

WHAT MAKES LICENCE DASHBOARD™ UNIQUE?

“Symantec/Altiris firmly believe that their tools, coupled with Licence Dashboard™ and the experienced SAM consultancy services of Phoenix, enable a total solution for any customer looking to implement end-to-end Software Asset Management policies and procedures. Over the last year, Symantec/Altiris has seen numerous customers acknowledge that, combined, the two technologies provide best-of-breed for a total Software Asset Management strategy and deliver a unique solution that no other vendor achieves in the market today.”



Greg Slade, Head of Altiris Channel, Symantec/Altiris

Choosing the appropriate tools within Software Asset Management (SAM) is fundamental to the success of the ITAM/SAM programme.

For most environments, there is a need for not one tool, but for many tools to be implemented - these should include the following:

Asset Inventory Tools

An asset inventory tool is the essential foundation tool for any ITAM programme, recording all asset information associated to a physical device, including the nett book value, leasing contract, depreciation value and physical peripherals such as printers and monitors. In addition, it invokes a set of business practices that join financial, contractual and inventory functions together to support lifecycle management and strategic decision making for the IT environment.

Most asset inventory tools have been designed and implemented to assist in the management of an organisation's technical responsibilities.

Some publishers (i.e. Microsoft SCCM, Symantec/Altiris, IBM Tivoli, HP AssetCenter and LANDesk) have provided additional modules that enable organisations to manage the full lifecycle of their IT assets - from acquisition to retirement. Usually, however, these only include the following modules:

- Configuration Management Database (CMDB)
- Procurement and Maintenance Management
- Contract Management (Hardware Contracts)
- Deployment and Release Management
- System Management (Remote Control, Patch Management)

Licence Management Tools

‘Licence Management tools are potentially one of the most important tools in a SAM implementation.’

ITIL SAM Best Practice Publication

The basis of any good ITAM/Software Asset Management programme is to keep accurate and up-to-date **software licence information**, together with processes for controlling and maintaining its accuracy.

Having a comprehensive database to store this information is essential. Not only does this allow you to archive effectively but it also allows you to publish this information when required and clearly balance the equation between what you have installed and what you are entitled to install.

Potentially, therefore, licence management tools are one of the most important aspects of a Software Asset Management implementation and can eliminate overspend and reduce instances of buying too many licences, the wrong licences or not buying enough. In addition, knowing with certainty that your organisation is compliant with the licensing terms puts you in a strong negotiating position with software manufacturers and prevents serious embarrassment.



Licence management tools are heavily reliant on asset inventory tools to provide the usage information associated to a device. The information that is usually provided must be first heavily cleansed before it can be aligned against licence entitlement.

With Licence Dashboard™, however, organisations can effectively and automatically control the entire lifecycle of their software assets from purchase, to upgrade and beyond. With its easy-to-use interface, authorised users can take full control of software and licence inventories, combining all licence entitlement and software inventory information into a single reporting tool.

In addition, Licence Dashboard extends the asset inventory functionality to include the following essential requirements:

- From a single interface, **report the organisation's compliance status**, highlighting what the organisation is entitled to install, how many times it has been installed or used, how many licences are still available and which software is non-compliant
- **Aggregate the organisation's installation rights** by business unit/purchase centre, thus enabling organisations with multiple entities to publish their compliance status individually or globally
- **Record and track all licence types**, such as concurrency, value units, processor, MIPs, client access licences, named users and site licences and many more. This includes managing usage information for Terminal Services, Citrix, Oracle, Midrange and Mainframe systems
- **Associate licences to active and non-active purchase agreements**, ensuring that all agreements are effectively managed and renewed. Even though the purchasing agreements have expired, most agreements

continue to provide perpetual rights to software and in many cases they may need to be tracked, even though they are no longer used. For example, they may be acting as a base licence to recently purchased upgrades or maintenance licences

- **Differentiate between contract and non-contract entitlement** and ensure all associated entitlement is effectively recognised. In addition, where continued tracking of contract entitlement is required, such as a Microsoft Enterprise agreement, a function that enables automated true up calculations is essential
- **Report entitlement by the country of usage** and ensure that all entitlement is allocated effectively. Many global organisations lose control of their global contracts and mistakenly allocate entitlement to countries that are not entitled under the contract
- **Effectively manage Client Access Licence (CAL) entitlement**. As asset inventory tools only measure the instances of installation, they are unable to meter the CAL usage
- **Maintain the relationship between upgrade licences and base licences**, ensuring there is a comprehensive audit trail for all referenced licences
- **Maintain and track maintenance agreements**, ensuring that all renewals are actioned and that all version entitlements are maintained effectively
- **Facilitate the transfer of licences** between different business units/purchase centres, thereby enabling effective load balancing of entitlement across the business
- **Distil software usage data and recognise licensable products**, shareware, freeware

and system drivers, thus fully understanding the organisation's licence liability

- **Allocate licence entitlement effectively**, ensuring that the correct licence metrics and constraints have been applied
- **Manage surplus licences** and have the ability to reserve them against future installs
- **Identify non-compliance** or other discrepancies and analyse the root cause
- **Report a comprehensive audit trail** of all changes made to the software and licences associated
- **Aggregate software versions**, application suites and remove the technical attributes associated to software and replace with the licensable descriptions making it easier to allocate the correct licence entitlement
- **Effectively manage software entitlement** across multiple geographical areas and the ability to publish entitlement across multiple purchasing centres without infringing the contractual agreements specified
- **Record all licence information**, including terms and conditions, and cross reference to specific proof of licence documentation
- **Verify compliance for all licence agreements** and report effectively to vendors in the correct format, for example the Microsoft Actual Licence Position (ALP)
- **Provide an interface for managing all purchasing agreements**, including associating the owner responsible for managing the terms
- **Provide in-built licence logic** that ensures that licence entitlement is correctly archived, aggregated and allocated to software usage

FIND OUT MORE

To find out more about how our unique product can help you manage your software assets effectively, please contact the Phoenix Software Asset Management Team on:

t: **0845 265 1265**
 e: **info@phoenixs.co.uk**
 w: **www.phoenixSAM.co.uk**