

HP Software Licensing & Management Solutions (SLMS)



Software Asset Management (SAM) Professional Services from HP

SAM is one of the services offered by
HP Software Licensing & Management Solutions

Your organization's software has a huge impact on the enterprise. It keeps productivity high, keeps your computers safe, helps manage product life cycles, tracks your inventory and keeps your electronic devices synchronized. In short, software allows you to thrive in the midst of change. Managing your software assets requires a partner who delivers more—and that's HP Software Licensing & Management Solutions (SLMS).



Assessing your needs is the first step to a tailored solution.

Not only does HP deliver more for your business, we deliver more of exactly what you need to succeed. Our service professionals work collaboratively with you to find the most flexible Software Asset Management (SAM) solution for your unique needs. Together, we translate your specific business demands into cost-effective SAM solutions today, with a clear vision of what makes an enterprise more adaptive in the long term. Corporate governance with Sarbanes-Oxley is driving demand for corporations to ensure software license compliance, but there are many other benefits to be had from effective SAM.

Build an enterprise SAM solution tailored to you.

With HP Services, we can measure and assess your business agility, quantify any existing gaps, craft a plan of action and design solutions that increase the SAM effectiveness of your entire enterprise. The result is a tighter alignment between your business and software needs.

HP SAM professionals help customers achieve outstanding results by improving every aspect of the SAM life cycle and connected processes. HP brings a wealth of Best Practice expertise in procurement, management and efficient use of software licenses. HP professionals help identify the gaps in your existing SAM approach and develop your SAM solution to achieve Best Practice.

HP leverages years of customer best-practice scenarios, as well as HP software vendor relationships and Intellectual Property. As a result, we can manage SAM solutions across your enterprise for integrated and effective software licensing solutions.

What you need, when you need it.

HP offers SAM professional services with the flexibility that allows you to use the resources you need, when you need them. HP is committed to providing quality services in line with IT Service Management (ITSM) and IT Information Library (ITIL) Best Practices anywhere in the world. HP supports the ISO 19770 standard throughout the delivery of its professional services. ISO 19770 has been developed to enable an organization to prove that it is performing SAM to a standard sufficient to satisfy corporate governance.

“SAM is the entire infrastructure and processes necessary for the effective management, control and protection of the software assets within an organization, through all stages of their life cycle.”

– Best Practice for Software Asset Management, published by the TSO (The Stationary Office), ISBN: 0113309430

Put our experience to work for you

HP SAM professionals help you:

- Get expert advice from subject matter experts, whether it is simple guidance or complete project support.
- Assign responsibilities to the HP professionals best able to manage them.
- Work in a supportive and constructive relationship.
- Have an agreed timetable highlighting key milestones and decision points.
- Know both parties are committed to the achievement of best value.
- Have a structure for resolving concerns or disputes rapidly and at the lowest practical level.
- Understand what is expected of the client and the service professional.
- Enable the transfer of knowledge.

SAM Best Practices

Some of the Best Practices for effective Software License Management, recommended and implemented by HP are:

Asset management

Having accurate reports of all hardware and software assets available at any point in time is critical to the success of managing software licenses. Asset management must include

software contract management. All existing software contracts and license ownership should be recorded centrally.

Centralize procurement and license administration

Any license expertise should be at a central point and should include access to the asset management reports. Relationships with software vendors should be at the operating group level and not the in-country, affiliate or division level.

Improve business process and communication

Have a clear business process for the software life cycle from procurement, deployment, use, upgrade and retirement. Ensure that everybody knows about software agreements that have been negotiated and the entitlements they allow. Enable direct communications for key decision makers, as well as easy access to software policies for the user community.

Supplier management

By achieving accurate asset reporting and license administration, a customer can turn the tables on software vendor negotiation. Cost reductions can be achieved but, more importantly, improved terms and conditions of software use can be implemented. This creates a more trusting relationship, because you can prove compliance with the license agreement.



“HP SLMS helped us to define realistic work packages and set up a proper timeline. The experience of the team showed us the right and manageable way to implement a proper SAM solution.”

Claus Müller, Software Asset Manager, EnBW

We identify ways to reduce costs - and increase return on investment. -

Our professionals take a holistic look at your IT environment and implement proven methodologies and return-on-investment modeling that helps your company reduce costs quickly. You get a detailed set of recommendations and a roadmap for reducing software spending, while enhancing the availability of software.

Our assessments help you improve service quality and mitigate risk.

Our proven approach is based on an industry recognized, standards-based ITIL, and maps relationships between specific IT service components. We help you control IT costs while improving the quality of service and security.

Gain access to HP's experience.

The HP Software Licensing & Management Solutions (SLMS) team fulfills the requirements of large global enterprises by providing services connected with the acquisition of software licenses

and management throughout their life cycle. HP removes the complexity of dealing with multiple vendors by providing Software Licensing Services to allow customers to focus on their own business challenges. HP has the infrastructure, system and personnel to meet the needs of these clients.

Relationships with leading industry organizations such as Business Software Alliance ("B.S.A"), Investors in Software ("I.i.S"), Federation Against Software Theft ("F.A.S.T"), the Software & Information Industry Association ("S.I.I.A."), as well as various independent software vendors, put HP SLMS in the premier league. We understand the software licensing needs of our customers and ensure our solutions are the best.

HP's industry standing and relationship with software vendors is second to none; you benefit from the leverage these relationships bring. Some of the key vendor relationships include Microsoft, Oracle, Symantec and Adobe.

HP believes that it is impossible to provide global service and support to a customer if a supplier does not own resources in the same locations that clients do business. HP has specialists available in most countries.



Leverage HP's experience to realize a greater return on investment.

SAM experience

HP service professionals have been involved in many SAM-related activities. Our experience includes:

SAM assessment and ROI analysis

HP developed an effective SAM assessment service that models an organization's current situation and applies best practices to identify cost reduction opportunities.

Assisting vendor relationships

HP helps customers achieve a timely negotiation of Terms and Conditions to match the business needs of the customer, not the software vendors. HP has proved best practice contracting is not always based on price discounts alone, but on the overall contract proposition.

Software audits

HP has been involved in situations where the Business Software Alliance (B.S.A) and the software vendors exercise the right to audit an organization, in most cases their own customers. Any audit, planned or unplanned, is the cause of much anxiety for the recipient; it can be time consuming, use unbudgeted funds and be of no benefit to the end user. HP has turned these situations around to the benefit of all parties.

Software contract implementation

The focus of most procurement executives is on negotiating and closing the best deal with a software vendor. In HP's experience, the implementation of the software contracts is often left unmanaged at the close of the deal.

The value of even the most toughly negotiated enterprise-wide software contract is easily lost through poor implementation. HP has provided a wealth of experience in effective contract implementations to great effect.

Business process reengineering for effective SAM

The reengineering of business processes relating to part or all of the SAM life cycle can significantly improve ROI from the software contract. The cost of implementing and managing improved business processes supporting the SAM life cycle often results in an immediate ROI for HP customers.

Best practice procurement

HP provides advice on how and where to buy software. HP customers benefit from access to smart buying techniques and practices from most software vendors.

Volume license program management

HP SLMS teams can help customers understand how to best utilize their volume license programs. This can include:

- Identification of the best volume licensing agreement for a client.
- Identification of issues with software purchasing procedures.
- Advice on how to maximize Product Use Rights.
- Education on end users' "Charter of Rights."
- Advice on how to achieve software compliance.
- Advice on software licensing and the implications of Sarbanes-Oxley.
- Tax implications, cross-border invoicing and charge back reuse.
- Future trends in licensing options.

HP Software Licensing & Management Solutions (SLMS) brings you:

- Over 25 years experience in providing best-in-class software services.
- Approximately 200 software licensing professionals worldwide.
- Support from 4 regional Service Centers staffed by licensing experts.
- In-depth knowledge from in-country specialists resident in over 81 countries.
- Billing in 160 countries.
- Comprehensive License Management Services by SAM professionals.

A service menu to suit your needs -

Service Offer	Service Description	Deliverable
SAM Review	<p>The SAM Review is an overall assessment of how software is procured, managed and tracked for compliance in order to map against ITIL guidelines and HP Best Practices. The service involves interviews with different departments involved in the workflow and investigation by HP of the procedures that make up the SAM life cycle process.</p> <p>HP will check software license terms and conditions and report on the measurement techniques required for license compliance.</p>	SAM review report including a detailed process guide on how software is procured, managed and tracked for compliance across the organization. It also includes a comparison of the current software procurement and management processes against ISO 19770 standards.
SAM Savings Analysis	<p>The objective of the savings analysis is to identify case where savings can be made as a result of improving SAM.</p> <p>The service includes the SAM Review module described above. In addition, HP provides written advice and recommendations for changes that should be made to achieve improved savings and compliance from SAM.</p> <p>The service requires a sample software inventory. If the software inventory is not available using existing resources, the offer may include a sample 100-seat inventory scan using HP-provided tools.</p>	SAM Savings Analysis Report using the software inventory. The Business Case Report includes recommendations on how to achieve savings by adopting HP Best Practices.
Business Process for effective SAM	The SAM Business Process service provides written advice on design and reengineering recommendations for software procurement, deployment, maintenance and retirement. The service includes the SAM Review module described above.	SAM Business Process Report shows areas for improvement in software purchasing and management and shows how the improvements can be implemented.
Software Audit Review Service	Support for an organization where a software vendor has requested an audit or evidence of software usage. The service usually involves HP back-office support staff for vendor part and pricing analysis. HP leverages the software vendor relationships and in-house subject matter experts.	Time of an experienced SAM professional in supporting a vendor audit.

Contact HP's Software Licensing and Management Solutions team to learn about the benefits of our Software Asset Management Consultancy and Services via e-mail at **lmssales@hp.com**.

If you have any questions, please contact:

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