

# SOFTWARE ASSET MANAGEMENT: ENSURING TODAY'S ASSETS

Successful organizations leverage SAM to help manage software as a service and bring-your-own-device deployments.

## Executive Summary

Whether an organization needs a carrot or a stick, software asset management (SAM) just makes sense. From the carrot perspective, organizations that adopt SAM can drive out hidden inefficiencies created by over licensing applications and harboring so-called "shelfware." The possible savings to be reaped range from 5 percent to 25 percent on software lifecycle costs, according to the tech analyst firm Gartner.

And the stick? Software audits continue inching up. In some industries, Gartner has found a 5 percent growth in organizations undergoing audits by at least one vendor. Not surprisingly, audited organizations lacking good licensing controls can end up paying substantial fines.

What's more, the adoption of software as a service (SaaS) and bring-your-own-device (BYOD) programs can complicate license management. It can result in added costs, reduced productivity and increased risk. For all these reasons, and more, adopting a robust SAM solution can help IT gain visibility, compliance and control over software.

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## The Situation

Thriving modern organizations of all types have one thing in common: They manage mission-critical assets efficiently and effectively, regardless of whether those assets are employees, equipment or technology.

When it comes to managing software, the primary focus is often technical, such as applying updates to keep applications running smoothly or performing backups to keep data safe. But handling the administrative details surrounding those same software assets is equally important.

Despite an IT department's best intentions, not knowing what software it has – or whether it's in full compliance with updates and licensing agreements – can put the entire organization at risk. The consequences of such mismanagement can't be overstated: According to Robert J. Scott, managing partner at the intellectual property and technology law firm Scott & Scott, fines can run into the millions of dollars.

On the other hand, correctly managing software assets, and related license agreements, can reap significant benefits. That's why successful organizations pay attention to policies, procedures and automation as part of an overall software asset management strategy.

In a nutshell, a SAM strategy defines a framework for inventorying and managing every software asset connected to an organization's network, including licenses, warranties, patches, updates and upgrades. An effective SAM plan seeks to tightly align software product that's purchased with

software that's actually used, as well as ensure there is neither over- nor under-licensing of assets.

Although SAM practices can be manual, or even partially automated using spreadsheets, most organizations turn to today's robust and mature SAM solutions. These tools effectively manage complex software delivery models and the proliferation in applications across organizational units and mobile devices.

Additionally, SAM solutions have become increasingly beneficial as organizations move applications to cloud providers and allow users to access corporate IT resources on their own personal devices.

## The BYOD Affect

The rapid rise of BYOD adoption has resulted in the development of formal initiatives at organizations of every size and type. In fact, according to a recent survey by Citrix Systems, 94 percent of respondents plan to implement a personal-device program before the end of 2013.

Although much attention has been focused on the data protection aspects of BYOD, successful IT shops also know the importance of software licensing issues and ongoing management.

In terms of cost, it's important to provide employees with the apps they need without purchasing too many licenses. For example, a Forrester Research study recently noted that Microsoft's individual product lines handle BYOD licensing differently. Hence, the cost of BYOD support for Microsoft Office can be considerably different than for the Windows client OS – unless care is taken to get the right licensing options.

Likewise, from a compliance perspective, most assets on employee-owned devices become subject to corporate licensing rules the moment the employee connects to an organization's network. This holds true regardless if the app is a game or a productivity tool.

In other words, if an employee logs onto the network and checks e-mail with a BYOD device, the organization needs to have a license for that device's e-mail app – even if the employee holds a personal license for the software product.

Further complicating matters, organizations might hold valid software licenses for employee-owned devices, but if they haven't rolled them out yet, employees could be using apps without valid agreements in place.

Regardless of the scenario, the risks of unregulated BYOD devices and apps to the organization are considerable.

## Accommodating BYOD

The successful accommodation of BYOD requires a comprehensive approach to software management. For many organizations, the cornerstones include leveraging

### SAM Standouts

Robust software asset management solutions go beyond simple inventory and license management. Many of today's advanced SAM tools offer the following capabilities:

**Implementation alignment:** Many organizations fail to understand that a software license doesn't start at installation, rather it's from the time of purchase.

**Name normalization:** Application providers often deliver the same application with slightly different licensing names as the product evolves. A robust SaaS tool normalizes the various aliases of the same provider.

**Mobile device management (MDM):** Rather than maintaining separate solutions for SAM and MDM, suite-based solutions handle the software on mobile and BYOD devices, as well as remotely managing the hardware itself.

**Data analytics:** This capability allows creating rules to assist with further streamlining software purchases and lifecycles.

**Reports and dashboards:** The more granular the information, the better.

**Purchasing partner support:** Some solutions even begin the inventory process before applications arrive onsite.

existing best practices, such as adopting a SAM solution, as well as adding new methodologies, such as an enterprise app store (EAS).

**SAM for BYOD assets:** Functionally, SAM solutions treat a BYOD asset just like any other mobile device. As a new device and its apps come into the organization, the SAM tool logs hardware and software details into the overall device database. From there, the solution ensures the device's applications follow rules established for versioning, licenses and the like.

The primary differentiators between SAM tools are the level of automation and sophistication provided. Some solutions, for example, require manually keying information about each mobile device and its apps into the inventory database.

Other SAM solutions completely automate the discovery of new devices and apps. By continuously searching for device IP addresses, these solutions enter newly discovered devices into the inventory database and alert the IT team.

Further, these solutions automatically inventory the apps on a newly discovered device; log the apps into the app database; and check to see whether the apps adhere to versioning and licensing criteria, again alerting the IT team to any anomalies.

This automated discovery occurs regardless of whether the apps come from an in-house app store or external web sources and whether apps were free or purchased.

The most robust SAM solutions also handle virtualized environments to automatically track and manage devices and apps.

**Enterprise app stores:** According to industry experts such as Peter Sondergaard, senior vice president for research at Gartner, IT departments will need to re-imagine the way they provide applications in a BYOD world. One significant way is via enterprise app stores.

In a nutshell, an EAS is much like a public app store, except that it can contain commercial apps, custom enterprise apps or both – depending upon the needs of the organization.

With an EAS, employees can obtain the apps they need while IT departments gain control over which apps are being utilized via management solutions, including SAM tools. This enables employees to be productive without the headaches associated with a "Wild West" approach of attempting to manage every possible app employees could download, and subsequently use while connected to the corporate network.

## SAM in the Era of SaaS

For SaaS applications, the purpose of an effective SAM strategy is less about compliance than with BYOD or even traditional application access. "The number of licenses purchased regulates the access to an application," says Jesse Frye, director of product marketing for LANDesk. "Providers aren't concerned about auditing."

Many challenges surround licensing, productivity and management costs. A robust SAM solution can assist with the following key issues associated with the ever-growing appetite for SaaS.

**Enabling reclamation:** "It's common for businesses to purchase 200 licenses for a particular SaaS application, but only 50 people use it," Frye says. "You can only negotiate a more favorable contract when your organization's actual needs are known."

A SaaS-aware SAM tool can help businesses figure out a best-practices approach. Once a SaaS application is added to a SAM solution's inventory database, the SAM tool can track which users access the application, when and for how long.

**Reducing underutilization:** Because the purpose of adopting any application is to improve productivity, driving utilization is critical, Frye points out. "One organization that implemented LANDesk Management Suite discovered only 2 percent of its Microsoft Office 365 licenses were in use," he says.

"They realized they needed to provide better training and change management to improve adoption in order to achieve the original efficiency and productivity goals for the Office 365 implementation."

**Controlling SaaS sprawl:** Because any individual or department can purchase a SaaS license, many organizations are experiencing an expansion in the flavors of SaaS tools in use by their employees. Often when a user has a tech support issue with an application, they contact their organization's help desk. Soon, the cost of supporting disparate apps may add up.

By using a SAM solution, IT departments can review SaaS tools adopted across the organization, discover where application standardization makes sense and put proper controls in place. In this way, SAM reporting tools can help IT departments become proactive in minimizing SaaS application sprawl.

Once a SAM solution is installed, it's wise to review asset management processes every 12 to 24 months. This helps to ensure timely adjustments get made to keep software systems tightly aligned with organizational needs and goals.

### SAM Selection

There are many SAM solution options. Here are several that IT departments use today:

- CDW Software License Manager
- CDW Software Asset Manager
- IBM Tivoli Asset Management for IT
- LANDesk Management Suite
- McAfee Vulnerability Manager for Databases
- Microsoft Assessment and Planning (MAP) Toolkit
- Microsoft System Center
- Novell ZENworks Asset Management
- Symantec Altiris Asset Management Suite

## CDW: A SAM Partner that Gets IT

Although BYOD and SaaS create new challenges for managing software assets, CDW's trained and certified technology experts understand the intricacies of SAM and can help organizations take a comprehensive approach to addressing both the inherent issues and the opportunities of BYOD and SaaS.

CDW's team of SAM experts includes:

- **Software licensing specialists:** These specialists can assist with navigating complex licensing options and compare different programs to ensure compatibility.
- **Licensing account executives:** By attending onsite meetings and technology briefings, these specialists review the organization's current environment.
- **Presales systems engineers:** The engineers are always available to answer in-depth software, licensing and technical questions.

For software licensing and asset management support services, CDW provides assessment, planning and design; assistance with evaluating software licensing program options; contract planning and management; configuration management, to ensure that all settings and operating systems are retained; and onsite software installation and lifecycle support. Our step-by-step approach involves:

- An initial discovery session to understand goals, requirements and budget
- An assessment review of the existing IT environment and definition of project requirements
- Detailed manufacturer evaluations, recommendations, future environment design and proof of concept
- Procurement, configuration and deployment of the chosen solution
- Telephone support and ongoing product lifecycle support

**To learn more about CDW's software management solutions, contact a CDW account manager at 800.800.4239 or visit [CDW.com/sam](http://CDW.com/sam)**



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Symantec's Altiris™ Asset Management Suite improves visibility into your IT assets at every point in the lifecycle to reduce costs and fulfill compliance initiatives. The suite helps you eliminate unnecessary software and hardware costs, proactively manage vendor contracts, and align resources to ensure IT investments are optimized and aligned.

[CDW.com/symantec](http://CDW.com/symantec)



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