



# OPTIMIZED LICENSE POSITION

Maximize the value of your IT investments.



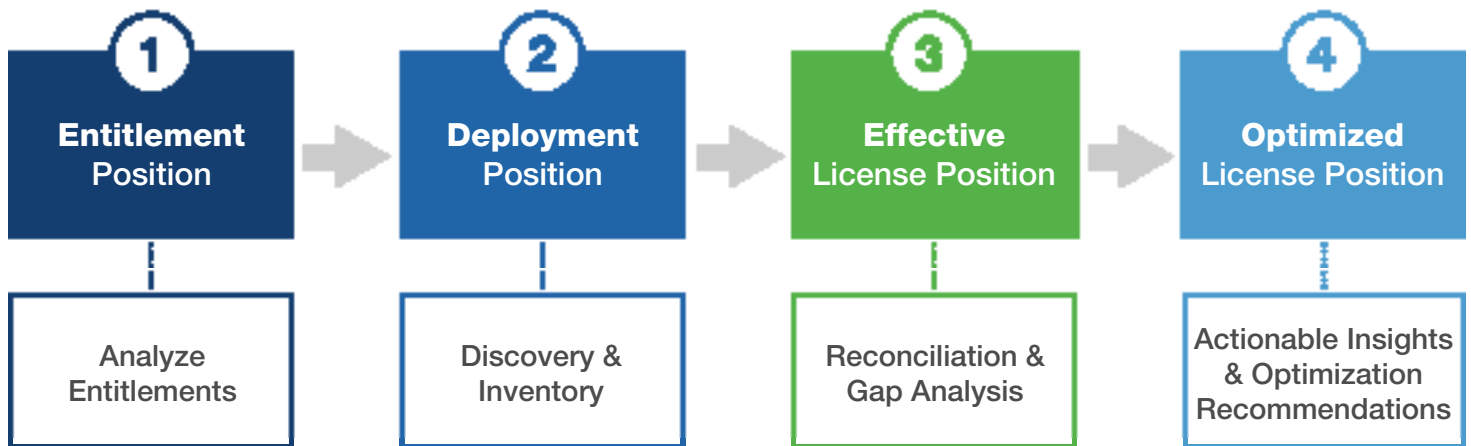
Whether it's Adobe, IBM, Microsoft, Oracle, VMware, SAP or any other strategic software publisher, SHI will help you establish an Optimized License Position (OLP) to address the following:

- How much software you have deployed
- Whether deployed software is being used
- What entitlements you own
- How entitlements reconcile with usage
- Whether you have a potential license compliance risk
- Whether you are spending too much

## FROM EFFECTIVE TO OPTIMIZED

Using a four-stage methodology, SHI's licensing experts establish your current licensing position for in-scope software publishers and deliver recommendations on how to optimize it.

### GO FROM EFFECTIVE TO OPTIMIZED



For more information, visit [SHI.com/ITAM](http://SHI.com/ITAM) or contact [ITAM@SHI.com](mailto:ITAM@SHI.com).



# OPTIMIZED LICENSE POSITION

## 1 ANALYZE ENTITLEMENTS

Create a single, reliable view of entitlements.

- Identify all relevant contracts, agreements and license terms
- Review maintenance documentation
- Aggregate and analyze purchase history for license data

## 2 UNDERSTAND SOFTWARE DEPLOYMENTS

Uncover your company-wide software deployments.

- Inventory all deployed operating systems, applications and databases for the in-scope publisher(s) across all environments
- Accurately identify the software applications running in your environment
- Collect comprehensive hardware configuration information

## 3 EFFECTIVE LICENSE POSITION

Our experts dive into the data to understand your license position. We deliver both management dashboards and detailed reports that highlight **licensing shortfalls, usage outside the contract terms & conditions (compliance risk) and surpluses (overspend)**.

## 4 OPTIMIZED LICENSE POSITION

Our experts will look at all options across the platforms, apps and vendors in-scope, and provide you with a full range of options in line with your program and business goals, including:

- Identifying under-used software for redeployment to new users
- Adjusting licensing schemes to better fit actual consumption
- Upgrading license agreements where better financial terms are available
- Reducing volumes for software support and maintenance contracts
- Negotiating with vendors to trade unwanted licenses for new subscriptions
- Centralizing duplicate or multiple software agreements into one where appropriate
- Switching vendors to escape restrictive licensing agreements

## WHICH SOFTWARE PUBLISHERS CAN BE COST OPTIMIZED?

**All of them.** Optimization is an exercise that can be carried out against any software publisher, including new SaaS vendors.

# TAKE YOUR LICENSES FROM EFFECTIVE TO OPTIMIZED!

## KEY SERVICE BENEFITS

- Optimize annual true-ups
- Increase audit-readiness
- Highlight security risks posed by older applications
- Ensure adoption is in line with entitlements
- Rationalize software contracts & manage contract renewals
- Remediate license under-utilization

