What Does it Take to Achieve Software License Optimization?
What is software license optimization?
The short answer is: Software License Optimization is the ongoing process of proactively managing the software estate, throughout the software product lifecycle, to maximize utilization of assets, minimize costs and maintain license compliance. It extends beyond traditional software asset management (SAM) to incorporate strategies, and the tools to support them, to fully leverage license entitlements—software product use rights. This allows the enterprise to minimize license consumption, calculate an optimized license position and reduce ongoing costs.

Software license optimization also encompasses other strategies to optimize licensing, such as tracking and analyzing usage data to determine the optimal named user license type for each user and finding unused software for reallocation to other users. Different strategies are required depending on the vendor’s license model and the use rights that go with it.

Going back to the original question—what does it take to achieve software license optimization? This paper will delve deeper to answer that question.

It's all about People, Process and Technology
People, Process and Technology—as with traditional SAM, these are the cornerstones of a successful software license optimization program. Let’s briefly consider each one:

- **People**—this encompasses defining the team and their roles and responsibilities for managing the software estate—from IT procurement to IT operations and compliance. Looked at more broadly, it also involves gaining executive sponsorship and key stakeholder buy-in to the program to enable both short and long term success. It requires the determination of the organizational structure for the Software License Optimization team and how that organization interfaces to the rest of the enterprise. Software License Optimization requires an investment in people to staff this critical function. However, this is often lacking and existing IT staff frequently doesn’t have the bandwidth to tackle the job (see next page). Another issue is that in many organizations, there is a lack of licensing knowledge. This is an area where the right technology can add significant value due to built-in knowledge of license types, terms and conditions, and volume purchase agreements. Make the investment in people to ensure success.

The Importance of People to Software License Optimization Success

In June of 2012, a leading European banking and financial services organization, employing close to 200,000 people worldwide, decided to embark on a Software Asset Management (SAM) and License Optimization program. The customer was in the middle of a Windows 7 rollout, and had started to investigate what benefits could be achieved by implementing a SAM program. The initial plan entailed a pilot project covering the desktop environment of a single, selected country involving approximately 7000 users. During the first phase of the program, the company decided to focus on just 14 software products, although the total number jumps to 64 when you consider all of the versions and editions.

By September, because of staff constraints due to other IT projects, the customer had not been able to assign full time resources to the delivery of SAM and license optimization, and as such had seen little to no tangible benefits from the program. The company brought in a Flexera Software consultant to act as an interim Software Asset Manager within the organisation, with the following impact:

**Week 1** – The consultant started off by looking at true license consumption as opposed to just matching licenses to the number of software installations. Utilizing the Product Use Rights Library built into the software license optimization tool, they applied the license entitlements afforded to the customer by their volume purchase agreements, to calculate an optimized license position. Use rights such as downgrade rights, upgrade rights, second-use rights, etc. were used to reduce license consumption and realize a £74,000 cost avoidance on several of the software products.

**Weeks 2 to 3** – The focus was on the WinZip application during weeks 2 and 3 of the engagement. More than £200,000 worth of cost avoidance was achieved by identifying purchases that the customer was unaware had been made, uncovering additional purchases that were wrongly classified, and by taking advantage of the available upgrade rights to the current version.

**Week 4** – During the fourth week of the engagement, the consultant identified a huge exposure on Adobe Acrobat Pro, and by using the software license optimization system, could see that there was very little usage of the application. Unused installations—those unused for at least a 90 day period, in this case, were immediately removed. This eliminated a license liability of about £206,000.

All together, the customer achieved cost avoidance in the region of £500,000 (about $800,000 USD) within a 4 week consulting engagement.

The goals of the SAM and Software License Optimization program have now significantly changed for the customer, with a fresh impetus by senior management to extend the scope to cover worldwide operations and also incorporating server environments. Their goal is to achieve the maximum possible cost savings and cost avoidance for software licenses and maintenance in the coming year. The investment has been made for additional resources within the company's software asset management team and processes are now documented and being managed.
What Does It Take To Achieve Software License Optimization?

- **Process** — Software License Optimization requires defining best practice processes for the organization to effectively manage software assets throughout the product lifecycle—from initial procurement, to ongoing management, upgrades, maintenance renewals, and finally retirement. Industry standards such as ISO 19770-1 can help organizations perform a gap analysis between where they are today and where they need to be to implement best practices. The ISO standard identifies 27 key process areas with detailed outcomes defined for each. As an example, in the ‘SAM verification process’ category—one outcome in the original 19770-1:2006 standard requires a prescribed frequency of license reconciliation checks: “Reconciliation is conducted at least quarterly between effective licenses owned and licenses required for software used…” Make the investment in best practice processes to ensure success.

- **Technology** — Software License Optimization requires using next generation tools to manage the complexity inherent in software licensing, IT environments and today’s global enterprises. Organizations must identify and implement the tools required to achieve business objectives, such as gaining visibility and control of the software estate, reducing license compliance risk, minimizing the cost of software licenses and maintenance, and enabling IT to innovate to achieve other strategic business goals. Make the investment in next generation technology to ensure success.

The remainder of this paper will focus on the attributes and requirements of next generation technology to enable organizations to achieve software license optimization success.

**Advanced Software License Optimization Technology**

What does it take to create and implement a next generation software asset management (SAM) and license optimization solution? That is, one that will work not only for large enterprises—those with hundreds of thousands of endpoints, but also one that will scale easily for managed service providers (MSPs) that are providing SAM services to multiple clients of all sizes.

Here are a few of the requirements:

1. **Ability to leverage existing IT infrastructure**
2. **Discovery and inventory that provide broad platform support (Windows, Linux, UNIX, MAC OS) and the ability to aggregate multiple sources of data**
3. **Built-in knowledge of license models, volume purchase agreements and software product use rights to optimize licenses**
4. **Ability to track and analyze usage data to optimize licenses**
5. **Automation of asset management processes**

6. **A flexible architecture that supports on-premise and SaaS delivery models**

7. **Advanced analysis and reporting**

Let’s take a closer look at each of these:

**Ability to Leverage Existing IT Infrastructure**

Large enterprises have a wide array of existing IT tools in the environment from many different vendors. Many organizations have multiple discovery and inventory tools, for example. Rather than throw away this investment, software license optimization solutions should leverage these tools to provide the data required for effective license management.

While FlexNet Manager Platform, foundation of the FlexNet Manager Suite for Enterprises, provides its own discovery and inventory capability (more on this below), it also connects to all of the following third party products, and more, for inventory and/or software usage data:

- Symantec / Altiris
- BMC ADDM and Marimba / BladeLogic
- Citrix XenApp, XenDesktop, EdgeSight
- HP DDMI
- IBM License Metric Tool (ILMT)
- IBM Tivoli EndPoint Manager
- Microsoft ActiveSync
- Microsoft Hyper-V, App-V
- Microsoft System Center Configuration Manager (SCCM)
- Micorsoft SQL Server
- Oracle Databases and E-business Suite
- SAP
- VMware vCenter/vSphere

The Platform’s Application Recognition Library (ARL) is used to process raw inventory data and accurately create the list of installed and/or used applications for each endpoint device (desktop, laptop, and server). The ARL contains identification rules for more than 110,000 software products and can also leverage the ISO 19770-2 software tagging standard ID tags, if available.

In addition, the Platform connects to third party procurement, ERP, HR and Active Directory (AD) systems for purchase order, contract, user and organizational data. All of this data is required to gain an understanding of the organization’s license position for a given software vendor.

**Discovery and Inventory that Provide Broad Platform Support**

While integrating with existing inventory tools is important, many times those tools don’t provide full coverage of a
large enterprise’s IT environment. FlexNet Manager Platform provides a unique combination of discovery and inventory capabilities not found in other tools, including:

- Multi-platform support—Windows, Linux, UNIX and MAC OS—across desktop, laptop and datacenter server environments
- The ability to aggregate multiple sources of inventory data
- Microsoft SQL Server inventory that includes version and edition data (important for determining an accurate license position for SQL Server)
- Oracle database discovery and inventory that has been verified by the Oracle License Management Services (LMS) organization to provide ‘detailed and accurate’ data that will be accepted in an audit
- Virtual machine discovery and inventory for VMware, Microsoft Hyper-V and hard partitioning (LPAR, vPar, Solaris Zones, etc.) environments, including the ability to correlate VMs to physical hosts, collect host hardware characteristics and VM allocations—important for managing hardware based license models such as processor-core and IBM PVU models on servers
- Application virtualization (such as Citrix XenApp, Microsoft App-V) and virtual desktop infrastructure (e.g. Citrix XenDesktop) support and that provides the ability to collect access rights (ACL) and usage data to allow license management for virtualized apps and virtual desktops
- SAP named user and package (engine) support

Built-in Knowledge of License Models, Volume Purchase Agreements and Product Use Rights
A software license optimization solution must have built-in knowledge of (and templates for) a plethora of license models such as: device, user, processor, core, concurrent, processor value unit (PVU), server and client access license (CAL), etc., to ease the process of creating and tracking license records in the asset management repository. FlexNet Manager Platform provides support for a wide range of software license models, including all of those listed above and many more.

Most large enterprises purchase software under volume purchase agreements such as Microsoft Enterprise Agreements, Select Plus Agreements (with and without Software Assurance), Adobe Cumulative License Program (CLP) and others. The software license optimization tools need to have built-in knowledge of these agreements, including the license entitlements—product use rights that they provide to customers.

What are Software Product Use Rights?
Product Use Rights are the rights specified in software license agreements that define how the organization is allowed to use the software. There are a myriad of complex scenarios and use cases that can be discussed in relation to product use rights, however, there are some very common use rights that are fairly standard across many software publishers (e.g. Microsoft, Adobe, IBM, Symantec, etc.), especially when maintenance is purchased along with the software license. Here are a few examples:

Upgrade Right – Allows the organization to install the latest version of the software available at no additional cost. This is a valuable benefit that usually comes with a license under maintenance; however, it is notoriously difficult to manage in many organizations. Complex scenarios come into play when an organization has some licenses under maintenance, and others that are not. Often, organizations that do not have an adequate software license optimization solution in place find this benefit so hard to manage that they routinely buy new licenses of the current version, rather than trying to keep track of upgrade rights manually.

Downgrade Right – Allows the organization to purchase a later version (usually the current version) of a product and install an earlier version of the product. This scenario often presents itself when the organization has a ‘standard image’, which is deployed to all desktops and usually changes every one to three years. For example, the standard image version of Microsoft Office may be Office 2007 Standard, but Office 2007 Standard is no longer available for purchase. If the organization needs additional licenses, they often have no choice other than to purchase the current version of the software.

Right of Second Use – Gives a user the right to install an application on a desktop, as well as a laptop and only consume a single license. This scenario sounds simple, but in reality, is quite difficult for common inventory tools to manage. Proper license consumption analysis involves determining a common ‘user’ (who must be the “primary owner” of those two devices) and then performing an analysis of hardware and software inventory to understand the combination of desktop/laptop installation evidence.

Right of Multiple Installations – Allows for multiple installations of the same application (usually different versions) on a device and counting the multiple installs as consuming only one license. Multiple installs can happen by accident or by design. Many applications don’t clean up completely on uninstall, resulting in artifacts of installation evidence remaining on the device. Many inventory tools, especially those not having application recognition or software fingerprinting capabilities, will mistakenly count these fragments of installation evidence as a legitimate software install. This scenario also presents itself when an application has been upgraded, and evidence of the initial installation remains.

Disaster Recovery (DR) / Failover Rights – Often provide the right to have the software installed on both a production server and a backup server (e.g. a cold DR
machine) and consume only one license. For example, the Symantec NetBackup Cold Disaster Recovery right allows for one additional copy of the licensed software to be used as a Cold DR installation on a Cold DR server located at a Cold DR site as part of a cluster of production servers provided the customer also remains current on maintenance.

Server Virtualization Rights – Typically allow an application or operating system to be installed on a physical host machine along with a number of installations of the software on virtual machines. The number of allowed copies running on virtual machines varies from one or two to an unlimited number, sometimes depending on the edition of the software. For example, Symantec Storage Foundation uses a Tiered license model that follows the Windows Server OS editions. The Enterprise Edition allows for up to 4 VMs to run the Symantec software, whereas the Datacenter Edition allows an unlimited number of VMs.

Oracle and IBM in VMware Virtual Environments

One fairly simple optimization that can be implemented pertains to licensing of Oracle database software that is running in a VMware virtual environment. Oracle does not recognize third party soft partitioning technologies, such as VMware vSphere, when it comes to licensing database instances using the Processor metric. In this case, the full capacity of the server or cluster must to be licensed.

A common bad practice is to have an Oracle database on a single VMware virtual machine on a VMware server, or worse, in a VMware cluster—because all of the processors in the physical server or cluster must be licensed. In large organizations, this situation often occurs as an outcome of a datacenter virtualization initiative. One solution is to reverse the virtualization and isolate the Oracle database outside of the cluster on a physical machine; this will usually be a more affordable option. In many cases, other Oracle database instances exist across the organization, and the best practice is to consolidate them all on the same server or cluster. Once the physical server or cluster has been fully licensed for the first Oracle database instance, an unlimited number of virtual machines supporting additional Oracle database instances can be added to the server or cluster without requiring any new Oracle (processor) licenses.

IBM PVU Licenses in VMware Server Clusters
On the other hand, IBM Processor Value Unit (PVU) licenses allow for subcapacity licensing in VMware server clusters—enabling enterprises to reduce the cost of IBM licenses by only licensing the virtual capacity that will be used to run the IBM application. The difficulty comes about when trying to determine the so called ‘high water mark’—the highest cost configuration within the cluster that must be used to calculate the required number of PVU licenses (See Figure 2 below). Distributed Resource Scheduler (DRS) host affinity rules, that specify which servers in the cluster can be used by that application, can also come into play. FlexNet Manager for IBM can automatically determine the high water mark for IBM PVU licenses to help optimize your IBM license position.

IBM Licensing

50 PVUs

40 PVUs

OR

50 PVUs

40 PVUs

The most expensive configuration must be licensed = 50 PVUs

Figure 2: Optimizing IBM PVU subcapacity licenses in VMware virtual environments—finding the high water mark
Managing this type of product use right takes on more and more importance as virtualization adoption continues to grow. Without a software license optimization solution in place, managing server virtualization rights can become difficult, if not impossible due to the dynamic nature of this type of environment and the complexity of the licensing rules.

As mentioned above, there are many other types of virtualization technologies—application virtualization (e.g. Citrix XenApp, and Microsoft App-V) and virtual desktop infrastructure (e.g. Citrix XenDesktop), for example. These technologies also require advanced license management tools to correctly calculate a license position for the software running in these environments. FlexNet Manager Platform allows organizations to manage licenses, taking into consideration all of the environments (local installations, application virtualization, virtual servers, virtual desktops, etc.) where the software may be running.

From these examples of product use rights, it’s clear that software license optimization requires more than simply comparing the number of installations to purchased quantities. A one-to-one comparison will frequently provide a pessimistic view of the organization’s license position—meaning that more licenses than necessary are being purchased, since in many cases, a single license entitles multiple installations of the software. Software license optimization tools require support for many complex license models prevalent in today’s environment, including the ability to accurately calculate license consumption for these models. Furthermore, true software license optimization involves applying each application’s product use rights to minimize license consumption and reduce ongoing software costs as a result.

FlexNet Manager Suite for Enterprises includes software license optimization products (e.g. FlexNet Manager for Microsoft, FlexNet Manager for Adobe, FlexNet Manager for IBM, etc.) that deliver a Product Use Rights Library that encapsulates the license entitlements for critical vendors. (Of course, product use rights can also be manually entered or edited to account for special considerations or custom agreements). These products automatically apply vendor-specific product use rights to calculate an optimized license position. The Suite products also have built-in support for key volume purchase agreements for vendors such as Microsoft, Adobe, etc.

**Ability to Track and Analyze Usage Data to Optimize Licenses**

One optimization strategy related to usage analysis is license reharvesting. This is the process of tracking software usage, usually for desktop software, and finding unused or under-used applications. Organizations will typically select a time window—say 90 days, and if the software is unused in that period of time, the user will be asked if the software can be uninstalled from their computer. This allows the license to be reclaimed and put into the available pool for reallocation to another user, thus avoiding purchasing new licenses unnecessarily. License reharvesting is best used after an organization has already gotten to a level of software license optimization maturity where they have an accurate understanding of their license position.

Flexera Software App Portal’s integration with FlexNet Manager Platform allows the license reharvesting process to be automated, with email notifications to end users as part of the process. Users are generally much more likely to relinquish the unused software if they know they can quickly and easily get it back when they need it by using an enterprise app store.

There are a number of specific cases where detailed software usage tracking and analysis are required to optimize licenses. The first one to consider is SAP which has two main license models: Named User and Package (aka Engine) licenses. In the Named User case, there are many categories or classifications of users—from Developers and Professional Users to Employee Self Service and Test users; the different license types have widely varying price points and offer different levels of access to the software. Users are categorized based on their working roles and the features of the SAP software that they are permitted to use. In most organizations this is a manual process, not based on actual usage of the system. It’s often difficult for the SAP administrator to determine the most appropriate license type for a given user, so it’s a ‘best guess’ approach.

The result is that in some cases the user is under-licensed—for example, they need a Developer license (very expensive) but have only a Limited Professional license (less expensive, but still costly). This situation represents a license liability at true-up time and can result in an unbudgeted expense. But in many cases, the opposite problem occurs—the user is over-licensed, meaning they have a higher level license than they really need, based on how they actually use the SAP software. In many companies that Flexera Software works with, we find that there are far too many Professional and Limited Professional user licenses deployed when a lower cost Employee or Employee Self Service license would suffice for those users. By restructuring their license classification mix, organizations can either avoid new license purchases for the more expensive licenses as they expand their use of the SAP system or realize significant cost savings the next time they negotiate their SAP license agreement.

The Named User licensing challenge solution is to use tools that automatically track and analyze SAP usage for each user. SAP license optimization tools can recommend the lowest cost license that meets the needs of the user. Figure 3 (page 8) shows an example of the original and optimized states for an SAP customer’s Named User licenses. The optimized state has far fewer Professional, Limited Professional and even Employee Self Service licenses and many more of the lowest cost CAT or Time Card user type.
The second case where usage analysis is required to optimize licensing is concurrent licensing. With this license model, it’s not the number of software installations that matters; it’s the number of people that are using the software at any one time—the number of concurrent users. If an organization has 1000 concurrent licenses for a particular engineering application, for example, then 1000 engineers can run the software at the same time. The 1001st person to try to run the software is denied access to a license (a so called “denial of service”) and has to wait for a license to become available. Software license optimization tools track and analyze usage of these concurrent licenses—measuring peak usage, true denials and calculating effective peaks, to enable the organization to buy the optimal number of licenses for each application.

In many cases, companies are able to increase availability of concurrently licensed software to the user community while decreasing the cost.
Automation of Asset Management Processes

License management in today’s complex IT environments is challenging and large enterprises cannot hope to achieve a high level of asset management maturity—with its associated visibility, control and cost containment, without a fair amount of automation. There are several steps in the software asset management and license optimization process where automation can and should be implemented:

• **Software request and approval process** – utilize an enterprise app store such as Flexera Software’s App Portal, which is integrated with the Platform to allow checking for available licenses as part of the software request, approval and delivery process. If a license is available, it can be reserved in FlexNet Manager Platform, ensuring that over consumption of licenses doesn’t occur.

• **The aforementioned discovery and inventory process** – automatic collection of inventory data and recognition of installed applications; FlexNet Manager Platform performs the recognition process using its Application Recognition Library covering more than 110,000 software titles from 14,000 vendors.

• **Purchase order processing** – this can be automated by utilizing Stock Keeping Unit (SKU) numbers on purchase order line items; FlexNet Manager Platform’s SKU Library of more than 500,000 software part numbers automates purchase order processing and links PO entitlements to inventory—resulting in a purchased versus installed (or consumed) license position.

• **Application of Product Use Rights** – a scalable software license optimization solution must automatically apply product use rights to streamline the license management process and minimize license consumption. Without this automation, it is nearly impossible to manage complex license entitlements in today’s dynamic IT environments. FlexNet Manager Suite for Enterprises license optimization solutions provide a Product Use Rights Library for critical vendors such as: Microsoft, Adobe, IBM, Symantec and SAP.

• **Usage data collection and analysis** – for vendors such as SAP, which has a named user license model, detailed usage data collection and analysis is a necessity to optimize selection of the license types that meet end user needs at lowest cost. FlexNet Manager for SAP Applications automates this process to allow organizations to optimize SAP licensing costs. Usage data collection and analysis are also important for optimizing the license count and application mix for engineering applications that use a concurrent license model. FlexNet Manager for Engineering Applications is a comprehensive concurrent license management and license server administration solution.

FlexNet Manager Platform enables organizations to:

• Collect application usage data to expose under-used software and re-allocate those licenses to reduce new purchases at true-ups and renewals

• Leverage usage data to reduce maintenance on unused software and/or versions that are no longer covered by vendor support

• Reclaim licenses from retired hardware to defer new license purchases

Investment Required to Create and Maintain License Optimization Content Libraries

Flexera Software has invested more than 60 person-years of effort into creating and maintaining its content libraries – Application Recognition Library (ARL), Stock Keeping Unit Library (SKU) and Product Use Right Library (PURL). This involves the work of highly knowledgeable software licensing analysts to interpret the contents of complex license agreements and translate the terms and conditions into a standardized set of product use rights for a range of strategic software vendors.

Additionally, Flexera Software has made significant investments into achieving a genuine cross-platform solution. UNIX and Linux platforms, in particular, have a broad range of installer technologies including many home-grown solutions, which makes application recognition extremely difficult on these platforms. FlexNet Manager Platform has the ability to collect software inventory information from many UNIX and Linux platforms, regardless of the technology used to install these applications.
A Flexible Architecture that Supports On-premise, Hosted and SaaS Delivery Models

A next generation software license optimization solution should provide flexibility in terms of delivery models—on premise at the end customer’s site (the traditional approach), hosted—where a managed service provider (MSP) has installed the software license optimization product in its datacenter and delivers SAM services to its customers around that solution, and Software as a Service (SaaS). There are benefits to all three models. On premises, non-subscription (i.e., perpetual license) purchases are usually considered a capital expense that can provide a better return on investment (ROI) over time. The software is controlled and managed by the customer’s IT department within its own datacenter.

In the hosted model, the end customer has essentially outsourced the software asset management and license optimization function. This, of course, can be a good choice if the customer doesn’t have the staff available to take this on and can leverage the license management expertise of the MSP.

The SaaS approach, with the usual subscription licensing model, is typically an operating expense. It has a low cost of deployment and support and there are no scalability or architectural issues for the customer to consider. SaaS delivery also enables the workforce to be mobile and connect to the application from anywhere, on any device that can provide a web browser.

FlexNet Manager Platform can be installed on premises or delivered as a Software as a Service (SaaS) where the product is installed in the Flexera Software datacenter. Flexera Software also works with a number of partners that offer managed services based on the FlexNet Manager Suite solution.

Advanced Analysis and Reporting

Ultimately, a software license optimization solution must provide a comprehensive dashboard that the organization can use to gain visibility and control over its IT estate. FlexNet Manager Platform provides a web-based dashboard with extensive alerting and reporting capabilities.

Here are a few of the Platform’s capabilities:

- Comprehensive Compliance Dashboard (see Compliance Overview in Figure 5 below)
  - Vendor License Position
  - Ability to report at multiple levels of organizational hierarchy, by cost center, by user, etc..
- IBM Cognos based advanced analysis (including trend analysis) and reporting—business intelligence for software asset management
- Powerful ‘What If’ analysis capability to simulate changes to the datacenter server environment and calculate the impact on license position, including the financial impact. It can answer the question—what will this change cost in terms of new software licenses?
- Comprehensive Contract Management capabilities
  - Payment notifications, payment history
  - Maintenance Renewal notifications
  - Proactive contract management—including the ability to set up automated alerts for contract action items at specific points in time.

FlexNet Manager Platform enables organizations to:

- Consolidate applications and vendors to maximize volume discounts
- Maintain continuous license compliance to minimize audit cost and risk

Figure 5: FlexNet Manager Platform Compliance Overview screen
Software License Optimization Tool Selection Criteria

One Managed Service Provider that replaced its homegrown software asset management solution with FlexNet Manager Suite had these selection criteria:

Today, this MSP provides SAM and license optimization managed services to more than 40 medium and large enterprise clients around the world. They manage more than 500,000 hardware assets and thousands of software titles. (Read the full case study here).

<table>
<thead>
<tr>
<th>Key Discriminators</th>
<th>Select Criteria</th>
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</thead>
<tbody>
<tr>
<td>Market Analysis</td>
<td>✅ Market Leadership&lt;br&gt;✅ Global enterprise customer base</td>
</tr>
<tr>
<td>Advanced Application Recognition Capability</td>
<td>✅ Number of software titles recognized across multiple platforms and vendors&lt;br&gt; (more than 110,000 in the Platform)&lt;br&gt; ✅ All titles with 20 or more instance in the environment can be added within 30 days</td>
</tr>
<tr>
<td>Mature Heuristics for Optimal Allocation</td>
<td>✅ Ability to allocate licenses based upon prioritization and “best” terms and conditions</td>
</tr>
<tr>
<td>Vendor SKU Library</td>
<td>✅ Identifies software purchased and license agreement type based on the SKU number; links entitlements to inventory&lt;br&gt; ✅ Large number of software part numbers in library (more than 500,000 in the Platform)</td>
</tr>
<tr>
<td>Product Use Rights Library</td>
<td>✅ Captures complex software product use rights which are associated with specific vendors’ license agreements and titles&lt;br&gt; ✅ Advanced software license optimization technology</td>
</tr>
<tr>
<td>Alignment with Major Publishers</td>
<td>✅ Microsoft, IBM, Adobe, Oracle, SAP and Symantec</td>
</tr>
</tbody>
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Flexera Software’s Software License Optimization Customers

Some Statistics on Flexera Software’s Software License Optimization Customers:

- More than 580 organizations worldwide are FlexNet Manager Suite customers
  - 90 of the Forbes Global 2000 companies
  - 8 of the top 25 Banks and Financial Services Companies
  - 10 of the Top 20 Aerospace and Defense companies
  - 13 of the Top 20 Oil and Gas enterprises
  - 8 of the Top 20 Semiconductor companies

Summary: Business Value and ROI of Software License Optimization

Why should organizations bother with software license optimizations such as leveraging product use rights and selecting the optimal SAP named user license type? Because software license optimization can significantly reduce an organization’s license consumption and software spend. Cost savings can range from 5% to 25% of annual software spend, significantly boosting the return on investment from an organization’s software asset management program.
Here are a few Flexera Software customer examples of Software License Optimization cost savings and return on investment:

- **Major European Company** with about 30,000 desktops and 8000 servers realized more than 45 million GBP in savings and cost avoidance on SAP. ([Read the full case study here on the Software License Optimization Blog: Software Audit Ready and License Compliant in Under Four Weeks](#)). This savings represents about 21% of their total annual software spend if amortized over the four years of their new SAP agreement.

- **A.P. Moller-Maersk**, a global conglomerate operating in 130 countries and managing software across more than 90,000 devices, saved tens of millions of dollars in the first 12 months by leveraging Global Enterprise Agreements and avoiding duplicate spending by independently operating business units. The company also leveraged Product Use Rights for several key vendors to minimize license consumption and reduce annual true-up costs. The return on investment for their revamped IT Asset Management program in the first year of implementation was more than 900%. ([Read the full case study here](#)).

- **Fortune 500 Global Security Company** has achieved ITAM program cost savings of $10 to $12 million per year over the past 2 years using FlexNet Manager Suite solutions. This includes more than $1 million in SAP savings and a $4.7 million reduction in their Microsoft annual true-up cost. ([Read the full case study here](#)).

Software License Optimization allows organizations to get the highest possible return, not only on their SAM program investment, but their entire software investment.

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**About Flexera Software**

Flexera Software is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous license compliance, optimized usage and maximized value to application producers and enterprises. Flexera Software is trusted by more than 80,000 customers that depend on our comprehensive solutions - from installation and licensing, entitlement, and compliance management to application readiness and software license optimization - to strategically manage application usage and achieve breakthrough results realized only through the systems-level approach we provide. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com)