225AAE HP DDMI Topology to Universal Discovery (Full Version) per OS Instance*

Q: Will UD be included with Client Automation Enterprise?

A: The program allowing customers to exchange their CAE Inventory Manager licenses was terminated as of June 30, 2010. This reflects the change in the product direction. HP is committed to integrating its products, but at this time CAE and UD have unique needs and those are served by the individual products.

Q: What is the difference between UD and DDMI?

A: UD is a new product. The agent technology of Universal Discovery (UD) was formally the Discovery and Dependency Mapping Inventory (DDMI) agent and has been renamed to the Universal Discovery Agent. The UD Agent continues to support the breadth and depth of the renowned DDMI Scanner as part of the basic packaging/tooling along with extending the inventory discovery capabilities, providing users with a significant improvement in both HW recognition and (Installed) SW. So, customers simply upgrade from ED to UD.

Q. What are the components of HP/EView mainframe discovery solution?

A. Following are the components of HP/EView mainframe discovery solution :-

EView Technology Products :
EView/390z Discovery for IBM mainframe - z/OS

HP Software Products :
HP Universal Discovery (UD) that includes HP Universal Configuration Management Database (UCMDB)

Q. What is the average sales price for the solution?

A. Average sales price for the HP/EView mainframe discovery solution is $40,000 and up depending on customer environment. This includes license of $35,000 per IBM mainframe for EView/390z Discovery and $300 per Operating System Instance for HP UD. HP UD Full Version and UD Inventory comes with HP UCMDB license without any additional cost. In addition to the EView Technology product installation and customization services, there is a significant potential to provide value-add services and up-sell HP Software stack and additional services.
Q. Does HP resell EView/390z Discovery solution?

A. No, there is no HP software reseller agreement with EView Technology for selling EView/390z Discovery solution. The EView/390z Discovery solution will be sold completely by EView Technology. All the EView/390z Discovery solution sales opportunity will be referred to EView Technology via the Marketplace referral program. There is a reseller agreement in place with ES that can be used as a workaround in case we have a situation where the complete deal must go through HP.

Q. What will happen to HP DDMA Mainframe agent?

A. The EView/390z Discovery solution will replace the current “HP Universal Discovery Mainframe Agent”. We will have an obsolescence program for this HP product in 2012.

Q. Will current HP DDMA Mainframe agent customer need to migrate to EView/390z Discovery solution and purchase the new solution from EView?

A. Yes, current HP UD Mainframe agent customers need to migrate to EView/390z Discovery solution. If the customer is holding a license for the current HP UD Mainframe agent, then, the customer will get a free license to the EView/390z Discovery solution.

Q. Will HP transfer unconsumed support funds to EView Technology for a current HP UD Mainframe agent customer with existing HP support contract for the support of EView/390z Discovery product?

A. Yes, HP will transfer the remaining ‘unconsumed’ support funding across to EView Technology for the remainder of the term (pro-rata based). At the next support renewal event, the customer will enter into a new support contract with EView.

Q. Will HP Software salesforce be compensated for the sales of the EView/390z Discovery solution?

A. Yes, HP sales will get some SPIFF/commission for the sales of EView/390z Discovery solution as part of the marketplace referral program for referring customer to EView Technology.

HP sales will be compensated for associated UD licenses per operating system instance as business as usual.

Q. Can HP Operation Manager (omi) customer with EView/390z management client license add EView/390z discovery client for mainframe discovery and vice-versa?

A. Yes, If customer is an existing EView/390z Management (OM) customer, they would pay an upgrade charge to include the Discovery Functionality. In the case that a customer purchases the Discovery agent first, and then wants to upgrade to the EView OM agent, then they would pay the upgrade pricing.

So, if customer starts with the $35K EView/390z Discovery and then upgrades to add OM functionality for $55,350, the total cost is $90,350. If customer starts with the $80,850 OM agent and adds discovery for $9.5K, the total cost is $90,350.
Appendix

Migration Program

UD, CM and UCMDB were part of a pricing simplification program in FY12. Substantial changes were introduced into how these products are priced and new SKUs were introduced to support the new pricing. Those changes are reflected in this document. Customers who purchased DDMI, DDMA, UCMDB-CM Advanced Configuration Analysis, or UCMDB Integration Only offerings prior to July of 2012 and requesting to migrate to version 10.x are required to have their support contracts changed to the new product numbers and prices. Customers wishing to purchase additional licenses must first have their old support contract converted to the new product numbers in order to establish a quantity baseline from which new licenses can be sold. A migration program is in place to help contract admin accomplish this migration from old to new.

Additional License Authorizations (ALA) Modifications

http://intranet.hp.com/tsg/ww/software/HPswpricingandlicensing/Pages/product_license_rights.aspx

The ALAs are also available on Partner Central.

UD and UCMDB Sales and Presales Resources

http://hpedia.hp.com/wiki/HP_Configuration_Management_System

Pricing Contacts

- HP Software Consult – swconsult@hp.com
- US and Canada Quote Help Desk – Americas_quotehelp@hp.com
- Latin America Quote Help Desk – bto_lar_sales_ops@external.groups.hp.com
- Europe, Middle East and Africa Quote Help Desk – emealicquotehelp@hp.com
- Asia Pacific and Japan Quote Help Desk – APJ_quotehelp@hp.com