

▼ IT Consulting Company uses Software Asset Management (SAM) to Optimize Software License Management

Known for its professional consulting services, this IT consulting company's primary business focuses on software customization, including ERP and CRM applications, for Fortune 2000 companies.

Because it is critical that their 1,000+ field consultants have reliable, high-performance tools for presentations to clients, this consulting company needed a system that would give them the ability to request, receive approval for and download virtually any software title they needed in a matter of minutes – not days.

The company needed the ability to integrate with their legacy systems while providing tight controls and comprehensive reporting. They also needed to be able to track licenses as they were deployed and then reclaim unused licenses and return them to the license pool.

Managing Software Purchase and Use All in One Place

Insight recommended Insight:LicenseAdvisor™, a software asset management (SAM) integration framework that can tie information together from procurement, deployment and inventory management systems into one central repository. By leveraging this always-current central data repository, Insight clients can better manage the daily ebb and flow of software license entitlement, eliminate license over-buying and maintain a high level of compliance.

Insight:LicenseAdvisor™ employs Microsoft® Active Directory® to establish who needs to approve a software request within the company's organization and uses predefined workflow, approval methodology and email to route requests. Once items are approved, field consultants can immediately access in-stock software.

AT A GLANCE

Client Profile

IT consulting company offering services focused primarily on software customization, including ERP and CRM applications, for Fortune 2000 companies

Challenge

- Getting the right software to the right people, at the right time – despite their location
- Controlling the costs associated with over- and under-buying software
- Maintaining a complete overview of current and deployed licenses
- Expediting management approval processes
- Providing comprehensive reports

Solution

Insight:LicenseAdvisor™, a software asset management integration framework, ties data from procurement, deployment and inventory management systems into one central repository

Insight:LicenseAdvisor™ Highlights

- Integrates information from procurement, deployment and inventory management systems into one central repository
- Leverages Microsoft® Active Directory® for request approval routing
- Uses predefined workflow, approval methodology and email
- Enables fast selection of software titles from Insight's e-commerce site
- Controls over-buying by returning unused licenses to a license pool
- Reports on licensing counts, user requests, approvals, denials and deployments

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In the past, each of these processes had been performed manually, which placed a huge demand on all involved parties. Insight:LicenseAdvisor™ has automated this process, helping control the cost of software ownership.

“What Insight:LicenseAdvisor™ does is tie into Insight’s catalog and essentially make every software title out there available to our users,” explains the director of IT services for the consulting company.

“Once the program is configured, it pretty much runs itself,” explains the Insight:LicenseAdvisor™ administrator. “I don’t mind telling you, when I first saw what this product could do, I was a little intimidated. But after I understood what it was designed to automate, I knew it was a timesaving tool that we couldn’t do without.”

The company has configured Insight:LicenseAdvisor™ to allow field consultants the ability to shop Insight’s e-commerce site for a wide variety of software titles and bring those into the workflow approval process as well. “That’s such a huge selling point because it greatly reduces the amount of administration required and adds flexibility when users wish to order unusual or out-of-print software,” the administrator continues.

To maintain a consistently high level of software availability to the field, the company has set a number of threshold alerts that notify them when a particular license pool is running low. At that point, a purchasing authority can elect to make a purchase or redistribute licenses from one department to another.

The solution’s central repository keeps tight control over all license counts, user requests, approvals, denials and software deployments. It also gives the field consultant the ability to return an unused license to the license pool.

“Every unused license return is a license that we don’t have to buy,” says the director of IT services. “That helps cut our lead time as well. Before Insight:LicenseAdvisor™, we didn’t know where these unused licenses were and didn’t have the time or resources to find out. Believing it to be in the best interest of our client, we would normally execute a purchase. Now that doesn’t occur.”

Insight:LicenseAdvisor™ was able to meet the requirements of the company for delivering a high level of customer service to field consultants and clients, with tight levels of control and ease of administration.

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– IT Services Director

Who is Insight?

Insight is a technology solutions provider serving global and local clients in 170 countries on all continents. Today, thousands of clients, including more than 80 percent of the Global Fortune 500, rely on Insight to acquire, implement and manage technology solutions to empower their business. Insight provides software and licensing services globally. In addition, we offer a comprehensive portfolio which also includes hardware and value added services for our clients in North America and the U.K. We are aggressively expanding our global capabilities by introducing new offerings, including hardware and services, to meet emerging needs for our clients worldwide.

Insight is ranked No. 543 on *Fortune Magazine’s* 2007 ‘Fortune 1000’ list.