

Software License Position Services

Question: What do software audits, contract negotiations, and annual license true-ups all have in common?

Answer: They can all cost your organization millions of dollars in additional unbudgeted expense, especially if you are not prepared for them!

What does being prepared mean? At a high level it means you know what software you have available, what you actually have deployed, and how to count it against your contract terms and conditions. In other words, you obtain a Software License Position. Sounds simple, but is it? How would you respond to the following:

- Do you have access to all of your software entitlements? Is it just provided from the publisher, or do you have your own records to rely on?
- Do you have tools that accurately and consistently report on the software installed across your entire infrastructure?
- Do you know what is actually being used, rather than just installed?
- Do you know your contract terms as they relate to such topics as Disaster Recovery (DR), Cloud, Virtualization, and Audits? How about the impact the way these software licenses are counted?

If you answered “No” or “Don’t Know” to any of the above, then you have reason to be concerned - but Siwel can help. Our Software Asset Management (SAM) team provides services to help your organization gather intelligence on exactly where you stand regarding software compliance and will position you for successful conversations with your software publishers.

Why Software License Position Services?

Siwel provides Software License Position (SLP) Services to help organizations understand their compliance position with leading software publishers and identify options to maximize license utilization. By comparing entitlement data to discovery outputs through rigorous analysis, we uncover and understand any potential risks or exposure.

Our team of Software Asset Management (SAM) experts will:

- Review your contract terms and conditions to validate obligations, restrictions, and responsibilities
- Establish an entitlements baseline from software publisher, software reseller, and/or internal procurement records
- Analyze, review, and reconcile data collected by the existing discovery tools in your environment, or manually validate your raw data records if advanced tools are not available
- Establish your compliance position by comparing and reconciling software entitlements versus actual deployments
- Identify areas of risk and propose recommendations to mitigate potential non-compliance scenarios
- Identify opportunities to maximize your software investment

The Siwel team has uncovered cost avoidance of as much as \$200 million for a client through a Software License Position engagement for the product set of a single publisher.

Value of Siwel's Software License Position Service

- Obtain a baseline summary of software entitlements
- Receive an assessment of license shortages and surpluses
- Comprehensive analysis that identifies key findings, including any areas of risk
- Gain insights from publisher, client, and auditor perspectives
- Expert recommendations on how to mitigate any potential non-compliance scenarios and how to maximize your software license utilization

Benefits of a Software License Position

By choosing Siwel's Software License Position Services, you will realize the following benefits:

- The creation of an accurate entitlement baseline from publisher, reseller, or internal records
- The creation of a deployment baseline from SAM tool data or extracted manually from discovery information
- Gain insight into the true utilization of software
- Best practices and insights to help negotiate a favorable contract renewal or a successful audit outcome
- An opportunity to reduce costs and optimize your software investment
- Insights from vendor, auditor, and customer perspectives
- When paired with Siwel's Contract Advisory Services, additional insights into contract alignment with business strategy and true value of key terms

The knowledge gained from an SLP will place you in the strongest possible position as you enter into software audits, true-ups or contract negotiations, and will help you maximize your software investment.

Case Studies

Fortune 1000 Technology Provider

A Fortune 1000 Technology Solutions company was preparing for contract negotiations with one of their primary software publishers. They did not know if they were gaining the full value from their current investment or what they needed to change to meet their future needs, so they asked Siwel for help.

Inventory data from three different tools was cleansed, aggregated, and validated. In addition, a baseline of entitlements was created from data collected from the software publishers and validated against records the client had documented internally. The Software License Position analysis identified multiple areas of compliance risk that was a result of a client misinterpretation of virtualization, DR, and usage rights as defined in the contract terms.

The Siwel team was able to clarify the existing product utilizations, define the optimum product and licensing requirements to meet future growth needs, and leverage recycled/harvested licenses to reduce forecasted license needs by over 40%.

Fortune 1000 Pharmaceutical Company

A Fortune 1000 pharmaceutical company anticipated an audit from a primary software publisher but did not have an accurate picture of their Software License Position as they prepared to migrate to a highly virtualized infrastructure. Siwel was engaged to analyze existing entitlement and deployment data and provide recommendations for future needs. After the SLP was performed, it was determined that the proposed virtual environment was not architected to optimize licensing and would have generated \$25 million in additional license costs if implemented as planned. Based on Siwel's recommendations the additional license cost was reduced to less than \$400,000 and the audit concern was negated.

Fortune 500 Telecommunications Provider

A Fortune 500 telecommunications company with a large enterprise software agreement with a leading software publisher sought guidance from Siwel to lower their license and maintenance costs.

By carrying out a Software License Position, Siwel's license analysts were able to determine that through existing product use rights, alternative product usage, and license harvesting/recycling there was no need to purchase additional licenses for key products in the short term. Siwel and the client calculated that the annual maintenance cost would be reduced by more than \$5 million as a result.

Why Siwel?

Founded in 1992, Siwel is a woman-owned business that has been developing and implementing successful IT Asset Management solutions for Fortune 500 and middle market companies since 1998. The Siwel team has learned that to be successful you must be "Data Smart" - your ITAM program must combine rich business intelligence with business analytics that enable your organization to support important strategic and financial decisions. Whether you engage Siwel for help with tools, data, contracts, processes, managed services or just industry best-practices, your organization will benefit from the support and services of the foremost experts in the field.