An Overview of Total 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 total 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
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 noncompliance 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 as 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.¹

52% of organizations say their software has been audited multiple times.¹
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 Total Software Management solution comprises four key movements:

1. **ASSESS**
   We audit your current environment, determine your software needs and develop a strategy to address gaps.

2. **VALIDATE**
   We recommend software that fits your business strategy and we can help you to test it out.

3. **DEPLOY**
   We help purchase, install, migrate and integrate the new software into your existing infrastructure.

4. **MANAGE**
   We simplify your ongoing software support, licensing, compliance management and billing.
CDW TOTAL SOFTWARE ASSET MANAGEMENT

Our Total 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 current investments.

**ACCURATE I.T. PLANNING AND BUDGETING**
Up-to-date inventory records allow projects to be scoped with greater accuracy.
Our Total Software Management tool 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**
With the right total software management plan and tools in place, you can quickly accommodate organizational demands with the right software — whenever and wherever it is needed.

**SIMPLIFIED MANAGEMENT**
The CDW Total Software Asset Management tool 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**
Enhanced software management means enhanced compliance. This reduces the risk of costly fines and penalties. It simplifies the audit process and eliminates high legal costs.

**IMPROVED COST EFFICIENCY**
The CDW Software Asset Management tool gives you insight into the number of licenses you actually need, so you avoid wasting money on licenses you don’t. It can also alert you to more favorable pricing structures, such as volume licensing.

**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.
WHY CDW?

We approach Total 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 more than 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 AN SIIA-CERTIFIED SOFTWARE RESELLER.

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.
Our Total Software Management solutions bring together advanced partner technologies and platforms, including leading products and services that deliver enhanced visibility and cross-platform support.

CA Nimsoft Monitor is an IT monitoring platform that provides scalable, easy-to-use and resilient monitoring capabilities. CA Nimsoft Monitor can help enable your organization to proactively monitor on-premises and cloud-based infrastructures—all within a single code base.

Novell.
Novell ZENworks Asset Management combines sophisticated workstation inventory, network discovery, software management, license tracking, software usage and contract management into a comprehensive asset management solution with a single, unified administration and management console.

Simplify problem identification with proactive monitoring of IT performance and availability of wired and wireless networks, systems and applications through a single dashboard. Automatically discover, diagram and diagnose your IT infrastructure with WhatsUp Gold.

VMware vSphere with Operations Management combines the virtualization platform with management capabilities. This new solution enables users to gain operational insight into vSphere while also optimizing capacity. As vSphere environments continue to grow, it is essential that users have proactive management that can deliver monitoring, performance and capacity information at a glance.

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