



International Fortune 500 Solves Software Compliance Concerns with Insight:LicenseAdvisor™

A household name for decades, this multibillion company's multinational presence, and diversified businesses span virtually every industrial sector. The company relies on an extensive software portfolio used by thousands of employees across its diverse global enterprises. Tracking, managing and ensuring compliance with license terms for myriad software agreements is at best unwieldy, and at worst, a potential source of unbudgeted liability.

For most global enterprise-level organizations, keeping up with software entitlements—determining who bought what when and tracking their distribution—involves so many touch points and complexities that there is no clear position on compliance terms. In this scenario, that complexity is even more of a concern given the multiple global businesses with diverse requirements and thousands of worldwide users. As a result, issues quickly become significant in the areas of under-licensing and non-compliance. Further, designing, developing, and maintaining internal solutions would obligate in-house resources for extensive periods and despite their efforts, may not meet all specifications required over time.

Thus it became clear to senior leadership that it was essential to mitigate any potential liability—in terms of both public credibility and financial exposure—that could result from software licensing vulnerabilities, and develop a partnership with a professional resource to provide a state-of-the-art solution. In particular, two businesses recognized the threat posed by this exposure and the complexity associated with addressing it, and approached Insight to propose a streamlined, long-term solution for their SAM business challenges.

The Insight:LicenseAdvisor™ Simplifies Software Asset Management

For one of its global businesses, with more than 23,000 seats worldwide, there was no line of sight into software licenses and installations. To make matters worse, duplicate software license purchases had been identified, yet conducting any type of audit siphoned off both time and productivity. Another global business encountered similar challenges, and with more than 12,000 international seats of its own, was tasked to better manage compliance risk, and software costs, and to implement key processes to align operations with software publisher terms and conditions.

First introduced to the capabilities of Insight:LicenseAdvisor by participating in an Insight webinar, company representatives were interested in learning how the technology and Insight's services could support their needs. Specifically, Insight:LicenseAdvisor is a

AT A GLANCE

Company

Fortune 500 company

Industry

Global Infrastructure, Finance and Media

Challenge

To achieve cost-effective Software Asset Management (SAM) for two of its international business subsidiaries while eliminating significant liability by cost effectively and efficiently managing global enterprise-wide software license entitlements and compliance.

Size

Subsidiary #1: 12,000 seats
Subsidiary #2: 23,000 seats

Solution

Implement Insight:LicenseAdvisor™ across the global subsidiaries to automate their SAM processes with a dynamic, secure integration framework that would empower them to track, analyze, and manage their assets from procurement to deployment, including the reuse of unused and/or under-utilized software licenses.



software asset management (SAM) integration framework and process solution with the ability to track, analyze and manage software assets throughout their lifecycle—from procurement to deployment—allowing companies to best utilize their assets within the scope of their software agreements.

Since Insight:LicenseAdvisor provides total software asset oversight, companies can track every license in terms of its use, re-use and ultimate retirement. Integrating seamlessly with existing software asset management environments, Insight:LicenseAdvisor provides current entitlement and consumption data with end-to-end communication and workflows while concurrently providing visibility into and control over the global software portfolio.

In short, Insight:LicenseAdvisor effectively addressed all outstanding enterprise SAM issues in a clear, comprehensive solution for both businesses.

Yet beyond the obvious technical merits of Insight:LicenseAdvisor, this company chose to partner with Insight also because its demonstrated expertise, knowledge and consultative approach to SAM issues provided another, vital layer of collaborative support. “We helped the client clearly understand both their current and future environments and the complexities associated with SAM. By working closely in the discovery, planning, and implementation stages, we helped them automate the full software lifecycle and understand and address the broader business implications associated with potential unbudgeted liabilities,” says Ray Martin, Insight Senior Solutions Executive.

Company Gains Greater Clarity and Control

For both businesses, Insight:LicenseAdvisor provides clear advantages in integrating procurement and inventory data, distribution information, and workflow to provide a view of the software lifecycles. Since it is a SAM integration framework that communicates with asset discovery and inventory tools, procurement systems, ERP systems and service desk solutions, the customer did not have to replace existing tools or systems.

As it incorporates full integration with Insight’s own back office and other publishers and resellers via industry standard protocols, whether they purchase from Insight or not, they can rely on the solution’s security, scalability and flexibility to meet inventory needs that may change over time, present trend analysis and exceptions, and automate alerts and notifications about license use and ownership changes.

Again, partnering to address the business implications of uncontrolled software licensing was a key aspect to success. Company representatives understood the inherent and significant risks and worked closely with Insight to ensure their immediate needs were met while implementing technology and practices to ensure future compliance.

For an organization of such immense scale and reputation, it was mission-critical to select a business partner to not only help it ‘true up’ its current software portfolio, but also with the capability and credibility to serve as a trusted future resource to ensure ongoing compliance. In choosing Insight, the company has the assurance of knowing its industry-leading expertise and range of solutions can be deployed with measurable cost-effectiveness and efficiencies anywhere in the world, and for virtually any scale of operations.

Insight and the Insight logo are registered trademarks of Insight Direct USA, Inc. All other trademarks, registered trademarks, photos, logos and illustrations are the property of their respective owners. ©2011, Insight Direct USA, Inc. All rights reserved. Updated 8.11. 11-12178

ABOUT INSIGHT

Insight is a technology solutions provider serving global and local clients in 190 countries. 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 networking, 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.

