An Overview of Software Management

THE SITUATION | THE CHALLENGES | THE SOLUTION | THE BENEFITS
From more devices and applications to new technologies and delivery models, software management is composed of many moving parts. And as the conductor of this symphony, it’s your job to keep them in perfect harmony so your licenses stay in compliance. But before you can assemble a sound software management strategy, IT needs to put an ear to the ground.

DON’T MISS A BEAT.

To keep compliance on key, organizations must continually assess their software environment to answer important questions such as:

- What new software will your organization need in the future?
- Who is using what software and on what device?
- What software does your organization currently have?
- How many licenses have been negotiated and on what terms?
- From where are remote workers accessing software?
- Is software being deployed on-premises, in the cloud or both?

76% of organizations surveyed said they were the subject of a software license audit in 2012.¹
THE CHALLENGES

Managing your software is more complicated than ever before. It’s on an entirely new scale, with more variables and more technologies creating even more noise. This can drown out license visibility, resulting in overprovisioning — or perhaps more costly, underprovisioning. If you’re audited and found not to have adequate licenses for every asset, you could be facing the music in fines, lawsuits and damage to your reputation.

A CACOPHONY OF CHALLENGES.

MORE DEVICES
Software is distributed on desktops, notebooks, tablets and smartphones owned by employers and workers alike. This multiplies the number of devices for which you are responsible, complicating license management.

MORE PROGRAMS
As apps become more specialized, IT becomes responsible for more licenses, more versions and more updates. Failure to track them all can result in non-compliance and security risks.

MORE TECHNOLOGICAL CHANGES
Because there is no industry standard on how to license virtualized software, different vendors have differing policies. This creates contract complexities that can be difficult for IT to navigate.

MORE DELIVERY MODELS
Software can be delivered on premises, in the cloud or a mix of both. Rogue employees can even download programs themselves in app stores. This results in a complex variety of licensing structures, which can be difficult to manage.

32% of organizations cite server virtualization as having the greatest impact on software license management.

52% of organizations say their software has been audited multiple times.
Software management isn't a solo performance. Our experts can work in concert with you to help compose a holistic software management strategy that minimizes cost inefficiencies and maximizes compliance. To get started, you have to understand your organization's software needs today and start planning for the future. CDW’s Software Management solution comprises four key movements:

1. **VALIDATE TECHNOLOGY**
   We'll start by aligning your organization's goals with a software strategy. Then we will help develop a roadmap and recommend the right technology to keep your organization on course. We can help with services such as:
   - Envisioning sessions
   - Assessments, design, proof-of-concept and deployment planning
   - Software technology roadmap development
   - Health checks
   - Strategy briefings
   - Proof-of-concept engagements

2. **PURCHASE LICENSES**
   Maintaining the correct licenses for the way your organization works without overpaying is a fundamental part of your software licensing agreement. Our Software Licensing Specialists can help you select the right contracts based on optimizing TCO and ROI. Plus, they will help you aggregate licenses and consolidate vendors to streamline the acquisition process.

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**CDW SOFTWARE ASSET MANAGEMENT**

Our Software Asset Management service can facilitate license reconciliation by revealing every application running on every device on your network. It offers great key features like:

- **100% VISIBILITY**
  Full hardware and software inventory along with physical location mapping of the assets.

- **REMOTE AUDITING**
  All IT assets can be monitored anywhere, whether they’re onsite or remotely connected.

- **MULTI-PLATFORM TRACKING**
  Track assets on top platforms, including Windows, Linux, Unix, OSX and more.

- **VIRTUALIZATION SUPPORT**
  Monitor and manage virtual applications including VMware and Microsoft App-V applications.

- **DATA INTEGRATION**
  Integrate easily with all existing inventory tools to maximize your return on existing investments.

- **ACCURATE I.T. PLANNING AND BUDGETING**
  Up-to-date inventory records allow projects to be scoped with greater accuracy.
OPTIMIZE AND DEPLOY

Once we have your plan in place, we’ll begin optimization and deployment of your software assets. To ensure rapid deployment of your solution, we will use:

- Strategy sessions
- Deployment planning services
- Pilot implementations
- Solution planning and design
- Migrations
- Full-production deployments

MANAGE CONTRACTS

After the deployment of your solution, you’ll be the conductor of your software symphony. Our Licensing Account Executives can help you review your current environment to recommend the best options for your software environment’s future. They’ll also conduct regular checkpoints to help you maintain compliance, so your software management solution is more than a one-hit wonder.
An effective Software Management solution will be music to your ears. It can help you gain the visibility you need to make informed software decisions for your organization. This can help you achieve the following benefits:

**ENHANCED PRODUCTIVITY**
Quickly support worker demands by providing them with the correct software when they need it.

**SIMPLIFIED MANAGEMENT**
Our Software Asset Management service does the legwork for you. It keeps up with contract details and ensures you have the correct number of licenses.

**ORGANIZATIONAL AGILITY**
Enhanced visibility into your organization allows you to anticipate new software needs and quickly acquire new assets and licenses.

**INCREASED COMPLIANCE**
By maintaining compliance through an audit, your organization won’t be subjected to high legal costs or fines.

**IMPROVED COST EFFICIENCY**
License aggregation and vendor consolidation can dramatically lower licensing and asset acquisition costs.

**HEIGHTENED SECURITY**
With a clearer view into your software assets, you will be better able to rein in rogue software and keep legitimate licenses up to date with the latest versions and security fixes.
We approach software management as a lifecycle. We help minimize the complexities of software and maximize the return on your investment.

**THE PEOPLE**

Our trained and certified technology experts understand the intricacies of software management. We can help you take a comprehensive approach to managing software for your organization.

**OUR TEAM OF EXPERTS INCLUDES:**

- Software Licensing Specialists
- Software Manufacturer Representatives
- Presales System Engineers
- Licensing Account Executives
- Software Asset Management Specialists

**THE PRODUCTS**

We have over 300 top software partners with geographic and segment coverage to provide you with the solutions and services that best meet your organization’s needs.

**THE PLAN**

We provide assessments, planning, design, implementation and support throughout the lifecycle of your solution. In addition to our technology assessment and roadmap services, we also offer assistance with evaluating software licensing program options, contract planning and management, configuration management, image processing services, onsite software installation and cloud migration services for a total solution.

CDW is one of only four resellers certified by the Software and Information Industry Association (SIIA). This recognizes our software industry leadership and good corporate citizenship. It also means we can improve and expedite the audit and settlement process for our customers.
WHITE PAPER: Turning Chaos Into Control

To master software management, you need to confront the challenges of an ever-complex software environment. We get it. And we’ve put together an in-depth look at software management so you can:

• Learn the importance of developing a software management process and managing your licenses.
• Discover how to effectively inventory the software you use.
• Get the breakdown of how an audit works.
• Understand how to record license information and details and ensure accurate pairing with the proper assets.
• Learn how to purchase the right assets for your workers and identify what devices the assets are used on.

SEE FOR YOURSELF. WE’VE GOT WHAT IT TAKES.

CERTIFICATIONS

• International Association of Information Technology Asset Managers (IAITAM) Certification
• Software and Information Industry Association (SIIA) Certification
• Adobe Sales Specialist
• Autodesk Certified Sales Specialist
• CA Certified Specialists for Security and Storage
• Citrix Certified Sales Professional
• Microsoft Certified Professional
• Novell Sales Specialization
• Symantec Sales Specialist
• Over 25 IBM sales and technical certifications
• Over 1500 VMware Sales Professionals (VSPs)

AWARDS

• Microsoft Worldwide Corporate Accounts Licensing Solution Global Partner of the Year — 2013
• Microsoft Worldwide Corporate Accounts LAR Partner of the Year Finalist — 2012
• Symantec SMB/Commercial Partner of the Year — 2012
• Symantec Public Sector Partner of the Year — 2012
• VMware Americas Government Partner of the Year — 2012
• VMware Global Partner Network Award — 2012
• McAfee SMB North America Partner of the Year — 2012
• Trend Micro Channel Partner of the Year — 2012
• Adobe Partner of the Year — 2011

OUR PARTNERS

Microsoft

Microsoft® System Center is a comprehensive management platform that enables you to more easily and efficiently manage your IT environments, including your server infrastructure and client devices. With System Center, you get a cost-effective and flexible platform for managing your traditional data centers, private and public clouds, and client computers and devices.

Snow License Manager is an advanced and user-friendly SAM solution that provides you with the ability to significantly reduce licensing expenditure while mitigating compliance risk. The solution provides true software metering across all applications, allowing you to view what software is actually used and make better-informed licensing decisions based on the most trustworthy data.

To learn more about our Software Management solutions, call 800.800.4239 or visit CDW.com/softwaremanagement

SEE HOW IT WORKS >>

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