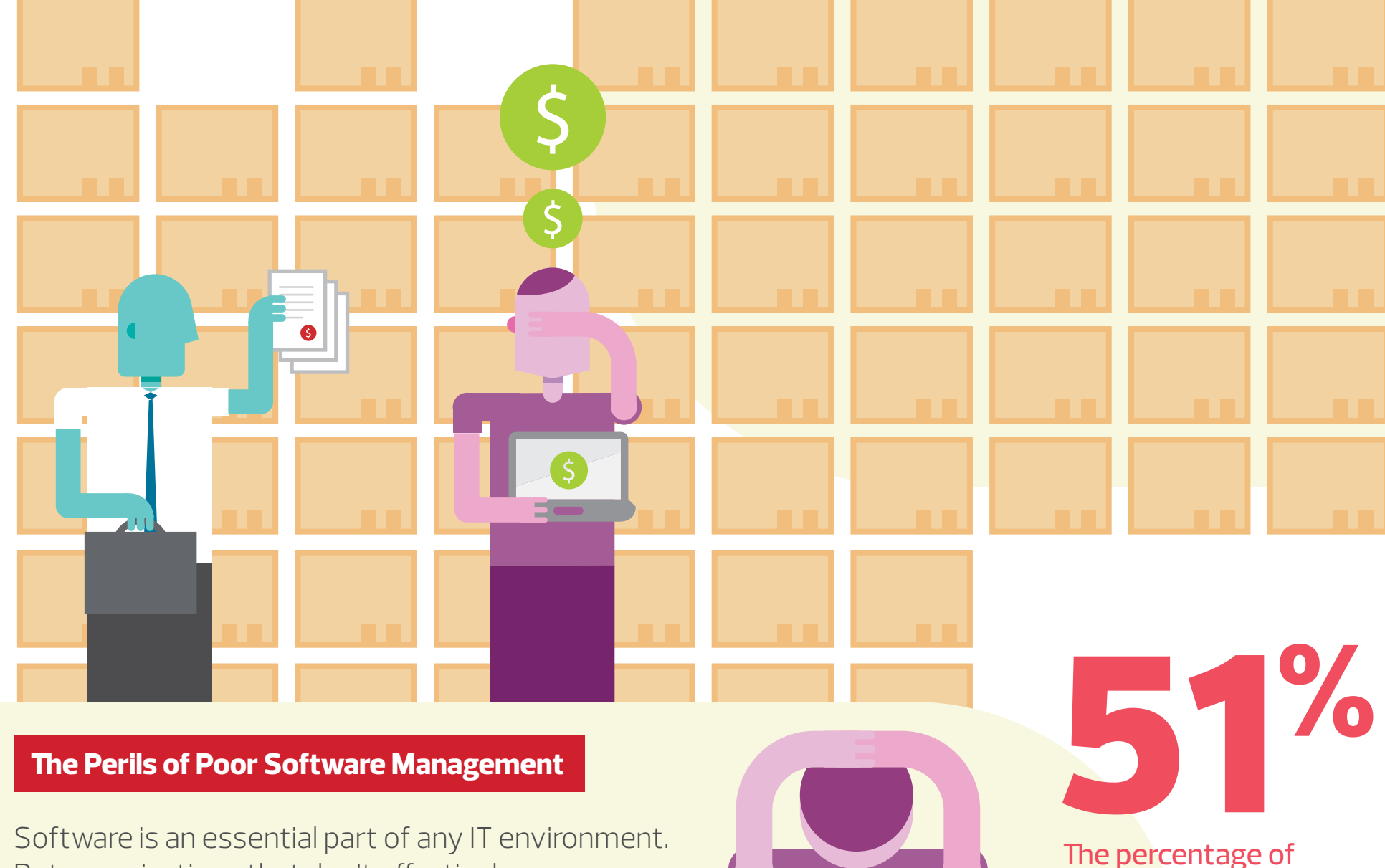


ESCAPING THE DANGER ZONE

Effective software management helps organizations navigate the perils of sprawl and complexity in their software environments.



The Perils of Poor Software Management

Software is an essential part of any IT environment. But organizations that don't effectively manage their software and licenses put themselves in danger of costly software audits, as well as other problems that reverberate out across the entire organization.

A software asset management solution can diminish this danger. SAM tools also can help IT departments optimize their software deployments, making sure they get the greatest value for their investments and improve their security posture as well.



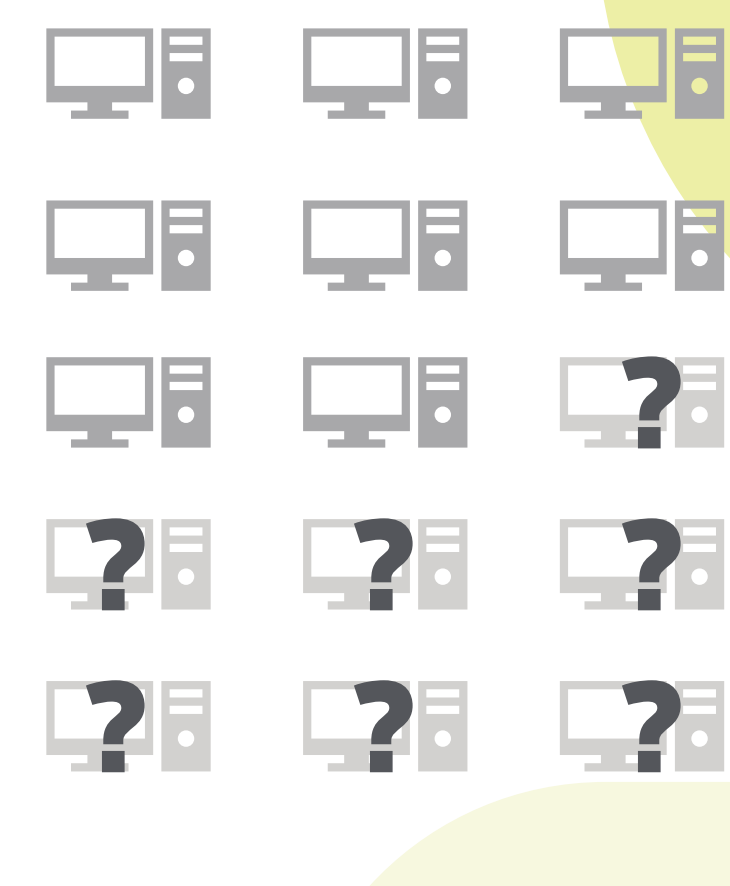
51%

The percentage of organizations that cite the complexity of their IT environments as among the most significant challenges to staying compliant with software licenses¹



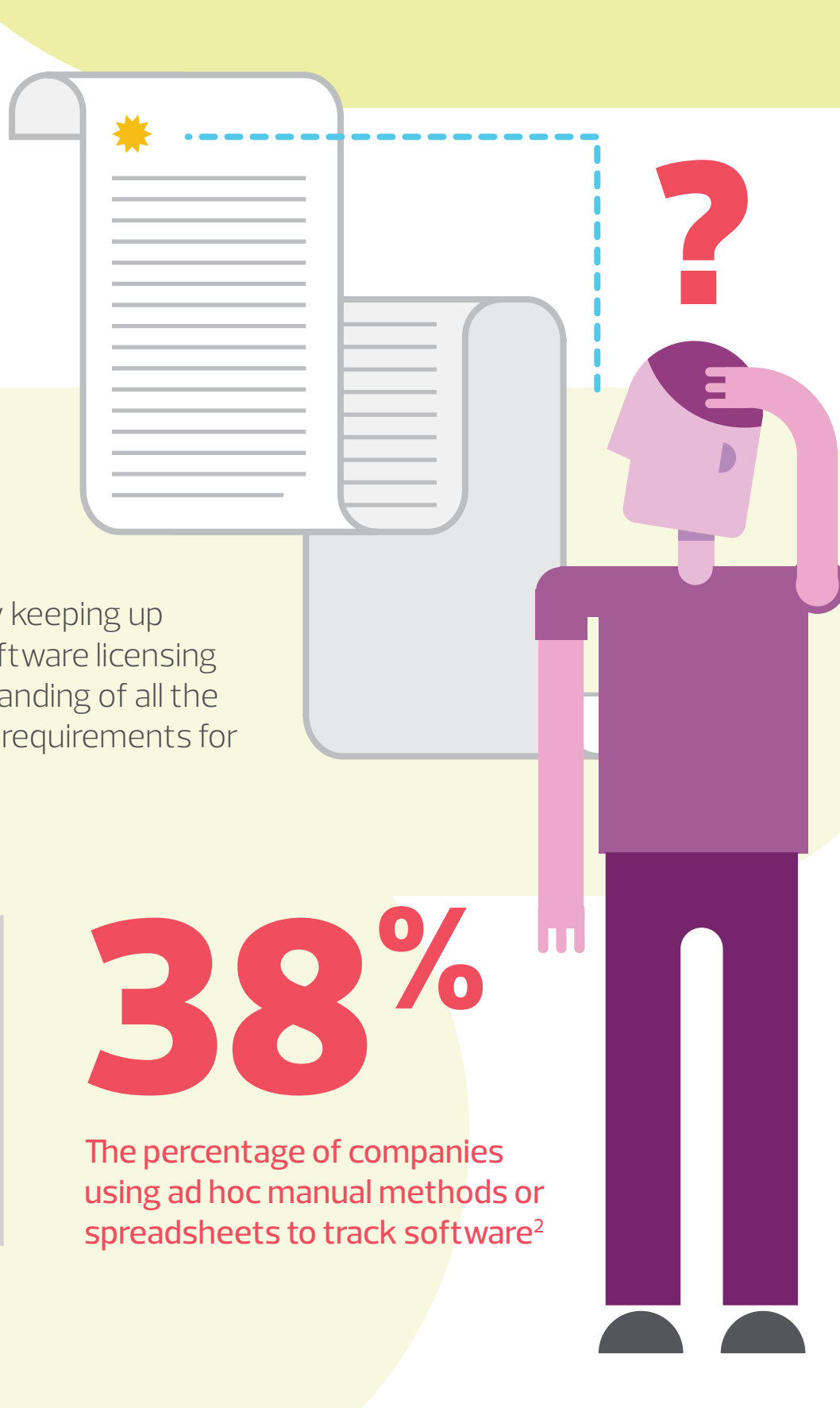
The Need for Visibility

Enterprises need to be able to see the IT assets in every element of their IT infrastructure: data centers, networks, desktops/clients and applications. Without this visibility, they can't be sure exactly what they're managing.



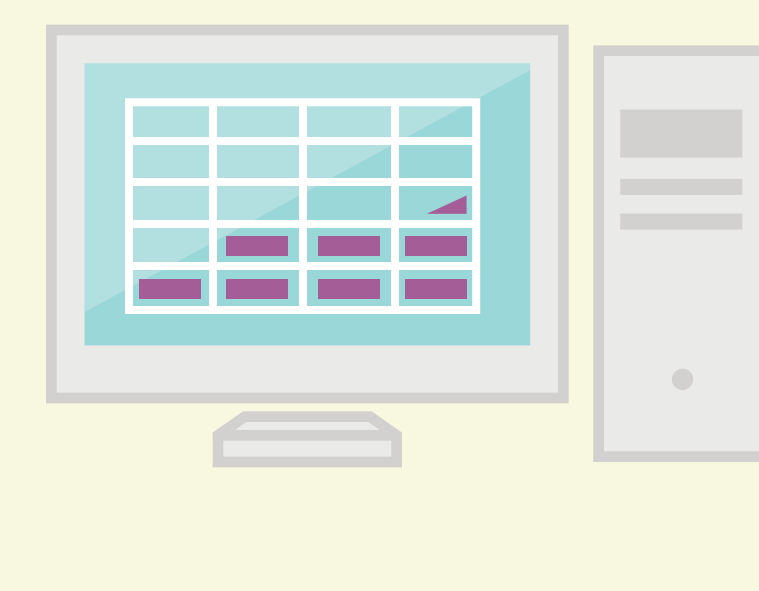
46%

The percentage of businesses that say they cannot identify all unused software in their organization²



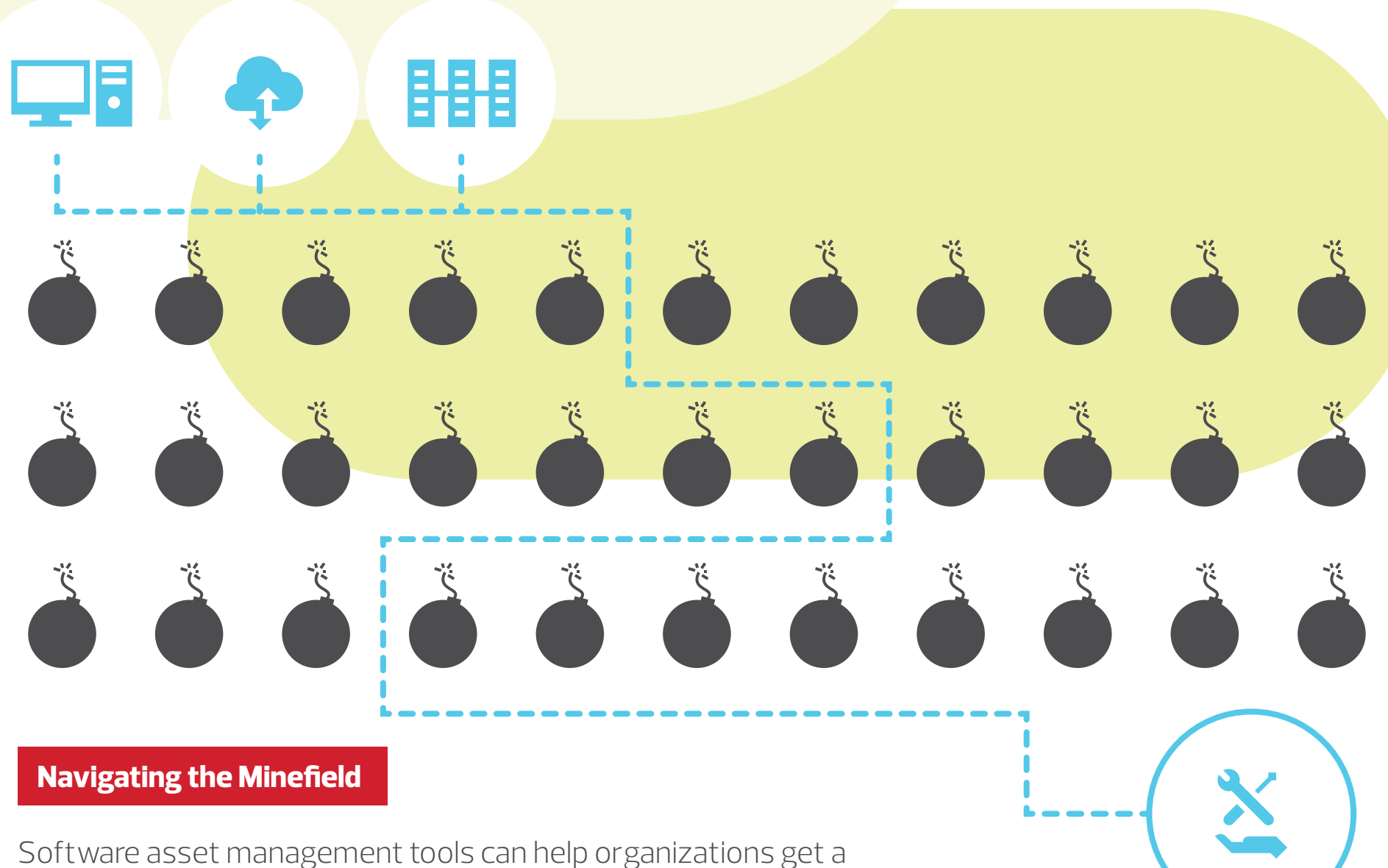
Overwhelming Complexity

Many IT professionals have great difficulty keeping up with the scope and complexity of their software licensing situations. They don't have a firm understanding of all the software in the enterprise and the license requirements for that software.



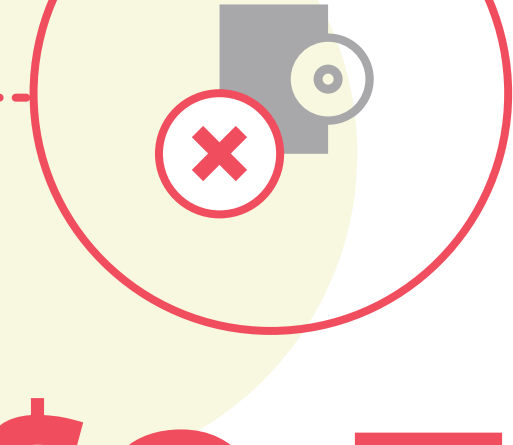
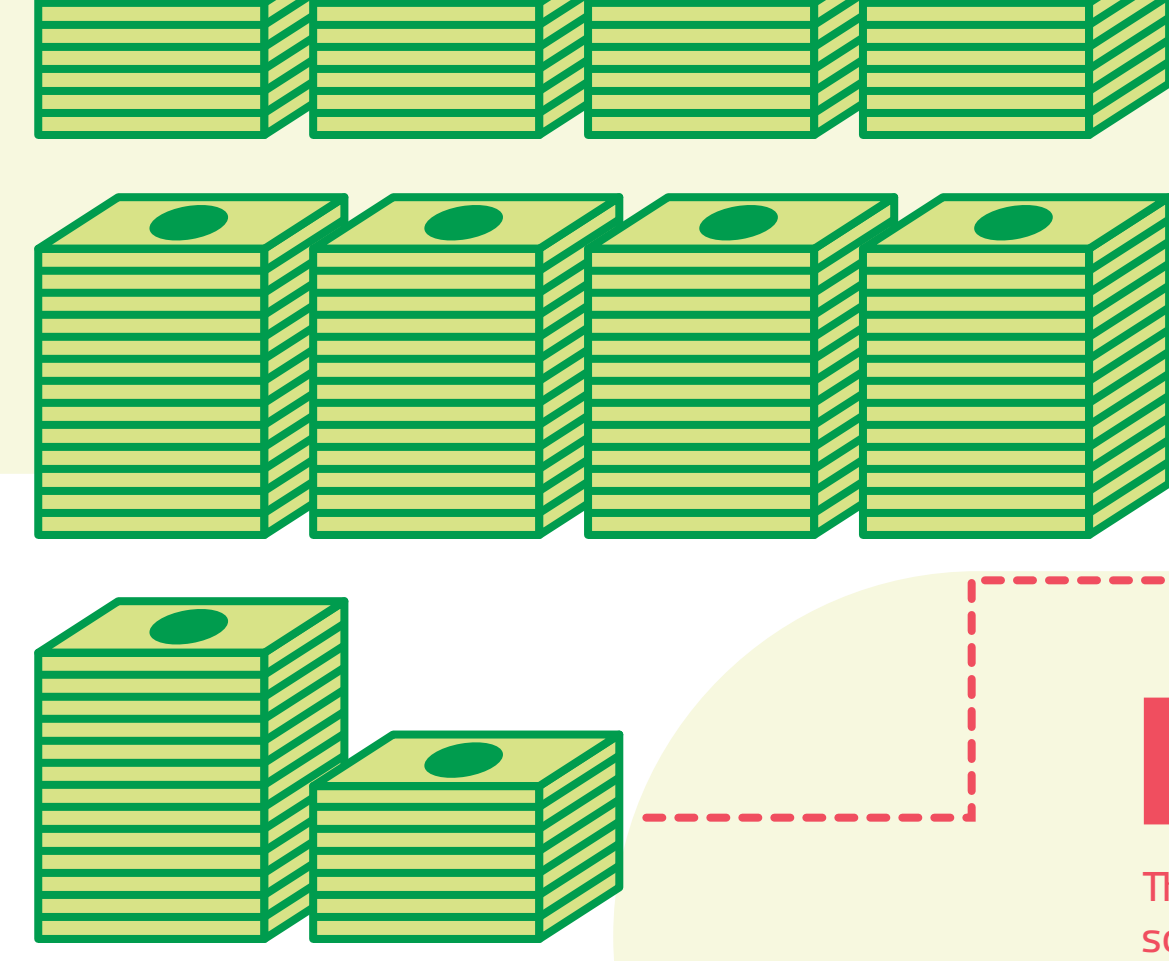
38%

The percentage of companies using ad hoc manual methods or spreadsheets to track software²



Navigating the Minefield

Software asset management tools can help organizations get a handle on their IT environments. They can provide a view of IT assets from various operating systems, platforms and delivery methods (such as desktop virtualization, cloud, Software as a Service or data center), helping avoid unpleasant surprises in the event of an audit.



\$9.7 BILLION

The commercial value of unlicensed software in the United States³



SAM TO THE RESCUE

Automated tools such as Snow Software's License Manager can identify every piece of software in an organization's IT systems and match them to licenses, reducing the risk, cost and complexity of software management.

282,800

The number of software applications Snow's Software Recognition Service, part of the License Manager solution, can automatically recognize, normalize and categorize⁴

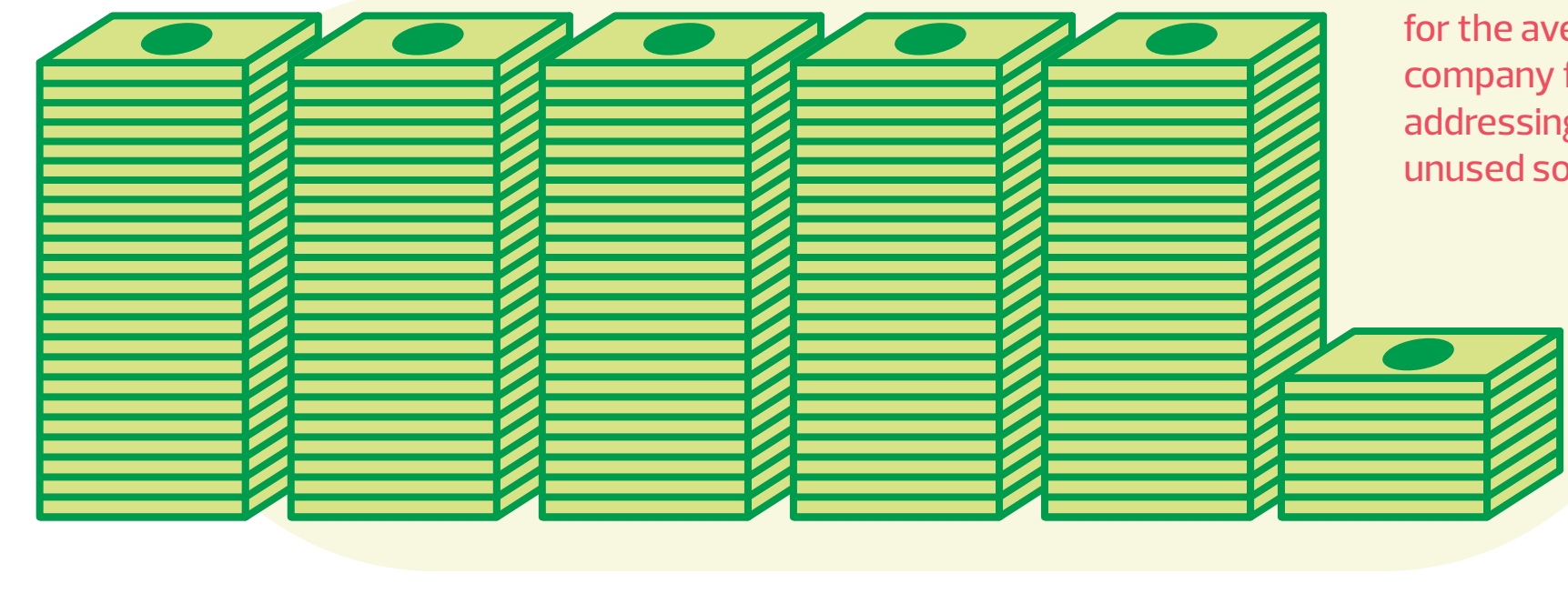


On the Right Path

An effective SAM tool can help an organization avoid the significant penalties for noncompliance that can result from a software audit. It can also optimize the use of software by identifying unused and underutilized licenses.

\$5.4 MILLION

Potential savings for the average company from its unused software²



32%

The percent reduction in the software audit rate experienced by organizations that have implemented IT asset management tools, compared with organizations that have no such tools¹

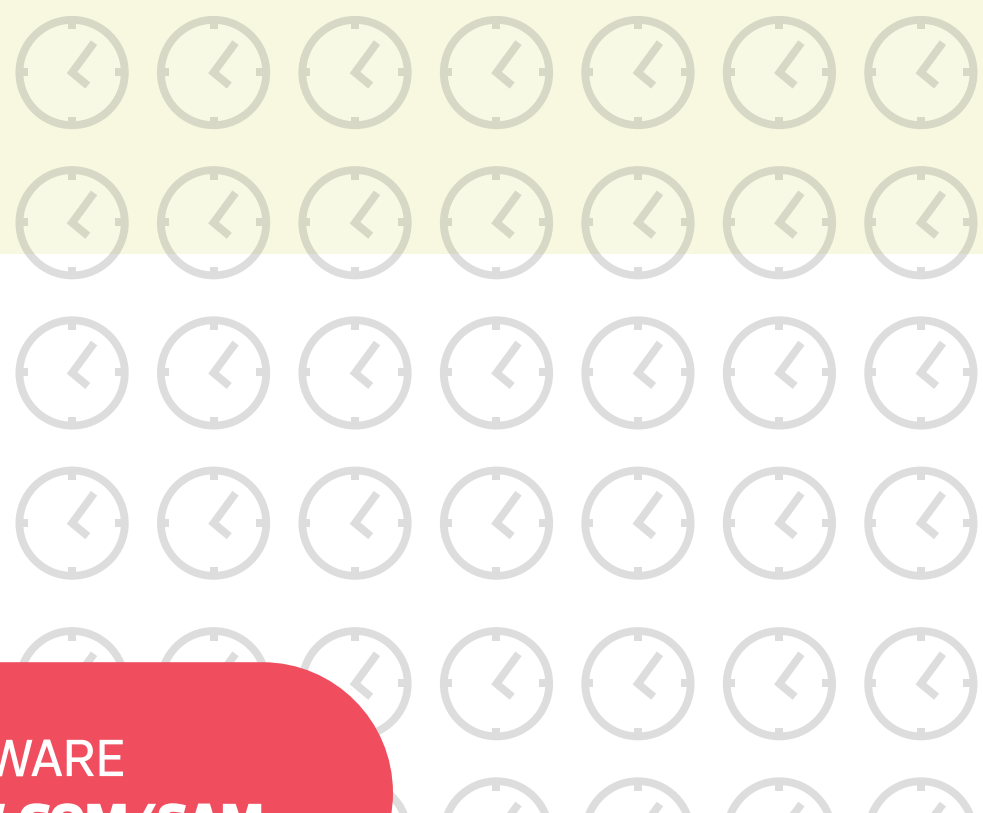
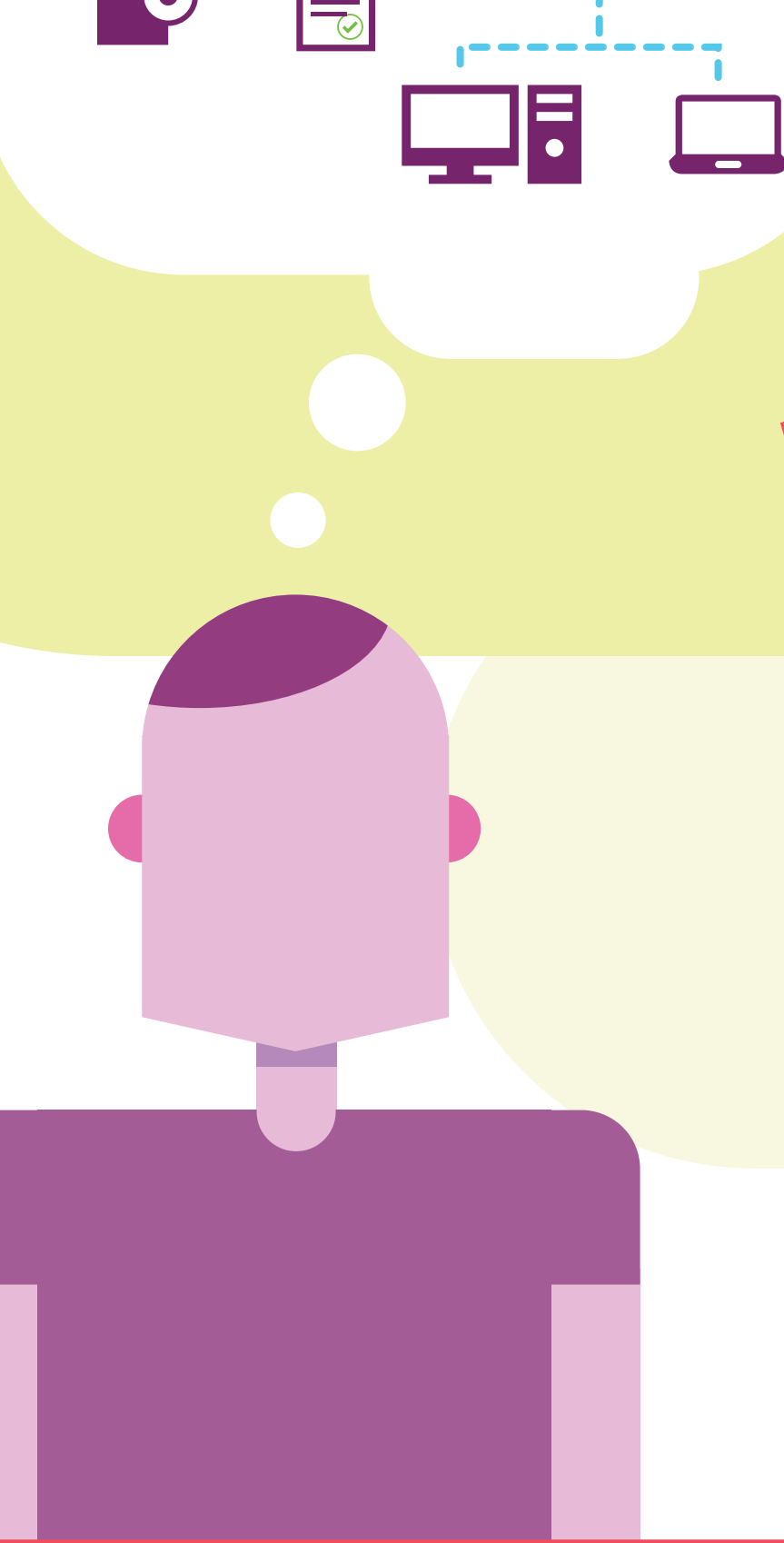


Security Save

A comprehensive understanding of an organization's software environment helps IT staff identify potential threats and address them before they become major problems.

1.2 BILLION

The number of hours that organizations could potentially save if they did not have to deal with security issues created by malware from pirated software⁵



TO LEARN MORE ABOUT CDW'S SOFTWARE MANAGEMENT SOLUTIONS, VISIT CDW.COM/SAM.

¹ Cherwell Software, Software Audit Industry Report, 2015
² IE, The Hidden Cost of Unused Software, November 2014
³ BSA | The Software Alliance, The Compliance Gap: BSA Global Software Survey, June 2014
⁴ Snow Software
⁵ IDC, The Link Between Pirated Software and Cybersecurity Breaches, March 2014