CA Service Management

Software License Optimization

At a Glance

Software license optimization and simulation capabilities are an integral part of CA IT Asset Manager. This optional module provides an enterprise solution that changes software license compliance from a static report-based effort into a dynamic process that simulates and better optimizes license assignment and purchases. It enables you to easily analyze the endless licensing options and determine the effects of infrastructure changes on license demand—with a constant eye on cost-benefit analysis. With this module, license management becomes an active, strategic part of the enterprise architecture, vendor negotiations, procurement planning and portfolio management.

Key Benefits/Results

- **Plan Accurately**—Simulate to better forecast software budgets.
- **Reduce Costs**—Determine appropriateness of lower cost license options.
- **Lower Business Risk**—Know how planned infrastructure changes can impact license costs.
- **Smarter Negotiations**—Determine the best contract model for future software needs.
- **Align Infrastructure**—Implement server configurations most optimal for existing licenses.

Key Features

- **License Model Comparison**—Evaluate and compare the financial impact of licensing options by comparing a publisher’s license models. Automate analysis of all licenses’ compatibility with the current operational environment.
- **Simulation**—Investigate changes in the infrastructure and their impact on license demand. Simulate alternative license models to identify optimal licensing strategies. Simulate licensing conditions for various servers, virtual servers and clusters.
- **Single-click Analyses**—One-click analysis of cost savings, including comparison of available license metric alternatives for servers based on the licenses owned. Interactive features for immediate decision making.
- **Proving Value**—Dashboards show results over time, before and after compliance views and potential and realized cost savings.

Business Challenges

Most organizations employ desktop-centric approaches to software license optimization focused on rudimentary reports to understand product use rights (entitlements) and illustrate achieved license cost optimization/savings. The complexities and dynamic nature of today’s IT infrastructures make this approach untenable. When purchasing and allocating software licenses, organizations face challenges related to:

- **Dynamic IT Environment**—In today’s highly dynamic and often virtual IT world, changes can occur on an inconsistent and almost instant basis. As a result, organizations have historically managed and attempted to optimize software licenses with static or historical data/reports. This reactionary or static approach is ineffective in optimizing today’s and planning future software licenses.
- **Changing Business Models and Strategies**—Due to competitive pressures, business models and strategies are in constant flux. This requires a near real-time and dynamic approach to optimizing software assets today and in the future, that is not possible without sophisticated automation.
- **Complex License Options**—Vendors offer many different licensing models, each being difficult to understand and differentiate, making it challenging to determine the best licensing strategy in the context of the organization’s current and planned IT needs.

Solution Overview

The CA Software Asset Manager Optimization and Simulation Module provides critical information needed to reduce licensing costs and plan infrastructure changes and software purchases. You can easily analyze and illustrate the impact changes in the operational environment will have on license demand. You can also simulate the effects of different hardware scenarios on license demand, compare financial implications of alternative licensing options and recommend changes to the operational environment to reduce demand for licenses.

The solution joins architecture and IT asset management via transparency in licensing costs associated with software usage and hosting. Budgeting is made easier and accurate with forecasts that are driven by calculated infrastructure changes, optimized licensing and trend analyses, rather than manually created based on a snapshot in time.

Direct cost savings can be accrued by making more efficient use of your existing contract and license inventory, helping to purchase the best fitting and most cost-effective licenses, renegotiating enterprise agreements for more optimal licensing and adjusting maintenance agreements for additional savings.
Critical Differentiators
The CA Software Asset Manager Optimization and Simulation Module is different from other solutions in that license management can become an active, strategic component of enterprise architecture, IT contract and procurement planning and IT portfolio management. It also can deliver concrete answers to business questions by identifying monetary benefits. Differentiation is focused in three areas:

- **Optimization and Demand Analyses**—Demonstrate potential and realized cost savings over time, provide comprehensive analysis of license costs, identify data requirements to achieve higher optimization and notify of high risk situations.

- **Contract and License Optimization**—Compare available license metric alternatives based on the licenses owned, analyze license compatibility with current operational environments, assign licenses to servers for increased business value, provide compliance comparisons and simulate alternative contract models.

- **Demand Optimization**—Compare available license metric alternatives for server products, simulate licensing conditions for servers, virtual servers and clusters, compare financial impact of licensing options and analyze potential cost savings.

Related Products/Solutions
CA IT Asset Manager:
- **Hardware Asset Management**—Manage the asset life-cycle.
- **Software Asset Management**—Manage licenses and compliance.

Related CA Service Management solutions:
- **Service Desk and Catalog**—Provide comprehensive service request, support and delivery.
- **Advanced Reporting and Dashboards**—Provide self-service dashboards and reporting.

For more information, please visit ca.com/itsm

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