



A Guide to Simplifying Software Management



Organisations
can cut
software costs
by **30%** using
software license
optimisation.¹

Simplifying and optimising 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 €212 per user for unused software.²

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

1. Cost efficiency
2. Avoidance of over-procurement
3. Maximised value from existing assets

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

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 centralised 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 organisation out of compliance.

SAM can be messy and time-intensive if not managed efficiently. To optimise 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
- Publicised 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: Over-procurement

Often customers find it difficult to understand what software assets they have in use today, what they own and what the organisation's future plans are for software renewal. Without having a handle on this, a business may over purchase licenses to play it safe, or under-purchase without realising it.

Solution: Align software procurement to organisational strategy.

In order to align your software procurement to your organisational strategy, you must take the time to understand not just the here and now, such as software compliance positions, but also the future plans for your company in the coming fiscal periods. Good software asset management means having an understanding of what your current situation is and aligning that to your future plans, not just at a technological level, but at an organisational level too, putting you in an enhanced position to be able to negotiate a contract with your software publisher.

Challenge: Achieving maximum value from your owned assets.

Without good Software Asset Management, organisations struggle to understand what existing entitlements they have, often leading to over procurement, when existing licences could just as easily be used to achieve projects they have in progress today.

Frequently project and tech teams work in isolation to complete projects, and without having knowledge of what existing entitlements are available, can have the impact of over procurement and continually rising shelf ware.

Solution: Close the gap between SAM and tech teams.

Communication is key when it comes to Software Asset Management. Project and tech teams need to work in partnership with their SAM and Compliance Managers to understand what their existing entitlements are in order to achieve projects they have today. Consolidating your entitlements to ensure you have clarity on software renewals and major transactions will allow you to gain the maximum value possible from their assets, whilst remaining compliant.

Removing the perception that Software Asset Management is just about compliance, and more about making better business decisions, removing costs and optimising resources will go a long way to achieving an organisation's overall strategy.



Effective software management: Uncovering real savings

As you've probably realised, 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 outsourcing services and technology solutions to help control costs, mitigate risks and gain accurate data.

Insight's License Consulting Services can help boost your efficiency while staying compliant.

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

Service	Approach	Benefits
Contract Optimisation	Helps you to achieve the best possible contracts and commercials at a renewal.	<ul style="list-style-type: none">Align software procurement to organisational strategy.Maximise already made investments to secure better commercials on future procurement.Benchmark supplier proposals and discounts.Eliminate over-procurement.
License Deployment Optimisation	Helps you maximise the value from your existing software assets.	<ul style="list-style-type: none">Deploy licenses in an optimal configuration.Eliminate shelf ware.Re-deploy unused perpetual assets to support future projects.Maximise the residual values in already made investments.
Cloud Optimisation	Helps you to optimise, manage and control the cost of your public cloud estate.	<ul style="list-style-type: none">Optimise public cloud infrastructure.Deploy consumption and cost management tools.Build governance and control processes.
Process Consulting	Helps you build or enhance your software asset management processes and policies.	<ul style="list-style-type: none">Assess current software asset management processes against internationally agreed best practice.Identify process gaps or inefficiencies and address them.Design and implement a SAM programme that delivers value.
Audit Defence	Helps you to reduce your commercial and reputational risk during a software audit.	<ul style="list-style-type: none">Reduce commercial and reputational risk during a software audit.Get expert advice from ex-auditors when its most needed.Reduce time and administration spent on software audits.Reduce the frequency and intensity of software audits.Design, implement and health check SAM tooling solutions.Single point of contact for SAM tooling technical and user support.Avoid costly vendor services.
Technology & Tools	Help you design, implement, host, support and manage SAM technologies.	<ul style="list-style-type: none">Design, implement and health check SAM tooling solutions.Single point of contact for SAM tooling technical and user support.Avoid costly vendor services.
Baselines	Help you understand what software you are actually using, compared to what you're entitled to be using.	<ul style="list-style-type: none">Identify non-compliance and address it.Eliminate shelf ware.Reduce the frequency and intensity of software audits.Consolidate software publishers and the associated maintenance agreements.Recycle software from non-use to where it is needed.
Software Lifecycle Services	Provide outsourced software assets management services to help solve your unique software licensing puzzle	<ul style="list-style-type: none">Eliminate shelf ware.Reduce the frequency and intensity of software audits.Recycle software from non-use to where it is needed.Identify non-compliance and address it.Consolidate software publishers and the associated maintenance agreements.Outsource software asset management to a specialist and focus internal resources on their core skill set.



Meaningful solutions, delivered your way

At Insight, we simplify the process of procuring, maintaining and replacing your technology solutions. By optimising 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.

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

¹ Gartner. (2016). Gartner Says Organizations Can Cut Software Costs by 30 Percent Using Three Best Practices.

² IE. (2016). Software Usage and Waste Report 2016.