MATRIX42
SMARTER WORKSPACE – BETTER LIFE

Find the right SAM tool

Key considerations when selecting a standard licence management solution for your company

1 Why do you need a SAM tool?

2 What is a SAM tool?

3 What must a SAM tool offer?

4 What is the right SAM tool for you?

① Why do you need a SAM tool?

For years, software costs have been exceeding hardware expenditure. This means your investments in productivity and performance-enhancing software have reached a significant level. Software manufacturers also invest large sums to extend and improve functionality. They need their customers to recognise the value they deliver, and acquire sufficient licences to match usage levels. On the one hand, this exposes organisations to the risk of having too few licences and the associated financial consequences that will inevitably be revealed by the next audit. On the other hand, analyses and empirical data show that every company wastes money on unused software.

You have realised this, which is why you are now considering implementing software asset management (SAM) in your company, so you can reduce risk and optimise costs.

Three quarters of practicing successful licence management is about dealing with organisational issues, ranging from organisational structures to processes, and even knowledge management. And one quarter is about the SAM tool you implement, without which any efforts you make would be futile. The sheer volume of information involved, constant change within your asset-base and organisation, and the complexity of many of the metrics, all demand a high level of automation when it comes to consolidating the relevant data. Only a SAM tool is capable of providing the required process efficiency and functionality for valid documentation of your licensing situation.
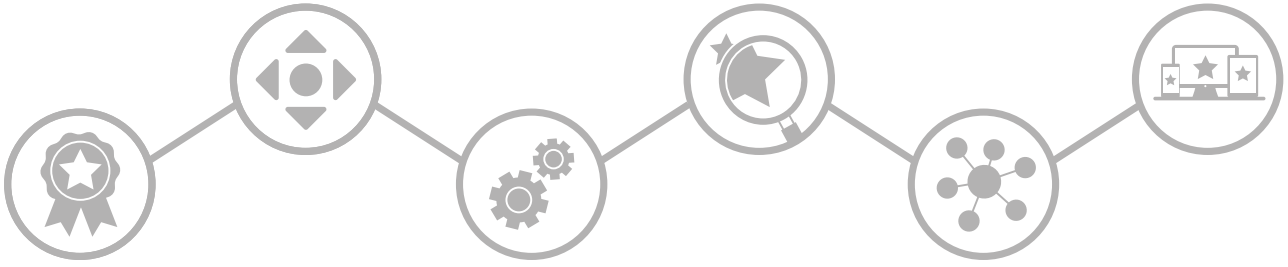
② What is a SAM tool?

There are two main objectives when implementing a SAM tool:

1. **The tool must provide transparency by storing all of the information that is relevant for calculating your licensing situation.**

2. **It must support the relevant processes with automation that can help complete organisational tasks as efficiently as possible.**

Licence management could be considered your 'IT accounting system'. It boils down to harmonising the reality of the technology you implement with your contractual obligations. A SAM tool will compile data from a variety of sources in order to create relationships between them, enabling an analysis of the licensing policy and targeted presentation of the information.
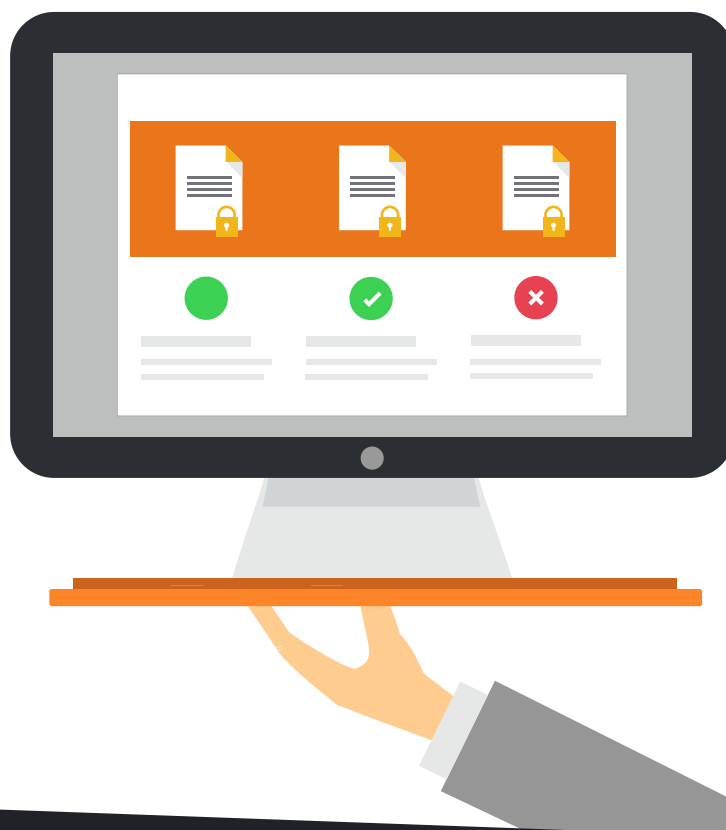
(3) What must a SAM tool offer?

Recognised accreditation

KPMG´s SAM Tool Assessment

MATRIX42 Compliance 2015
KPMG assessed SAM Tool

8.x
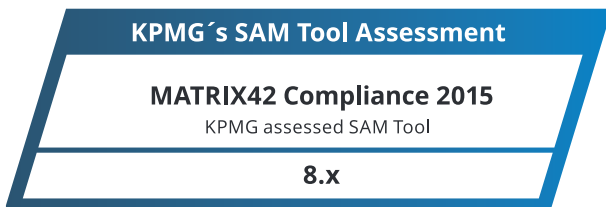
There are many SAM tools on the market today. It is worth paying attention to a recognised accreditation to help narrow down the choices in your selection process. KPMG Germany has been offering a SAM Tool Assessment service since 2012. It provides reliable accreditation for validating SAM tools that comply successfully with minimum implementation requirements, so you can separate the wheat from the chaff, so to speak. You can be sure that all the validated solutions provide the key features you require. Nevertheless, even validated SAM tools exhibit major differences in their functionality. It's important to pay attention to the following attributes.

Software without boundaries

A licence manager aims to optimise the legal risks and costs associated with software. Software knows no boundaries. Likewise, the SAM tool cannot create boundaries. License management solutions traditionally cover computer workspaces and mobile devices, but also data centre servers and the virtualisation services that they commonly host. But is this enough? Use of Software-as-a-Service is on the rise in many companies. Consequently, it would make sense for software asset management to cover these applications as well. A SAM tool needs to do more than just map a wide range of deployment methods. It also needs to help deliver the main benefit of license management: proactive management of cost-effective software usage. In particular, this relates to the interface between the end user and company departments. One of the essential tasks is to use standard processes for the authorised deployment of software. You need to choose a SAM tool that is capable of fulfilling this function in a consistent and holistic way, even in a heterogeneous environment that consists of the desktop, smartphone, data centre and the "public cloud".

Visible automation

Even as the number of available solutions increases, it's important to focus on a sensible level of automation. Experience shows that automatic processes can prove to be a double-edged sword, because one system might process information automatically that may have specific consequences. In this scenario, you as the user need crystal clear reference points showing the relationship between the original data and the processed information. You need to ensure that the person responsible for licensing does not get 'left in the lurch' by the tool. Every level of consolidation must be clearly visible within the licensing statement. This is the only way to ensure plausibility and identify errors in the underlying data. You must assume that the tool user's main tasks will include a plausibility check of the consolidated information. As one customer's license manager put it rather succinctly, "I'm the quality assurance officer for our ITIL processes."

Licence intelligence

Efficiency is one of the basic requirements for a SAM tool, especially in terms of core license management processes. It's basically a case of automatically detecting licences for technologies and contracts. These items need to be automatically recorded in the licence statement, and consolidated using the detected devices' installation data, and/or the manufacturer's item number that defines the acquired usage rights. The reference data that accompanies the tool plays a major role here. The data needs to be available in a standard format. You cannot structure it after the project has begun. The reason that this criterion is so crucial, is that it's very labour-intensive to maintain this data, because licensing metrics, downgrades, suite components and other consolidation rules need to be applied. Another differentiating factor that you should look out for when selecting a tool is how data consolidation is mapped within the system. You can assume that, in some cases, you will need to override the automatic suggestions provided by the tool due to contractual complexities. Moreover, the tool needs to offer the prepared data at a special accounting level that enables the licensing manager to map his decisions, and to do so in a way that they are protected from subsequent changes to the system's automated processes.
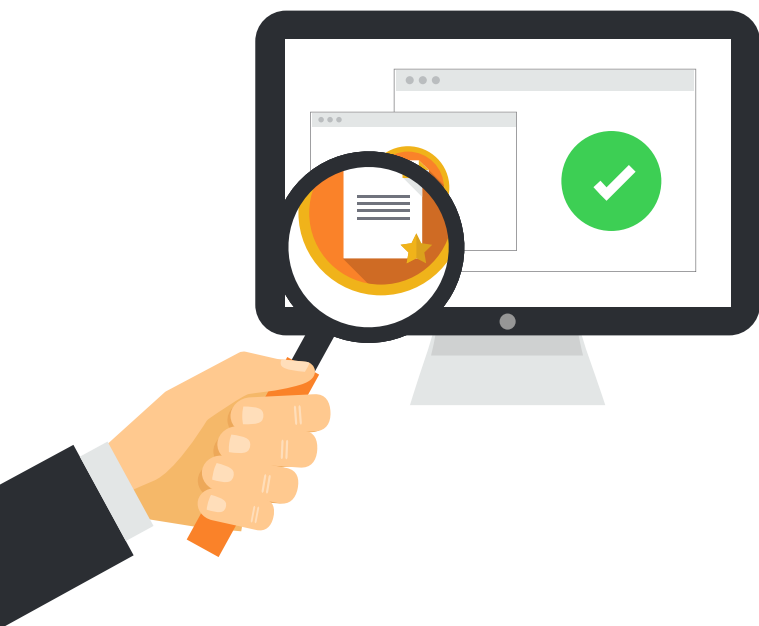
Flexible process support

Effective processes are critical to successful license management. When you consider the processes, do not only focus on the product managers who settle unresolved issues or compare data with the purchasing or IT departments. Ultimately, it's all about the entire lifecycle of the software. Together with the licensing status, the lifecycle of the software is indirectly influenced if organisational structures change, if employees change departments, if devices are lost, exchanged or passed on to other users, and if the helpdesk deals with software that does not work. Licence management is a business function that involves nearly every department within an organisation. A SAM tool needs to support the entire organisation optimally by ensuring that processes can be configured and mapped individually. A tool with a graphical Workflow Designer offers sufficient capacity and flexibility for your company to grow, change and mature. If your processes can't be followed in the real world, and if they are not reliably standardised and traceable, it will be difficult for you to be successful.

Easy customisation

Flexibility is important for every company, and no tool will fit every organisation perfectly. This means that a SAM tool must include standard functions that make it possible to easily extend data structures, in order to establish special attributes and individual connections between different data sources, and to make them accessible to users within the interface. In essence, each piece of software can be moulded and every tool vendor ensures that adjustments can be made at any time. However, you should make sure that you can implement smaller scale changes yourself. These specific changes must also be available within other tool functions (imports, workflows, etc.) and be protected when products are updated.

4 What is the right SAM tool for you?

We have just described what a SAM tool needs to offer. We selected these six aspects on purpose because we are convinced that your ability to implement license management successfully depends on them.

Matrix42 has over 15 years of experience in license management. We are realistic and want to act as a genuine partner for you. We also know that a tool

on its own will not guarantee a successful outcome for your SAM project. You could fail with any tool, but you will only succeed if you choose the right solution for your licence management needs.

Matrix42 Compliance already offers all of the features that your company needs to implement SAM successfully:

Recognised accreditation
Validated by KPMG Germany

Software without boundaries
Licensing management for clients, servers, mobile devices and the cloud

Traceable automation
Transparency and transparent relationships

Licence intelligence
Software and licence detection with accounting levels

Flexible process support
Graphical Workflow Designer

Easy to customise
Interactive data modelling and interface customisation

Learn more about Matrix42 Compliance functions with a 30-day free trial

▶ Visit: matrix42.com/en/products/matrix42-compliance

Matrix42 AG

Matrix42 is a top provider of workspace management software. The company offers forward-thinking solutions for modern work environments under its 'Smarter workspace' motto. More than 3,000 customers around the world, including BMW, Infineon, and Carl Zeiss, currently manage approximately 3 million workstations using workspace management solutions from Matrix42.

Matrix42 operates successfully in seven countries – Germany, Austria, Switzerland, the Netherlands, Great Britain, Sweden, and Australia. The company's headquarters are in Frankfurt am Main in Germany. Founded in 1992, the company has been part of the Asseco Group since 2008, one of Europe's largest software providers.

Matrix42's products and solutions are designed to simply and efficiently manage modern work environments – whether physical, virtual, or at mobile workspaces.

Matrix42 focuses on user orientation, automation, and process optimization. The company's solutions meet not only the requirements of modern employees who want to work from any location and with a great variety of devices, but also those of IT departments and businesses themselves.

Matrix42 offers its solutions to organizations across different sectors who value forward-looking and efficient workspace management. The company also successfully collaborates with partners who provide on-site consultation to Matrix42 customers. Some of these leading partners include TAP.DE Solutions GmbH, Consulting4IT GmbH, and DSP IT Service GmbH.
Further information available at

http://www.matrix42.com/en
http://www.matrix42.ch

Disclaimer

MATRIX42

HEADQUARTER GERMANY

Elbinger Straße 7
60487 Frankfurt am Main
Germany

Phone: +49 6102 816 0
Fax: +49 6102 816 100
Email: info@matrix42.de
www.matrix42.de

SWITZERLAND OFFICE

Poststrasse 30
6300 Zug
Switzerland

Phone: +41 41 720 42 20
Fax: +41 41 720 42 22
EMail: info@matrix42.ch
www.matrix42.ch

UK OFFICE

88 Wood St
London, EC 2V 7RS
United Kingdom

Phone: +44 208 528 1065
Fax: +49 6102 816 100
Email: info_uk@matrix42.com
www.matrix42.com

AUSTRALIA OFFICE

Level 6, 55 Clarence St
Sydney NSW 2000
Australia

Phone: +61 2 8484 0355
E-Mail: info_au@matrix42.com

www.matrix42.com.au

@Matrix42de   facebook.com/Matrix42de   www.xing.de