



# strategic license management

**control transparency strategy**

**Aspera**  
a USU Group Company

# Strategic License Management

## Unlocking the Full Potential of ITAM with SLM

Historically, license management has been exclusively about compliance. But this one-dimensional perspective only takes the “here and now” into account - and therefore shows only a situational snapshot. **Strategic License Management (SLM)** is Aspera’s innovative, holistic approach to Software Asset Management (SAM). Taking a wide-angle view, SLM builds on the compliance foundation, shifting the critical business value of comprehensive Software License Management to the forefront to help organizations strategically reduce software costs and ultimately take control of their licensing position.

By integrating with IT Service Management (ITSM) and continuously optimizing all relevant IT Asset Management (ITAM) processes, data, and tools - with a focus on achieving the highest data quality and minimizing manual effort - SLM by Aspera can:

- > Bring transparency to software licensing and usage, especially for servers and the data center
- > Enable proactive license management processes, mapping of license and contract entitlements, and automatic utilization of product use rights
- > Optimize management of the software portfolio and enterprise architecture
- > Ensure efficient procurement strategies and better preparedness for contract negotiations, renewals and true-ups
- > Facilitate systematic reduction of software spend
- > Track legal compliance
- > Prevent and defend against audits

To ensure these business benefits are achieved for every customer, Aspera’s **Strategic License Management** effectively combines the distinct areas of SAM and ITAM into one comprehensive solution, including:

- > **SAM Expertise** and **Managed Services** to ensure successful project completion, the highest data quality, and delivery of our SKU-based Master Catalog designed for thorough license entitlement mapping and normalization of software titles
- > **Compliance Management** for all software publishers (e.g. Adobe, Autodesk, Citrix, IBM, Microsoft, Oracle, SAP), license types (e.g. cloud solutions, mobile devices and mainframe) and environments (e.g. servers, virtualization, clusters, stand-by)
- > **SmartTrack**, the specialized license management **Tool**, which optimizes the handling of software assets – especially for servers and data centers – and offers what-if scenarios, the simulation and comparison of alternative licensing options and operating environments, and leverages existing contracts and licenses for immediate financial wins
- > **Risk and Finance Management** to strategically prevent and defend against audits, as well as maximize transparency for software cost distribution within the organization
- > **Strategies** to advantageously carry out the business benefits of license management and SAM, making them dynamic, strategic components of ITSM, enterprise architecture, IT contract and procurement planning, and vendor and software portfolio management



## Building on the Compliance Foundation: Strategic License Management in the Server Environment

The installation of software requires a company to comply with specific license terms and conditions. And every license that doesn't find its way into license management - and whose product use rights are consequently not accurately cataloged - damages efficient planning and ultimately undermines the value of SAM while simultaneously increasing the risk of failing a software audit.

As companies begin to perceive the limitations of their existing IT Asset Management practices (such as collecting software inventory) they seek increasingly comprehensive savings, control, and transparency in the form of establishing SAM processes - including collecting and consolidating an array of data. But all too often the focus of these **Compliance Management** efforts is mistakenly narrowed to reporting on the technical software data, and therefore the license piece is only partially sustained. This is because license management processes are frequently insufficiently supported by the existing ITAM technologies.

Additionally, **Risk and Finance Management** issues (such as budget forecasting and audit risk assessments) are not fully supported, such that a company's internal tools and knowledge do not sufficiently interpret the ambiguous licensing rules of software publishers. Expert consulting, a specialized license management tool, and audit response procedures are necessary - leading companies to look for specialized Software License Management solutions to fill the gaps in their existing ITAM solutions.

**SAM Expertise and Services** by Aspera help enterprises to cost-effectively train and/or augment internal resources, thereby helping the company achieve its goals, defend against audits, and exploit its cost-saving potential through license management.

The SmartTrack license management **Tool** not only takes into account the relationship between software installations, usage, licenses and product use rights (**Compliance Management**), but also considers that there are theoretically unlimited variations of licensing software (beyond compliance: **Strategy**). Only in this comprehensive setting it is possible to implement and run future-proof SAM.

While Aspera's **Strategic License Management** approach addresses desktop software licensing and compliance, its unique strength is **Server License Management and Optimization**. With regard to risk and cost, a critical realization is that server software must be assessed just as thoroughly as the applications being utilized on the platform. The license requirements for server software are determined by complex calculation formulas (so-called metrics). These licenses are expensive and governed by costly maintenance contracts. With the existing ITAM tools and processes commonly used by companies, the necessary data quality to manage server software is often not achievable. Therefore, an advanced license management Tool is needed - and this is where Aspera SmartTrack comes in.

## Control, Transparency, Strategy

With the Aspera SmartTrack license management tool, companies are able to gain **control** of their increasingly sprawling software portfolios. Specifically developed to nimbly integrate into mature processes and meet the complex requirements of global enterprises, SmartTrack equips ITAM and ITSM with the data and processes needed to meet the demands of the consumerization of IT and seamlessly integrate the realms of Virtualization, BYOD, and Cloud Computing with SAM.

Aspera recognized from the very beginning that SAM covers an elaborate cross section of IT and business. For this reason **Strategic License Management** is built on a foundation of **transparency** focusing on consolidating contracts and visibility into support and maintenance agreements. Only under this condition it is possible to accurately distribute software assets across the enterprise and create a **strategy** that unlocks the full potential of ITAM for all stakeholders.

Aspera is not only a solution provider, but a practitioner as well—in that we provide the entire spectrum of SAM Services to guarantee successful implementation and uninterrupted operations. Our comprehensive SAM consulting and Managed Services provide essential but hard-to-find expertise for data cleansing, straight-forward process integration, international project rollouts, training and complete outsourcing of license management (LaaS - License Management as a Service) to Aspera.

## Aspera SmartTrack: at the Core of Comprehensive SLM for Large Organizations

Designed to specifically meet the demands of globally operating enterprises, SmartTrack is the first license-centric catalog-based technology which tracks and manages licenses against a backdrop of complex metrics and contract data. Integrating all systems relevant for the SAM process - from the electronic shopping cart, to enterprise app stores and automatic software deployment, to ITSM, ERP and cost allocation - SmartTrack is expertly designed to:

- Map the license and contract models of all publishers
- Involve all software suppliers and resellers in the license management process
- Manage licenses, entitlements, updates, certificates, maintenance and contracts worldwide
- Establish connections to all IT Asset Management, CMDB and discovery/inventory tools
- Integrate every ERP and procurement/spend management solution via Web Service
- Configure processes according to the company's needs
- Maximize investments thanks to unlimited scalability

# Aspera and the environment

**Aspera is committed to minimizing our impact on the environment. This document has been printed on 100% recycled paper.**



 **Do You Have Questions About Aspera's Strategic License Management Solution?**

Email [marketing@aspera.com](mailto:marketing@aspera.com) or call +1 617-307-7733 in North America and +49 241 963 1227 in the EU to set up an individual appointment with an Aspera representative.