

## License Manager

### BENEFITS

With the Valuemation License Manager, you'll increase your added value and have greater legal certainty when using your software assets.

Its powerful features will enable you to do the following:

- Utilize and control your software licenses based on your actual needs
- Cut costs and use framework agreements to apply license pooling
- Quickly find unlicensed software or unauthorized ("bootleg") copies
- Avoid liability risks that could threaten your company by keeping your software use in full compliance with the law (no grey areas).

The Valuemation License Manager will let you implement a program of cost-optimized, need-based software deployment. You'll know exactly how many licenses you have, how many are actually in use and be able to match the type and number of licenses to fit your software usage, allowing you to avoid over/under licensing of software. Your compliance with legal requirements and contractual terms and conditions will be securely documented and you are fully prepared for a possible software audit.

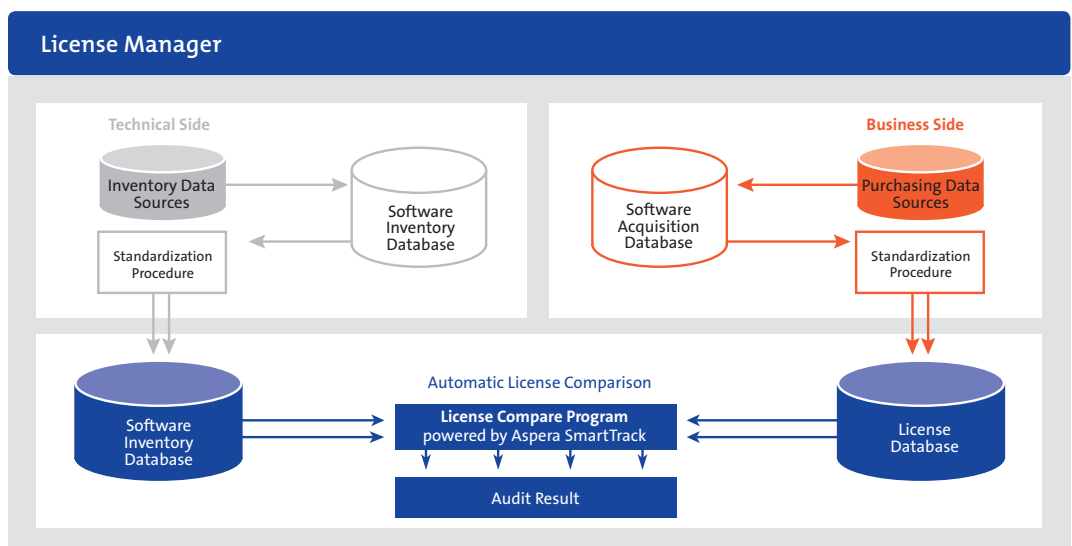
### The Challenges in Software Asset Management

How do you know whether all the software that you have installed and running is actually covered by your license agreements? How can you prove that you are complying with the terms and conditions of a software agreement? What would be the financial impact of choosing the next lower or next higher licensing level? In many cases, companies don't know whether all the software that they're using is actually covered by enough licenses. Increasingly complex

contract terms and conditions frequently result in the purchase of too many or incorrectly applied licenses. By achieving transparency over your license management, you'll avoid the liability risks associated with under-licensing and save money by avoiding over-licensing.

### Reliable License Comparison

The optional Valuemation Inventory module, based on patented BDNA technology, can support you in fully and automatically recording all of your software licenses. During an initial



comparison process of target and actual licenses per workstation, the License Manager automatically checks whether license usage is in accordance with licensing terms and conditions. In this way, you'll be able to reliably scan your IT system and quickly reveal cases of over/under licensing. The resulting "Compare Report" documents your compliance with legal requirements and contractual terms and conditions for the event of a software audit.

## Efficient License Maintenance

Your software inventory is regularly reconciled by means of powerful comparison processes. This process updates your license pools and places automatic requests to your IT procurement department to buy or sell licenses as needed. Interfaces to other related systems like SAP and the IT asset management/configuration management tools ensure efficient, integrated processes and consistent databases. Having the license status constantly updated will allow you to better plan and carry out software updates and rollouts.

## Flexible License Management

The License Manager will provide detailed information that will benefit you. You'll be able to distinguish licenses by type and class and to use different licensing models as appropriate (userbased, MIPS-based, device-based, ASP model, etc.).

## Active Monitoring and Control of License Use

The License Manager can map and track volume license programs, OEM licenses and company-based licenses. With current information on the

license inventory and associated agreements, your IT purchasing department will be in a better position to plan, negotiate, purchase or sell licenses. You'll be able to see which licenses can be used as a basis for software upgrades, allowing you to save money. Also, you'll be able to identify excess licenses and to return them to a licensing pool. By bundling your software purchases, you can better take advantage of volume licensing programs.

## Clear Conditions of Ownership

The two-level client model in the License Manager will let you depict and examine different ownership models and thus keep software ownership issues separate from software usage issues.

## Roll-Based Reports

The SAM/License Manager supports the persons/roles concerned in license management and software inventorying with helpful reporting functions. Role-based reports, catalogs and views can be defined depending on individual access rights.

## Automatic Escalation Routines

Critical data such as expiring license keys and license agreements, changes in license agreement information such as cancellations and additions of systems are permanently monitored. Whenever necessary, automatic escalation routines are initiated and e-mail notifications triggered and sent out.

### KEY FACTS

Valuation License Manager is a module in the USU Valuation Suite.

**With the License Manager, you can do the following:**

- *Manage the use of your licenses to make sure they are used where they are needed most*
- *Immediately detect over/ under licensing or licensing violations*
- *Securely document and manage your software licenses for audit compliance.*

**Other relevant Valuation modules:**

- *Asset Manager*
- *CMDB Manager*
- *Contract Manager*
- *Procurement Manager*
- *Service Request Manager*