



## HP and Evergreen IT Asset Value Recovery services

Gain greater control of your technology assets with an offer you can't afford to ignore

The strength of any large enterprise today depends far more on an optimized and efficient technology infrastructure than on the specific technologies that are deployed. The goal of every CIO is to deliver systems that enable high productivity, achieve low total cost of ownership (TCO), and realize substantial return on investment (ROI). In fact, running a technology department should be viewed the same way as running the business itself—through careful monitoring, measurement, and improvement. This strategy promotes business excellence and greater business outcomes.

However, large, geographically dispersed, high-growth enterprises often don't achieve their true business potential because they don't have an accurate accounting of their technology assets. Large, complex organizations tend to lose effective control over software and maintenance over time. Inaccurate inventory data and so-called "accidental" software disposal leads to wasteful repurchasing, maintenance overpayment, and unnecessary outsourced contract fees.

The HP and Evergreen IT Asset Value Recovery services will deliver an ROI of at least \$500,000—or you don't pay a thing.

## Manage your technology assets with our \$500,000, risk-free proposal<sup>1</sup>

Independent industry analysts say the average enterprise spends nearly 60 percent more for software than it needs to—and additional software inevitably means more hardware expenditures. In an era when cost-control and efficiency are mandatory for success, organizations like yours need greater insight into, and control of, their IT assets. HP and Evergreen Systems can help you manage your IT assets—at no risk to you. We invite you to take advantage of our comprehensive IT Asset Value Recovery services, which are designed to:

- Organize your technology assets
- Place a dollar value on your underutilized software and hardware
- Identify and organize your asset data in a framework that sets the stage for service catalog development, optimized configuration management, and a Universal Configuration Management Database (UCMDB)
- Bring you into software and hardware licensing compliance
- Provide you with greater leverage to conduct more efficient negotiations with your IT vendors

If you don't realize at least \$500,000 in recovered licensing and/or maintenance fees over a three-year period, then you don't have to pay a penny. You can't lose.

## Why you should consider HP and Evergreen IT Asset Value Recovery services

HP Software and Evergreen IT Asset Value Recovery services give you the tools to manage your IT assets. Our program will tell you what assets you have, where they are located, and who is using them. It will also help you answer these questions:

- What software do you own?
- How much does it cost?
- Does your software licensing agreement reflect what is actually being used across the enterprise?
- What does it cost to maintain your software?
- How does the cost impact your operations and strategic technology initiatives?

If you don't already know the answers, then consider these repercussions: wasted money on unused software licenses, lack of compliance with licensing and maintenance contracts, poor inventory control, diminished lifecycle management, inefficient business technology inventory and organization systems—and no foundation to improve your IT processes. Consider some sample savings:

- You've purchased 1,000 copies of a \$300 software package over 3 years, but only 400 are in use. By returning 600 to inventory at a rate of 200 per year, you save \$120,000.
- You've been paying \$100,000 in maintenance for 100 seats of software, but only 40 copies are in use. By cancelling 60, you'll lower your maintenance costs by \$60,000 a year for three years, ultimately saving \$180,000.
- Your outsourced technical support contracts cost \$200 per year for 6,000 PCs, but only 5,500 are in service. Recovering 500 at \$100,000 per year garners a \$300,000 savings over three years.

Additionally, the inability to sufficiently audit your assets could mean that you are not complying with governmental and industry regulations such as Sarbanes-Oxley (SOX). And don't forget how important security is in today's environment. Enterprises are held strictly accountable for knowing the status and whereabouts of every individual and technology asset, as well as for knowing the security credentials associated with those assets throughout the extended business. Consider this: nearly one-third of all large enterprises will experience at least one onsite software audit in 2008.<sup>2</sup>

By taking advantage of our Asset Value Recovery services, you can achieve:

- Greater auditing and accounting of your IT assets
- Increased compliance with your software and hardware contracts
- Better security
- Improved IT asset management and control

Of utmost importance to your bottom line, the IT Asset Value Recovery services will yield a quantified, concrete ROI of at least \$500,000.

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<sup>1</sup> Enterprises managing 10,000 desktops or remote devices are the best candidates for at least \$500,000 in recovered assets.

<sup>2</sup> Source: Gartner IT & Software Asset Management (ITAM) Summit, 2008

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## The benefits of asset management

Asset management means you have complete control over the physical, financial, and contractual attributes of your computer systems, desktop applications, server applications, network devices, mobile devices, and telecommunications systems. You know precisely 1) what you own; 2) where your systems, applications, and devices are located; 3) who is using them; and 4) whether they are being efficiently utilized and allocated. The IT Asset Value Recovery services from HP and Evergreen Systems consist of five solution areas to help you gain that knowledge:

- **IT Financial Management** offers a financial management system of record in which the costs of your technology goods and services are measured, optimized, and then passed on—with established chargeback rules—to your users.
- **Software Asset Management** consists of a number of compliance initiatives, including licensing and some elements of SOX. Additionally, this solution helps you manage, optimize, and reduce your software costs and usage.
- **Contract Management** helps you choose whether to lease or buy capital assets—and decide which are the best vendors to buy from—through its ability to measure and define various technology services, goods, costs, and activities. This component also notifies you when to renew your leases.
- **Decision Optimization** allows you to measure and define various technology services, goods, costs, and activities—one of the main advantages of asset management. It also helps you choose the best vendors for your needs and decide whether to lease or buy. Plus, this solution offers precise measurements to determine TCO.
- **Lifecycle Asset Tracking** enables you to establish a baseline inventory of your assets—the rudimentary practice for what is generally regarded throughout the industry as basic asset management. This solution area helps you reduce your loss rates, heighten the security of your physical environment—including your retired systems—improve your asset utilization, and manage your virtualized environments.

## Discover and manage what you own

The four main components of the HP and Evergreen IT Asset Value Recovery services—HP Discovery and Dependency Mapping-Inventory (DDMI), HP Asset Manager software, HP Connect-IT, and Evergreen Asset Management and Reconciliation consulting—leverage the industry leadership and expertise of HP and Evergreen Systems. We combine enterprise discovery and asset management technologies that are considered throughout the industry as best of breed—along with proven, tested, and recognized consulting services. This is a complete suite that works well with HP infrastructure technologies, providing you with a seamless, transparent solution that sets the stage for you to create a service catalog and/or a UCMDB.

- **DDMI** (previously known as Enterprise Discovery or ED2) is a powerful, Web-based software tool that—when installed in your network—discovers all of your assets wherever they may be: at your headquarters, branch offices, or other remote locations.
- **Asset Manager** software (previously known as AssetCenter) is an HP tool that categorizes, manages, takes inventory of, and presents to you what DDMI discovers. These are the six Asset Manager modules and their benefits to you:
  - **Financials Management** helps you understand the cost of delivering services to the business so that your technology is better able to operate.
  - **Cable Management** extends the repository in HP Asset Manager by collecting, managing, and reporting on cable- and circuit-related data throughout the technology asset lifecycle. It helps you capture and track your connected infrastructure so that you can better manage your assets.
  - **Chargeback** enables you to track, allocate, and recover your costs by automating the chargeback rules for total cost rollup.
  - **Procurement** automates and streamlines labor-intensive asset-procurement processes and enforces corporate standards for resource acquisition. You can check your stock as you make purchases, which prevents overspending on items that are already in your environment.
  - **Portfolio Management** automates the collection of your asset data to give you a clear picture of your assets, their relationships, and their attributed costs.
  - **Software Asset Management** leverages best practices to help you optimize your software expenses, prevent overspending, and adhere to compliance needs.

We combine enterprise discovery and asset management technologies that are best of breed, along with proven, tested, and recognized consulting services.

- **Connect-IT** is an HP integration tool that allows DDML to connect to and download data into the HP Asset Manager software system.
- **Asset Management and Reconciliation**, delivered by Evergreen Systems, audits all of your software licensing agreements and then reconciles the assets that DDML discovers against the audit of your licensing agreements. Evergreen consultants systematically go through a multistep process, working closely with you to:
  - Establish your corporate goals and objectives
  - Define associated policies and procedures
  - Identify, define, and categorize your assets
  - Benchmark and design new processes
  - Analyze your current methodologies and personnel
  - Analyze and select your supporting technologies
  - Implement the right solutions

## Move forward and accept our \$500,000 offer

HP and Evergreen IT Asset Value Recovery services help you optimize your business technology infrastructure so that you can accelerate your business growth, lower your costs, and mitigate your risks. Our services are designed to provide the information you need to make better business decisions, gain stronger control of your infrastructure, and reduce the cost of your technology assets while delivering more value to your business.

Our combined services have been proven to work for hundreds of enterprises like yours, and we're backing them with a winning, \$500,000 proposal. To take advantage of our offer, please contact your HP or Evergreen Systems sales representative. We'll install an evaluation copy of DDML at your site, where it will run for approximately four weeks as Evergreen consultants audit your software licensing rolls. Then, we'll reconcile your discovered assets with the audited software licensing results and present them to you as a proof of concept—with your data inventories valued,

formatted, and easy to read within HP Asset Manager. This process will set the stage for you to establish a UCMDB within your enterprise.

**If you don't realize an assured ROI of at least \$500,000 of recovered licensing and/or maintenance fees over three years' time, then you won't have to pay for the services.**

## HP and Evergreen IT Asset Value Recovery services make perfect sense

HP has the only IT lifecycle management solution that completely integrates with the service desk and change management applications, and has been delivering measurable ROI for more than 20 years. More than 1,000 enterprises are successfully using HP Asset Manager, making HP the market leader according to several independent industry analysts and research firms.

Evergreen Systems is a leading HP Software Business Partner with deep experience in asset value recovery and demonstrated expertise in implementation, system integration, system management, IT Information Library (ITIL), customization, and asset management consulting.

HP and Evergreen IT Asset Value Recovery services are eminently scalable, offering solid cost reconciliation and financial transparency—and they integrate seamlessly with HP and many other vendors' technologies.

Combined, our strengths, leadership, and experience—along with our no-risk offer of at least \$500,000 ROI—provide you with a solution you simply can't afford to ignore.

## To learn more

For more information, please contact your HP or Evergreen Systems sales representative, or visit us on the Web at:

[www.hp.com/go/software](http://www.hp.com/go/software)  
[www.evergreensys.com/services/consulting/assetmgt/assetroi/](http://www.evergreensys.com/services/consulting/assetmgt/assetroi/)

## Technology for better business outcomes

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