

GAIN EFFICIENCIES WITH SOFTWARE ASSET MANAGEMENT

Reduce risk and help optimize costs



Software Asset Management (SAM) is the practice of managing, controlling, and protecting the software applications within an organization. As an ongoing practice, it helps control costs and ensure compliance related to ownership and usage of software while also reducing the risk of a cyberattack.

IMPROVING IT EFFICIENCY IN AN EVOLVING ENVIRONMENT

As businesses adapt to digital transformation, IT leaders need to deliver better processes and cost transparency to improve IT services, software license compliance, and alignment with business objectives. New computing paradigms, such as virtualization, edge working, as-a-service models, and Internet of Things (IoT) are driving increased complexity and changes to prevailing licensing models. These have created an urgent need for sophisticated Software Asset Management (SAM) solutions.

Software is a major IT budget expense, representing 20% to 35% of total enterprise IT spend.¹ Yet, many businesses use

simplistic or ad-hoc methods to manage these assets, such as spreadsheets and local systems that don't capture the status of the entire asset ecosystem. This can lead to overspending on licensing and maintenance, as well as exposure to software audit liabilities, and security vulnerabilities. But according to Gartner, "Through 2023, in the absence of rightsizing discipline, over 30% of the growing expenditure on software and cloud services will be unused." Furthermore, Gartner states that "By 2024, 40% of enterprises will use software asset management as the primary mechanism for reducing SaaS contract costs with 'dominant' vendors."²

The Software Asset Management service provided by HPE helps you control costs and reduce risks associated with software assets while increasing operational efficiency.

¹ "Flexera 2021 State of Tech Spend Report," Flexera, 2020

² "Gartner: Magic Quadrant for Software Asset Management Managed Services," Gartner, Inc., G00734655, July 2021

Solution brief

Benefits of SAM from HPE³

60%

reduction in time spent researching and validating data across multiple disparate sources

80%

reduction in effort managing external audits both from regulatory and contractual obligation

75%

reduction in effort supporting internal audits and enabling business services on IT self-service

85%

reduction in the size of unbudgeted **true-up** expenses

5-30%

reduction in overall software license spend and rationalization opportunities

³ "The case for a proven IT asset management solution," a commissioned study by Hobson & Company, Flexera, September 2020

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GAINING INSIGHTS AND COST CONTROL

Most organizations have sufficient control and visibility on their installed hardware and have tools and processes in place to track it through its lifecycle. However, accurately identifying and managing software is much more complex. Unlike hardware, there is no physical asset you can count to determine the end of service life, categorization, and version sprawl. With a decentralized and immature software tracking system, enterprise IT is limited to a reactive and probably siloed view of this information.

Moreover, a lack of visibility into software costs and license models, entitlements, and contracts that are used to determine the number of licenses required for each software product makes it difficult to plan, budget, and make business decisions regarding procurement. Without a single source of truth, enterprises face software audits with significant risks of noncompliance.

To help customers gain consistent control of the software estate, decrease the risk and cost of software license noncompliance, and reduce the time and effort managing licenses, HPE offers management services with a repeatable, best practice. The Software Asset Management offering from HPE consists of Technology Insights and License Intelligence services, enabling you to track your software deployments, purchase orders, and contract data in a single intuitive dashboard. HPE then interprets the license rules and product use rights before reconciling the entitlements and inventory to calculate your license consumption position. This empowers you to reclaim unused licenses, reduce unnecessary license spend, and remain compliant with vendor terms and conditions.

The outcomes you can expect include:

- Accurately budgeting for software licensing spend
- Simplifying and improving the quality of purchasing and managing software entitlements
- Maintaining audit-ready status through control of and visibility into the license entitlements
- Providing near-real-time access to software entitlement and deployment data for true-ups and renewals
- Reducing costs through software usage and cost optimization across customer entities
- Monitoring and addressing security risks proactively resulting from unauthorized or unsecured software

THE HPE DIFFERENCE

Gaining a handle on the IT enterprise software estate is no easy task. It requires countless hours spent inventorying, categorizing, tracking, and monitoring an array of assets deployed across multiple environments. This initiative demands detailed protocols and deep expertise which HPE has gained through years of designing, implementing, and operating Software Asset Management services for leading businesses across the globe.

Partnering with HPE can reduce potential pitfalls while alleviating the burden on existing resources allowing them to focus on other business-critical areas. Our Technology Insights and License Intelligence offerings implement and automate processes for managing complex asset inventories from purchase through disposition. We help you proactively and strategically manage the acquisition, usage, maintenance, and retirement of IT assets—ultimately improving operational efficiency and reducing cost and risk.

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