



# LICENSE DASHBOARD

Save money, reduce risk and  
remain compliant

With License Dashboard's Software Asset Management technology and services

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# Introduction

License Dashboard has been helping organizations take control of their software assets for over fourteen years. Our SAM technology and services evolve with our customers, ensuring they have never been more prepared for a software audit.

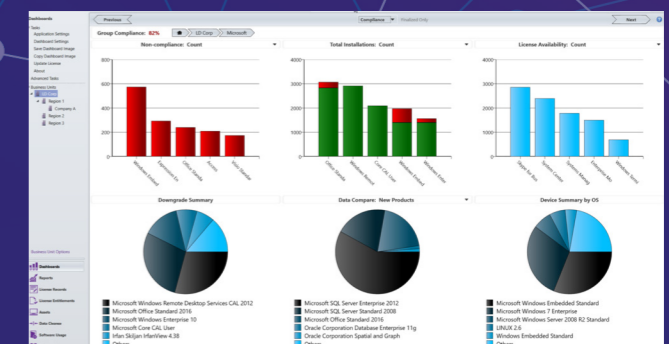
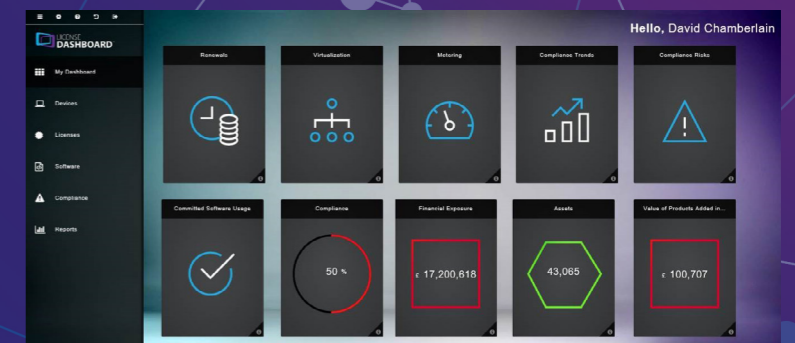
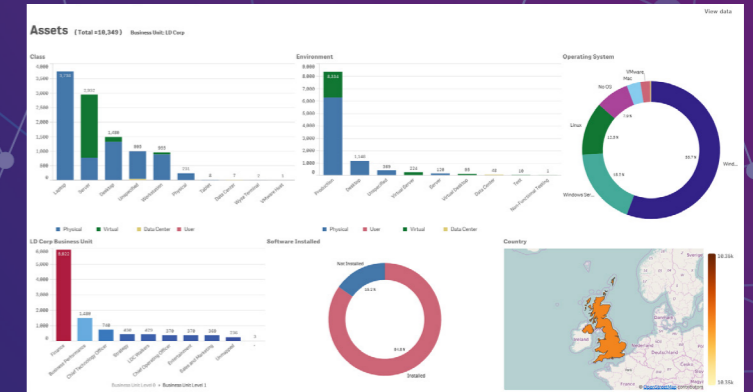
Using our SAM tools you can be up and running with your own on-premise solution or managed service within days, not months.

We've completed over 1,500 software asset management projects, saving our customers up to 30% of their overall IT spend within the first year of implementing our SAM solutions. Market leading software license specialists keep our customers ahead of licensing changes and remaining compliant, using our agnostic tool approach.

Rather than waiting for an audit request, our SAM technology and products highlight potential risks, confirm all devices and products are being efficiently consumed, and improve ROI on purchase decisions.

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**12 SAM Consultants**

**10 Microsoft Accredited**   **3 Oracle Accredited**   **3 SAP Accredited**   **2 IBM Accredited**

**5 Technical Support Specialists**   **4 Developers**   **5 Sales & Marketing**

**2 Project Managers**   **3 Testers**

# How Our Platform Works

License Dashboard develops a number of core SAM technologies, all of which are available as on-premise and cloud based solutions, with perpetual and subscription licensing options. We're proud to offer a full software asset management product portfolio, which can be tailored to meet your organization's exact requirements.

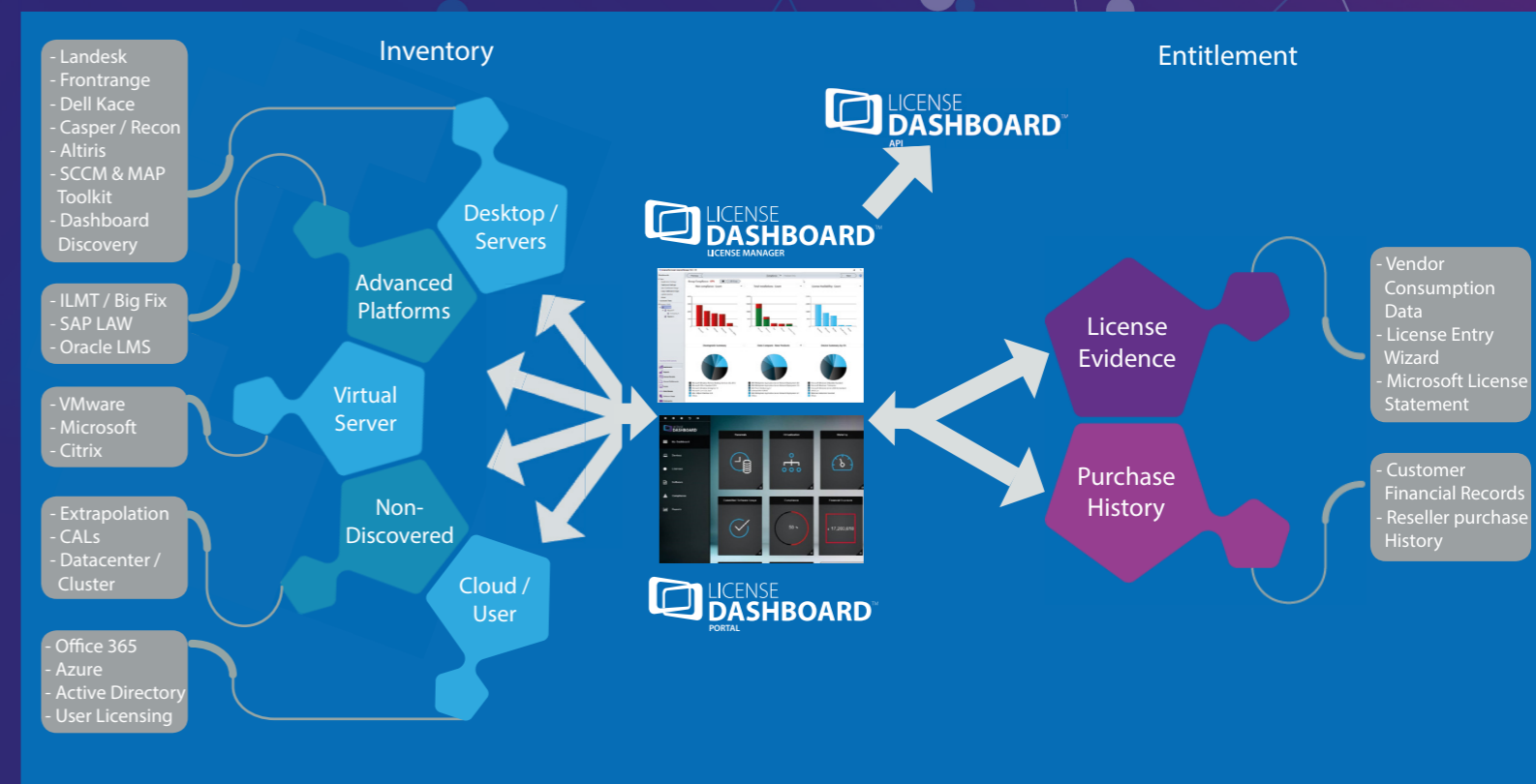
From purchasing software and hardware, to spending on maintenance and support, IT Asset Management has the potential of taking up a large percentage of your organization's budget. Managing IT spend wisely is a top priority for both finance and IT professionals, and so License Dashboard has developed a range of SAM solutions designed to help monitor, manage and optimize the licensing and procurement of your software assets.

# Our Credentials

License Dashboard combines unrivalled SAM and licensing expertise with professionally-developed solutions designed to help both large and fast-growing organizations manage their IT expenditure, minimize costs, optimize utilization and streamline the entire asset lifecycle.

From point-in-time Effective Licensing Position (ELP) programs, through to ongoing license compliance and IT Asset Management initiatives, License Dashboard's advanced portfolio of solutions and professional services will help you establish, understand, optimize and manage your software licenses.

SAM is important, we know you know that, but there's a perception that implementing the right SAM solution can be complicated and sometimes that leaves it slipping down the senior manager's agenda. It doesn't have to be that way...



# Why manage your software?

With the correct tools and team in place, managing your software assets will provide you with significant cost savings and control over your IT estate.

Understanding your licensing position is an essential aspect of preparing for future infrastructure changes, mass software deployments or mergers and acquisitions. Nowadays there is so much more to software asset management than purely being 'audit ready', although this still remains a primary benefit as organizations face a 68% chance of receiving a software audit in the next 12 months.

License Dashboard designs and builds innovating market leading tools that, when combined within a SAM platform, provide more automation than any other vendor – effectively adding another member to your SAM team.

# Methodology

To understand the process behind controlling your IT assets, we designed the ROC Framework.

**Recognize** is balancing the equation of what is deployed across your estate and what you are entitled to be using.

### Key tools

- Dashboard Discovery
- Data Navigator

**Optimize** means taking your organization past your current licensing position and start to identify any gaps or prevent overspend.

### Key Tools

- License Manager

**Control** is continuing the processes above. Your IT estate doesn't stand still so staying on top of all changes and providing regular status reports is vital to preparing for any future plans or audits.

### Key Tools

- License Manager
- License Dashboard Portal

## ROC Framework

■ Maintain optimal position  
■ It's about people, processes and communication  
■ Never buy un-necessary licenses and negotiate contracts with confidence  
■ Share reports, manage KPI's and deliver ROI  
**Solutions:** License Dashboard Portal



**Understand your:**

- Estate size
- Environment complexity
- Software install and usage
- License evidence

Balance the equation between what's installed and what is allowed to be installed  
**Solutions:** Discovery, Data Navigator



■ Apply best fit license entitlement (upgrades, downgrades & suites)  
■ Re-harvest un-used licenses  
■ Uninstall un-used and un-licensed software  
**Solutions:** License Manager



# License Manager

Simplify the process of managing your software installations and entitlement - License Manager is more automated than ever which complements its extensive software license management capabilities and enables you to easily manage your complicated estate.

With the latest release of LM11, License Manager now presents even more automation to save you up to three days' worth of work\*, the speed and agility (and Active Directory management capabilities) of this upgrade has made controlling your users, licenses, hardware, databased and advanced platforms easier than ever before.

\* Based on 20,000 assets within one company

## Benefits

- Dedicated Oracle and IBM workspaces
- Dedicated ITAM workspaces
- Compliance baselines
- Scheduled bulk data imports
- Inventory optimization via real-time inventory uploads
- Built in licensing intelligence
- Built in automation



# Dashboard Discovery

Dashboard Discovery provides a baseline of asset information across your entire network. Our low impact inventory tool can be used via an agent or agentless across your IT environment, Discovery will pick up the information needed to understand what is installed and what is being used across all devices by collecting:

- EXE and MSI data
- Data from physical and virtual devices
- Metered data
- Hardware
- Product IDs

Dashboard Discovery will also present you with a list of exceptions that it couldn't identify, this is usually when there is no executable file to receive, alerting you to any risks that could be within your deployed estate.



## Benefits

- Easy to use
- Simple to install, configure and maintain
- Pull and push client deployment
- Web-based management console
- Provides a detailed hardware and software inventory
- Enable connectivity with third party products such as help desks

# License Dashboard Portal

Our brand new reporting tool presents the information that is relevant to your persona, across any device. Whether you are Organizational Management or IT, SAM or finance specific, there is a dashboard that reveals the data you need to make informed decisions.

Each dashboard is completely unique to the user's needs, you can set your own Red, Amber, Green (RAG) status to values that align to your business strategy, have the preloaded tiles of your choice across each dashboard, and specify specific reports, name them and pin them. All of your personalized dashboards are accessible across, Windows, IOS and Android through desktops, tablets and mobile - making License Dashboard Portal even more flexible.

## Benefits

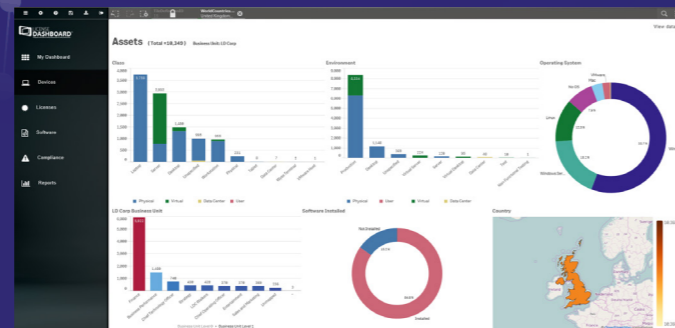
- Real-time asset management
- Reports for multiple personas
- Accessible across any device
- Utilizing Qlik Sense technologies
- Exportable reports to share across your organization
- Intuitive interface that presents valuable data to make informed decisions



# License Dashboard Portal

License Dashboard Managed Service gives you insight into what is going on with your IT assets. You will be provided with monthly or quarterly hard copy reports, and for your convenience, we have built License Dashboard Portal using Qlik Sense technologies.

The Portal is accessible across any device, anywhere. With over 100 reports available we have provided the facility to personalize the Dashboards. Each report can be pinned to your Dashboard for easy access where you can drill down from the summary and into finer details, providing you with valuable information at your fingertips.



# Data Navigator

Most organizations have software which requires specific inventory solutions to gather their consumption data, meaning the information needed to understand your software installs comes from multiple sources.

This can be confusing and some inventory tools won't always gather the entire information needed to provide a true picture of your install state.

Data Navigator can connect to all inventory tools on today's market and, at scheduled times that suit your needs, collects the data each tool provides to start understanding your environment. Data Navigator then automatically normalizes the data retrieved and feeds it into License Manager (or an ITSM tool of your choice) in a readable format – taking away any manual and time consuming administration.

## Benefits

- Understand your environment complexity
- Discover your entire software estate
- Fully implement IT security across your network
- Confidence in information
- Proactively manage your coverage
- Keep accurate and up to date IT records



# License Dashboard API

In the age of Big data, where data sets are becoming larger and more complex the challenge to any organization is how to capture, analyze, store, share, transfer, visualize and query information across a multitude of tool-sets? License Dashboard has created its very own API to support its customers to maximize the data encapsulated across the LD platform.

License Manager API provides a standard interface for organizations to retrieve the valuable data stored within their License Manager database instance, this immediately benefits the organization by avoiding the traditional approach of developing and maintaining customized integrations with the SQL database.

By utilizing an industry standard RESTful web interface, the API allows you to share the powerful ITAM information across your organization.



## Benefits

- Technology investment optimization
- Centralized data store
- Information quality control
- Consistent data transfer
- Includes a 'Try it out' button, showing the response from the LM API.

# License Dashboard Managed Services

Managing licenses and implementing SAM isn't easy, so License Dashboard supports its core technologies with expert software asset management services delivered by a global team of License Dashboard and partner specialists with unparalleled software licensing know-how.

From initial configuration and implementation, through to a fully-managed software asset management program, we're here to help – whether that means us setting you up to run your own initiative, or you handing over all the hard work to us!



# Software License Management Service

Whether you decide to completely outsource your software license management, or set up remote network access, our Managed Service takes on the complicated, time consuming software license management tasks at three dedicated levels:

- A one-off ELP report to provide full visibility of your software estate
- Regular management reports to proactively manage your network
- A dedicated account team to free up your internal IT resources







# Overcoming Oracle Licensing Hurdles

Understanding your license position and any associated commercial risk with Oracle software is complex, and receiving expert advice is the key to a successful outcome.

Based on our many years of Oracle licensing experience, we have found that customers are stumbling over the same challenges time and time again. We recognise the most common obstacles that organizations are facing and provide solutions to help ease the pain points of managing your Oracle estate. Without knowledge or experience in Oracle licensing, customers struggle to correctly measure their license usage and often end up becoming non-compliant without realising it.

An Oracle licensing compliance audit from License Dashboard will provide you visibility of your Oracle licensing compliance position, start to highlight any optimization opportunities and gain full control of your Oracle estate.

The first step towards a successful Oracle licensing process is to understand your Oracle baseline. To provide this visibility, our license specialists will consolidate your software usage and reconcile it against your license entitlement and deliver a detailed compliance position.

# Taking Control of Your SAP Licenses

SAP currently supports approximately 100 different license types which do not contain a black-and-white definition unlike other vendors, making assessing the cost-effectiveness and value of SAP licensing more challenging for business users.

Many organizations are often procuring SAP software in one way but consuming it in another unknowingly putting their compliance position at risk. As the software usage is difficult to assess, licensing is often not optimized to support current and future business needs which can introduce complexities resulting in significant overspend and risking your compliance status.

Knowing your areas of underspend or overspend will give you intelligent data so you can optimize and start to align for future needs. Having the capacity to identify how the software is being used across the business will assist you to move forward pro-actively and put you in a prime licensing position.

## License Dashboard SAP Service Provides

- List of inactive users
- List of duplicate license counts
- Reclassification of licenses based on actual user behaviour
- A platform to map and combine SAP systems and users
- Automatic user-matching across different systems and applications
- Real-time presentation of SAP license utilization
- Complete control of SAP estate





# Gain Full Control of Your IBM Software Estate

Gaining full control of your IBM software estate can prepare you for future audits, company developments and prevent overspend.

IBM is one of the most complicated estates to manage and its software products can account for up to 30% of the total IT software budget. According to Gartner, IBM currently stands as the vendor most likely to audit within the next 12 months - so staying in control of your IBM estate has never been more necessary.

Over the past years we have seen customers struggle to manage their IBM estate, remain compliant and avoid overspend. We've also supported customers through extensive infrastructure change, making sure that the IBM licensing agreement they have is fit for purpose to support the change, reducing the risk of unbudgeted licenses in the event of an IBM audit.

Understanding your entitlement within your IBM agreement and knowing the risks you are exposed to if you used the software in a different way, will put your company in a prime position - no matter what changes come in to play. Effectively optimizing your software will give you information you can make business decisions based on.

## License Dashboard IBM Solutions

- Avoid overspending on licenses
- Protect against non-compliance
- Understand your IBM entitlement and optimize your software

# Software Recognition Service

Decipher your data to build a meaningful software list, helping you to remain compliant, optimize spend and minimize costs.

In order to make the most of the vast data held in your SAM tool you need to filter out the noise and turn it into useable information. Only then can you fully optimize your software usage, ensure compliance and minimize future spend.

The challenge for SAM managers is making sense of the lists of raw file data gathered from multiple inventory tools, gaining a single version of the truth for what is installed across your estate and critically whether it is licensable or not.

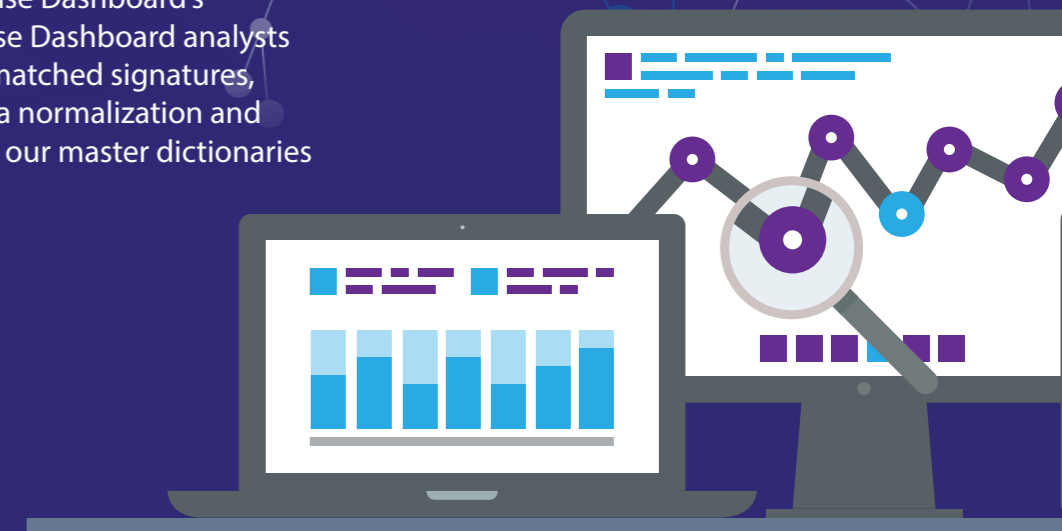
License Dashboard's Software Recognition Service frees up your time and resources for business critical tasks.

Software is categorized by our global team of License Dashboard data analysts with unrecognized files/ applications matched, normalized and classified by our experts.

All files are matched within License Dashboard's recognition database with License Dashboard analysts focusing on the missing and unmatched signatures, using our cognitive in house data normalization and recognition systems that update our master dictionaries daily with new applications.

## Key Benefits

- Save time investigating raw data
- Ensure correct inventory results
- Automatically recognize installed software
- Decrease Cost
- Reduce Risk



# Become a License Dashboard Partner

We understand that no two organizations have the same preferences for producing and delivering Software Asset Management solutions to their customers. That's why we're pleased to offer bespoke Partner models so both new and existing partners are given the flexibility they need to maximize the market opportunity around SAM, license management and compliance.

## License Dashboard Authorized Reseller (AR)

License Dashboard Authorized Resellers are trained and accredited to sell our perpetual and subscription licenses, and provide first-line support to customers. This partner model is optimized for resellers and channel partners who want to offer their customers a highly effective license management and SAM toolset. Where ARs wish to sell the product, but do not have resources or bandwidth to provide SAM professional services, these can be provided by License Dashboard's team of licensing experts.

## License Dashboard Authorized Service Partner (ASP)

License Dashboard Audit Partners wrap our technologies into a comprehensive service offering. Within this partner model there is the ability to white label the technology interfaces so Partners can reflect their own services. Designed for Partners who are actively and frequently involved in regular license audit work, our ASP program is perfect for organizations who are responsible for establishing and maintaining their customer's hosted environments.

If you would like more information on our Partner Programs, speak to our team on 01904 562 217.

# SAM Benefits

## At A Glance

- **Contract renewals** – ensure you're using exactly what you are paying for, License Dashboard on-premise platform or Managed Services will highlight when a license or maintenance contract is coming to an end so you can clearly understand your usage and see what you need to renew.
- **Re-harvesting licenses** – One of the largest overspends we see is customers purchasing licenses that they don't need to. To prevent this from happening, License Dashboard On-premise Platform or Managed Services can provide you with the information you need to understand what is active across your estate and lead you to an informed purchasing decision when necessary.
- **Contract negotiations** – Ensure you are utilizing all the terms correctly when you come to signing a contract – new or old. License Dashboard On-premise Platform or Managed Services can help prevent non-compliance that our customers may not even be aware of and remove clauses that may change over the course of the agreement.
- Remove any overspending across your environment and better align your software strategy and needs with business incentives.
  - Improve IT processes and deliver better services to your colleagues and customers. Better align your software strategy and needs with business incentives.
  - Improve software compliance and ability to respond to software audits with no additional modules or system enhancements required once you have invested in License Manager.
  - Policies and procedures – Our License Specialists are on hand to assist you in implementing a SAM process throughout the entire organization. Ensure all employees are complying with standard policies and remaining compliant.



# What Our Customers Say

Ben Offler  
Business Development Executive, Eduserv



Eduserv has worked with License Dashboard for several years now, offering SAM solutions to the Higher and Further Education communities through Chest Agreements. Throughout this time we have found License Dashboard to be a great organisation to do business with – supportive, professional, knowledgeable and positive.

They are big enough to be able to deal with anything that gets thrown at them, but have not lost the personal touch, and this is appreciated both by us and by the institutions we work with. They say it is the people that make a business, and in License Dashboard's case the people are universally excellent.

The relationship between License Dashboard and Eduserv is one that I hope endures.

Delano Michael, National SAM Engagement  
Manager, Compugen



As an Authorised Service Partner we have found License Dashboard's products enable us to provide an excellent service to our valued customers. We are confident that with the support and technologies from License Dashboard we can offer the perfect solution to ensure our customers remain compliant and comfortable with their software licensing.

License Dashboard are continuously developing new products which help us maintain a proactive approach to Software Asset Management and keep us on top of an ever changing licensing world, giving us "real time" statistics that keep our customers satisfied. With the knowledge and support of the License Dashboard team we know we are in good hands when it comes to upgrades and training, giving us the confidence to track software throughout its entire lifecycle.



## Why SAM?

25% of IT spending is already out of CIO's control. Take control today.

Organizations overspend on licensing by up to 30%, wasting almost a third of IT budget.

There is a 68% chance of receiving at least one vendor audit request within 12 months.

60% of SAM Mangers spend most of their time on tasks that can be automated with SAM.

Our mission is to enable Software Asset Management (SAM), IT, Finance and Procurement teams to make informed decisions and take proactive action.

We do this by highly automating our tool and embedding deep licensing knowledge to take on the time-consuming and laborious license management tasks which produce the business critical license intelligence required to move forward.

**Qlik** 

Partner

OEM

## FIND OUT MORE

For further information, please contact the License Dashboard Team:

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**Microsoft Partner**  
Silver Software Asset Management

KPMG SAM Tool Assessment

