

Asset Management Saves 30% or More on License Costs

SAM tools not only help companies gain control over their assets, but they also help save money and ensure ongoing license compliance.

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Introduction

Software Asset Management (SAM) can drive savings of 30% or more on software licensing and administration. Companies that do not already have SAM in place must implement such a system if they hope to pursue software license optimization.

Area of Opportunity

In Info-Tech's experience, companies with no prior investment in SAM can achieve savings of 30% or more on license and administration costs by implementing a solid solution. When making the case for a SAM, consider the following benefits:

- **Maintains license compliance.** SAM tools strengthen ongoing license compliance efforts and help reduce the risk of audits, possible legal ramifications, and associated fines.
- **Makes better purchasing decisions.** Using SAM, companies can eliminate redundant purchases/upgrades based on best guesses and biased user feedback.
- **Targets areas of low usage.** Metering functionality helps companies monitor software usage and identify potential cases of over-licensing and unused software. Enterprises can reduce licensing and maintenance costs by identifying under-used software assets and redeploying or eliminating them.
- **Reduces software maintenance and support costs.** Improved controls on rogue software means the IT department will no longer have to support or troubleshoot problems caused by unsanctioned software. SAM also facilitates standardization, creating opportunities for enterprises to decrease the time spent by technicians supporting a multitude of software packages.
- **Optimizes the number and complexity of unique user images.** The approximate cost of managing a single software image is in the range of \$100,000 per year for large companies with over 2,000 users. This can easily reach tens of thousands of dollars for smaller enterprises with a few hundred users. SAM helps administrators standardize software deployment and create uniform images based on usage information. Reducing complexity and standardizing environments also helps streamline patch management, reducing downtime and associated costs.

- **Identifies and reduces shelfware.** By comparing software deployment against license ownership, companies can identify shelfware and make a business case for either deploying or upgrading to newer versions that might previously have been unused.
- **Optimizes hardware inventory.** Many SAM tools also report on hardware usage, helping managers optimize hardware requirements and improve lifecycle planning.
- **Reduces license administration costs.**

SAM helps managers reduce the time they spend on license administration due to better reporting features, executive dashboards, deployment tools, and automated rights management and policy enforcement tools.

SAM Series

This research note is the first in a series that takes an in-depth look at SAM best practices and opportunities for minimizing software licensing costs.

Future topics of discussion will include:

- Conducting an audit.
- Selecting a SAM vendor.
- Reducing license bloat.
- Managing PC images.

Recommendations

The following two initiatives, together with SAM planning, maximize the benefits of a SAM deployment:

1. **Centralize purchasing.** To help optimize purchasing, implement a centralized, enterprise-wide procurement system for software licenses and upgrades. To formalize the system, develop a written policy that helps ensure all software is purchased through these consolidated accounts. In this manner, enterprises can streamline the purchasing process, take advantage of volume discounts, and build a strong relationship with sales representatives. Global companies may have difficulty with this initiative, as most vendors are structured using regional revenue engines, thus creating barriers to global purchasing.
2. **Maximize the potential of SAM through sound IT policies.** Once an enterprise has SAM in place, it is critical to ensure that unauthorized software is not reintroduced. In order to maintain compliance on an ongoing basis, companies must also employ policies and rights management that reduce rogue IT purchases and

ensure that employees do not download unauthorized programs to their computers. Good SAM tools will help alert administrators to unlicensed software and rogue installs, and can also be configured to prevent this type of activity. [Express Metrix](#), [SofTrack](#), and [System Integrators](#) are just some of the many vendors that have offerings with this capability.

Bottom Line

SAM tools not only help companies gain control over their assets, but they also help save money and ensure ongoing license compliance.

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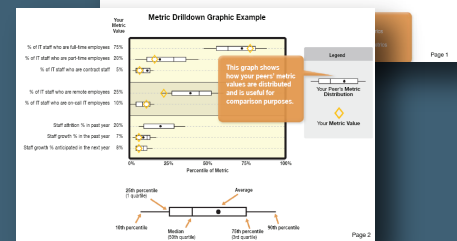
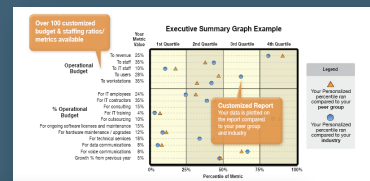
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