Software Asset Management For Large Organizations

One of the most common obstacles for software asset management in large companies is the decentralized and/or multi-national organizational structure and nature of operations. Getting a grasp on all the software used and licenses owned throughout the enterprise is no easy feat.

Few SAM providers have experience in successfully implementing tools and consulting on processes on such a grand scale. Aspera has over a decade of experience with very complex organizations and intricate software contracts.

In this white paper learn how you can benefit from global software asset management with Aspera.

Aspera.com

License Management

Aspera license management is the solution of choice for large companies. Our unique, entitlement-centric approach has been successfully implemented in projects at organizations with 10,000 desktops to global enterprises with over 300,000 desktops. In fact, 20 of Aspera's customers are on Fortune's Global 500 list and using Aspera globally.

Aspera believes large, decentralized organizations have been traditionally sold solutions more tailored to small and medium size businesses, from providers who lack the experience and knowledge to roll out license management on a global scale. There are technical and organizational challenges unique to large companies that require special training and expertise.

One of the most common obstacles for software asset management in large companies is the decentralized and/or multi-national organizational structure and nature of operations. Getting a grasp on all the software used and licenses owned throughout the enterprise is no easy feat. Few software asset management providers have experience in successfully implementing tools and consulting on processes on such a grand scale. Aspera has over a decade of experience with very complex organizations and intricate software contracts. In this white paper learn how you can benefit from global software asset management with Aspera.
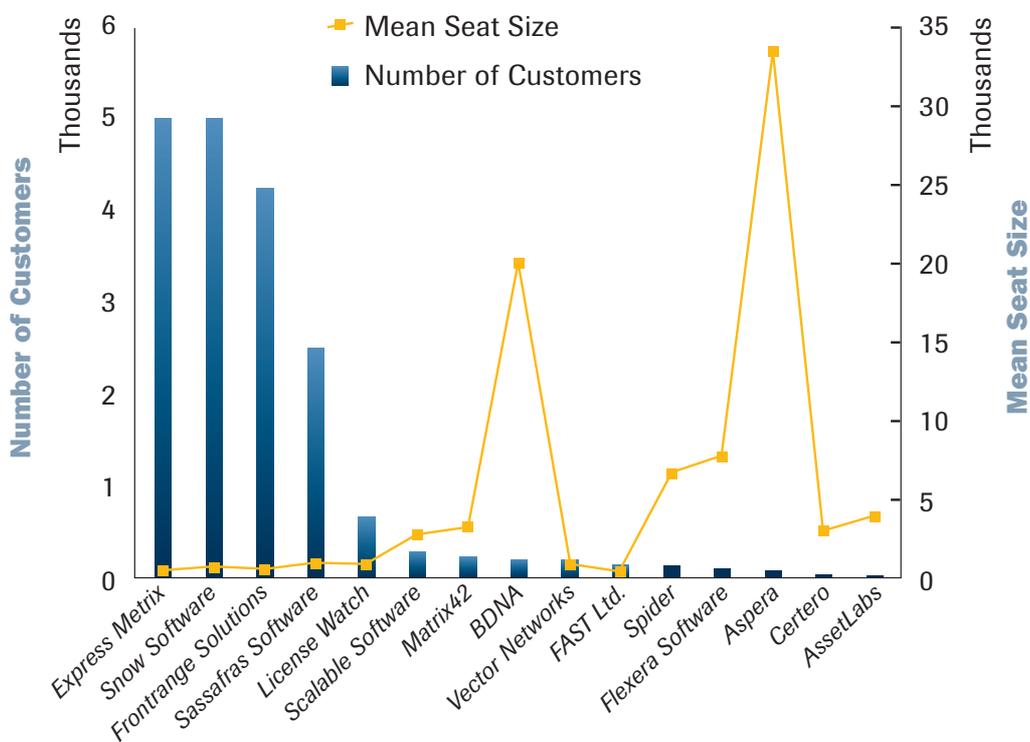
Source: Martin Thompson, the ITAM Review: Market Share Analysis for SAM Tools, from October 14, 2010.

An excerpt from the study says:

> »The graphic above provides a snapshot of the key players in the SAM [software asset management] tools market in terms of the number of customers (blue bars) and the average size of their clients (yellow dotted line)…In terms of average customer size, there are a couple of spikes from BDNA and Aspera who…tend to engage with larger customers.«

Aspera has over 120 customers. As the graph shows the average customer has approximately 33,000 desktops. Aspera's very first customer has 120,000 desktops and comes in at 71 on Fortune's list of the World's Largest Corporations. They've also been with us for 10 years now. From the very beginning Aspera worked with enterprise customers.

Often large organizations are decentralized. With so many locations around the world, cost centers usually have IT infrastructures consisting of many different products. This means the data required to manage software licenses is going to come from many different sources, posing a challenge for the license management solution provider. How many data sources does the company have experience with? How well educated are the consultants on the different interfaces?

Aspera has over a decade of experience working with many third party scanning, discovery, and CMDB tools, and other data collecting systems. One of Aspera's most complex projects is with a Global 500 company that has 86 separate data sources around the world delivering raw discovery, scanning, usage, CMDB, and procurement data to Aspera's solution. Our understanding of the customer's decentralized organizational structure helped us consolidate the various data sources to reduce overhead costs. Within the first six months we had helped the customer get full overview of more than 2,300 different licensable products mitigating significant audit risks.

In a large company keeping an overview of all purchases, payments, and assets is a difficult task. Individual cost centers or group of cost centers, depending on the organizational structure, traditionally have their own software agreements and contracts—their own procurement procedures and policies—leading to less oversight and transparency on the management level. This commonly leads to a company having 5 versions of the same software contract, without even knowing it. If these contracts were combined, the buying power of the organization would increase significantly, giving the company the power to negotiate more favorable pricing and terms and conditions.

Aspera's consultants are specifically trained to help large organizations overcome this obstacle. We understand that a license management project should not require (many) new processes, but should extensively integrate existing processes and systems. This ensures that the license management project is implemented in a way that fits the company's unique needs and becomes an embedded part of its daily operations. As a result the complexity of license management it kept to a minimum. Transparency increases and helps top decision makers identify potential for significant cost saving with little to no effort.

Global Software Requests

Euro (thousands) vs Year-Month

Legend:
- Reuse and install
- Reject
- Purchase
- Uninstall
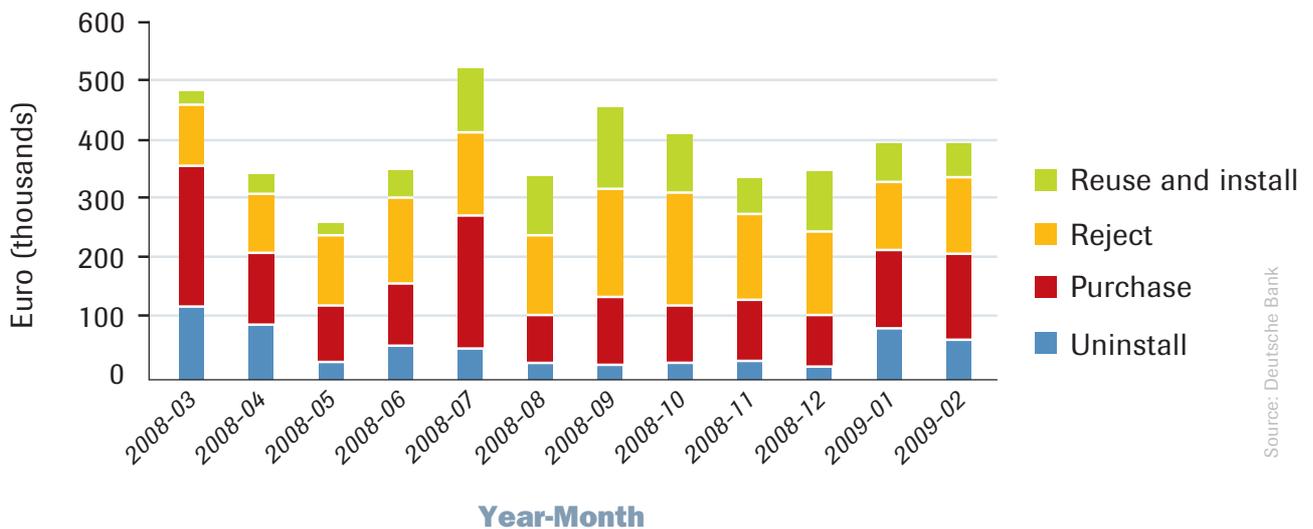
Source: Deutsche Bank

For example, one long-term Aspera customer in the banking industry has achieved a very high level of transparency for their software requests. Together with Aspera the customer generates high-level KPI reports to measure the success of its license management. The graph above is just one example of how the customer measures success. It illustrates the value of every software request in the company for 12 months. Through license management with Aspera, the customer knows exactly what licenses it owns and what the product use rights allow. With this information the customer is able to fulfill thousands of software requests with licenses

it already owns (marked green in the graph by "reuse and install"), instead of buying new ones. Aspera's solution helped the customer save 895,400 Euros in one year—complete ROI took 4 months.

Aspera's approach is distinct, because it was built from the ground up to specifically manage software rather than evolving from a physical asset management application. Unlike physical assets such as tables or laptops, software is much more intangible and fluid in nature with specific and distinct usage rights. If a solution is not specifically architected to understand these differences then it cannot adequately manage the unique entitlement based model under which software is sold and licensed. It is our opinion that most, if not all solutions available today were initially designed to support physical assets or simple device inventory collection and have been modified in an attempt to support software assets.

This fundamentally different, entitlement-centric approach allows our solution to more effectively manage software assets through an inherent understanding and support of software entitlements, contractual terms and conditions, and organizational support.
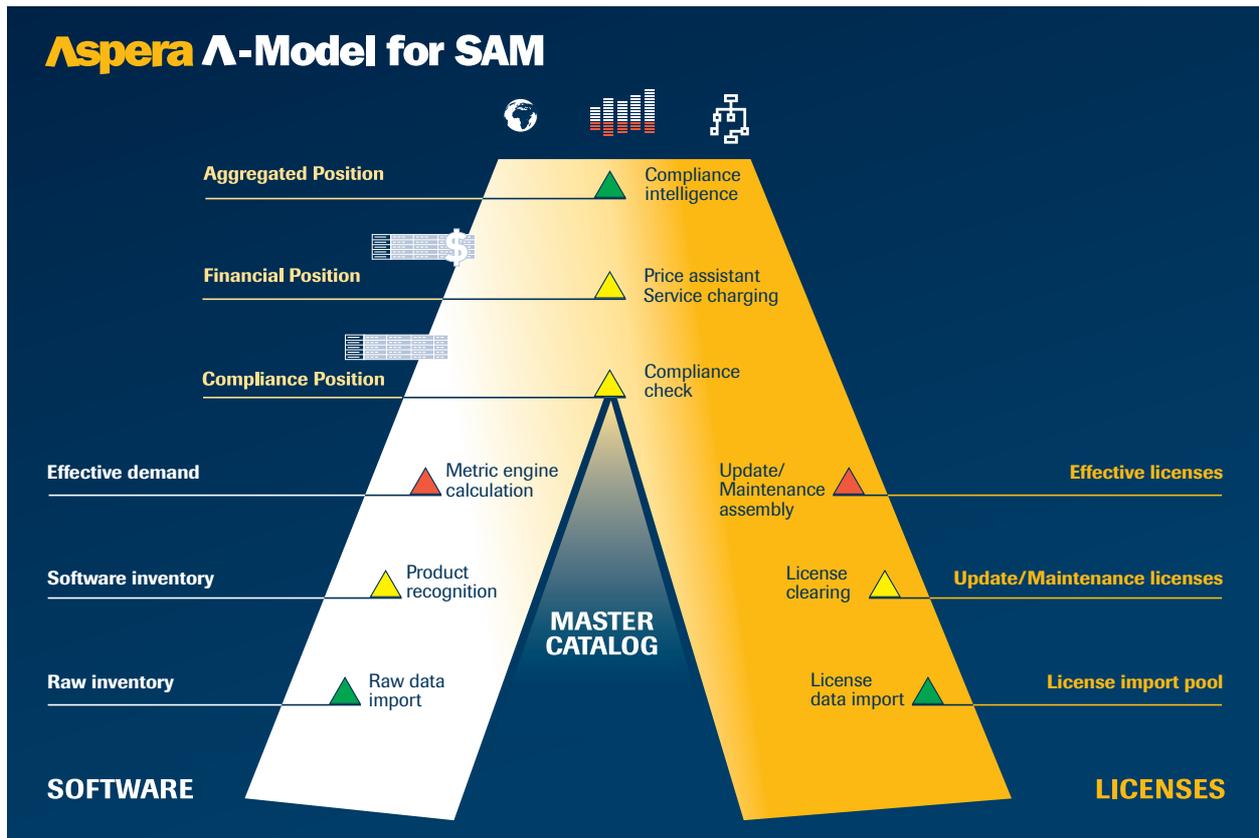
Aspera's service-based approach is designed specifically for large organizations and to incorporate all important players into one cohesive process. From software recognition and procurement data collection, seen here as the foundation of the A-Model, through managing complex license metrics for server software from Oracle, Citrix, IBM, Microsoft, and others—noted by the metric engine calculation. Up to the very top, where executive level reports show exactly where the company stands in terms of risk, costs, and saving potential.

For more information and to arrange a private introduction to Aspera and our software license management solution, please contact:

Aspera Technologies Inc.

470 Atlantic Avenue, 4th Floor
Phone 617-273-8108
info@aspera.com

Boston, MA 02210
Fax 617-273-8001
www.aspera.com