



A Guide to Supply Chain Optimization

Simplifying software management



Simplifying and optimizing software asset management

From everyday office applications to point-of-sale software to robust client management systems, software is a vital business component in every industry. But keeping track of software licenses can be time-consuming and complex — especially during employee turnover or growth. On average, businesses waste \$247 per user for unused software.¹

Today, IT teams are challenged to do more with less. Effective software management is a crucial component to help businesses control costs and maximize investments. Managing your software properly results in three key benefits:

1. Cost efficiency
2. Licensing compliance
3. Optimized resources

Some common challenges arise along the way. Let's look at them in more detail.



73% of organizations say nearly all of their applications will be Software as a Service by 2020.²

Challenge: Controlling costs

Software expenses are an unavoidable part of operations, but inefficient software management often leads to overpurchasing licenses or paying for support or upgrades for unused software.

Solution: Gain visibility and centralized control.

Deploying Software Asset Management (SAM) tools can help bring efficiency and expose opportunities for cost savings. Unused licenses or excessive license purchases can quickly drive unnecessary costs. Additionally, overused licenses can push your organization out of compliance.

SAM can be messy and time-intensive if not managed efficiently. To optimize software investments and avoid extraneous costs, you need to effectively manage software cycles with minimum impact on IT resources.

License recycling means removing a software license from one user or device to allocate for another. Often, this happens when a team member leaves and a license is re-allocated to a new employee. License recycling also occurs during a device refresh — software is removed from retired machines and installed on new computers.

Reclaiming unused licenses is known as **license harvesting**. For example, your business may own 300 licenses to serve all of your employees, but your staff is only 250 strong. That means you're paying for 50 licenses above your needs. You can see how easily improper software license management can impact your IT budget.

Not taking advantage of volume pricing or purchasing ad hoc can also drive up costs.



What triggers an audit?

A request for an audit evaluation doesn't automatically mean a business is out of compliance. Some publishers, such as Microsoft, schedule audits with all of their clients at least once every two to three years. Here are common reasons for receiving an audit request:

- Routine scheduled audit by software company, especially end of year
- Publicized merger or acquisition
- Individual report to the Business Software Alliance (This could be from a past or current employee who questions your company's compliance.)



Challenge: **Falling out of compliance**

Maintaining licensing compliance and being audit-ready is an important component of proper software management. Publishers can request an audit assessment at any time, and failing an audit could result in heavy fines.

There are a few reasons why a business may risk falling out of compliance or fail an audit. Licensing rules can change. Customers often don't have the resources to keep up with these changes, or may lack an accurate understanding of their entitlements. Without awareness of its agreements, a business may overpurchase licenses to play it safe, or under-purchase without realizing it.

Solution: **Centralize licenses and entitlements.**

Tracking, managing and ensuring compliance with license terms for myriad software agreements is unwieldy at best and, at worst, a potential source of unbudgeted liability. Large or small, any business can suddenly find itself under scrutiny of a software publisher audit. Legacy processes for managing licenses, entitlements and consumption are not only inefficient; they're risky.

To gain an accurate view of consumption and be audit-ready, you need to consolidate your licenses and entitlements. For example, the Enterprise Licensing Dashboard from Insight is a cloud-based offering that provides a high-level management interface for your current licensing position. All of your entitlements can be imported into the dashboard, regardless of brand, making it a simple and effective reconciliation tool.

The Enterprise License Dashboard can help you achieve:

- Visibility into under-/over-license position
- Continuous license compliance, entitlements & consumption

Enterprise License Dashboard

Standard Enterprise License Dashboard (hosted)	Premium Enterprise License Manager (hosted/on premises)
Dashboard reporting portal for over-/under-spending on licenses	Includes dashboard reporting plus integration with workflow, license keys, software downloads, catalog integration, etc. This can be customized at any level.

Publishers often change or update agreements. To keep up with the changes and mitigate risk, some organizations outsource to a software asset management consultant. SAM consultants continuously review licenses and monitor client environments. As objective third parties focused strictly on compliance, SAM consultants can recognize potential red flags and perform cross-references with your organization's assets and software installations to validate continued compliance.



Not sure if you're in compliance?

When it comes to software licensing, mitigating risk and ensuring compliance are always top of mind. Insight's license reconciliation services can help you break through the complexity of licensing conditions. We'll conduct an in-depth review of your current licensing environment and then provide a customized road map to help you pass your next audit without breaking a sweat.

Challenge: Tracking and recycling licenses is inefficient.

Without SAM tools, software licenses across the enterprise can become elusive, particularly during turnover or device refreshes. Not having visibility into when licenses were purchased or where they were allocated can often lead to overspending on new licenses.

Solution: Automate the software lifecycle.

When it comes to hardware, finding used and unused devices is often as simple as scanning the desks in an office space. Software use, on the other hand, isn't as easily observed. With devices being retired, employees leaving or joining the company, and companies growing to a national and global scale, a software license quickly becomes a needle in a very large haystack.

SAM tools provide total visibility into your software environment. The SAM integration framework built into the Enterprise License Manager provides a way to track, analyze and manage the full lifecycle of software agreements — empowering you to track use, reuse and retirement of every license in your portfolio.



Insight success story

Insight worked with an international Fortune 500 company to simplify its SAM and ensure compliance on a global scale.

Together, we achieved total software asset visibility and delivered a fully automated software lifecycle seamlessly integrated with existing systems — plus, reliable security and scalability to support future growth.



Effective software management: Uncovering real savings

As you've probably realized, there's a lot of overlap when it comes to software challenges, and it all comes down to effective software management. If you're currently managing your software assets in-house, you should consider first whether your IT has enough bandwidth to handle the task sufficiently and, secondly, if it's the best use of those resources.

Increasingly, businesses large and small are implementing SAM tools and services to help control costs, mitigate risks and gain accurate data.

SAM tools and services from Insight can help boost your efficiency while staying compliant. When you partner with Insight, you get:

- Compliance and audit support
- Global on-demand reporting
- Dynamic tracking
- Accurate record management

Insight is your expert connection for licensing solutions that help your business run smarter.

License reconciliation services	Reconciles software license entitlements with installed software licenses and provides suggestions to mitigate risks
SAM Assessment	Provides a review of your organization's SAM practice maturity compared to ISO/IEC 19770-1 standards
SAM Workshop	A strategic, customized, on-site SAM consulting engagement with key stakeholders; evaluates your organization's current processes, discusses best practices and helps you develop a road map to achieve your future-state goals
Microsoft® licensing optimization services	Establishes and aligns your Microsoft technology and licensing needs
Enterprise License Dashboard	Cloud-based solution that provides a snapshot of your license entitlements and compliance position via the dashboard
Enterprise License Manager	Dynamic SAM framework that integrates with your existing tools and provides real-time license management. Tracks, analyzes and manages software assets from procurement to deployment and retirement
SAM desk	Customized on-site or remote SAM support service; provides a dedicated resource to help you complete license management activities
Managed SAM services	Provides ongoing management of your software licenses while you retain visibility into your compliance entitlements and consumption



SAM Assessment and SAM Workshop

Insight's SAM Assessment is a critical first step in gaining licensing control through clear, comprehensive and reliable reporting. An assessment will provide you with a detailed report of your current SAM environment and recommendations for improvements.

Take it a step further with a SAM Workshop. During this on-premise event, our software experts will evaluate your software needs, work with you to understand where you want to go and create an actionable road map to move your business forward.

Meaningful solutions, delivered your way

At Insight, we simplify the process of procuring, maintaining and replacing your technology solutions. By optimizing your supply chain, we help you reduce the time and money it takes to run your technology — so you can focus on building your business.

Our strong supply chain optimization and workplace solutions combined with our data center transformation expertise and modernized applications keep business running, foster flexible work environments and put you at the forefront of innovation.

**Talk to a specialist to discover how we can help you invest smarter —
so you can manage today and transform the future.**

About Insight

Insight empowers companies of all sizes, government organizations, and healthcare and educational institutions with Insight Intelligent Technology Solutions™ to realize their goals. As a Fortune 500-ranked global provider of hardware, software, cloud and service solutions, we give clients the guidance and expertise needed to define, architect, implement and manage technology today while transforming for tomorrow.



1.800.INSIGHT | insight.com

¹ IE. (2016). Software Usage and Waste Report 2016.

² BetterCloud. (2017). State of the SaaS-Powered Workplace.