



# Miss Marple: License Management Optimization



Easy – Precise – Fast



## Why is license management so important for all size of companies?

### Professional license management supports your business goals

Software and hardware are a strategic business asset. Today, almost every corporate process is driven by software. The introduction of professional and integrated license management, also known as software asset management (SAM), means that software as a strategic asset is used in an economically sensible and legally correct way at all times – to your advantage.

By professionally organizing the handling of your software utilization during the entire software life cycle, you can achieve results which contribute to the competitiveness of your company.

- **Cost control and cost reduction**  
Permanent cost control in the software sector generally results in significant savings being recognized and implemented.
- **Transparency on client and server levels**  
An up-to-date overview of your license situation enables you to proactively manage the utilization of the software and redistribute li-

censes which are not in use. You can avoid expensive over-licensing or under-licensing which is legally incorrect. Only transparency will provide the basis for business decisions which save money, time and resources.

#### ■ Legal compliance

Compliance with copyrights is ensured, meaning that you avoid legal consequences. Violating any applicable laws will lead to liability risks and possibly considerable claims for damages.

#### ■ Software compliance

When it comes to software manufacturer audits, you will immediately be able to provide up-to-date license and installation data, reports and certified status.

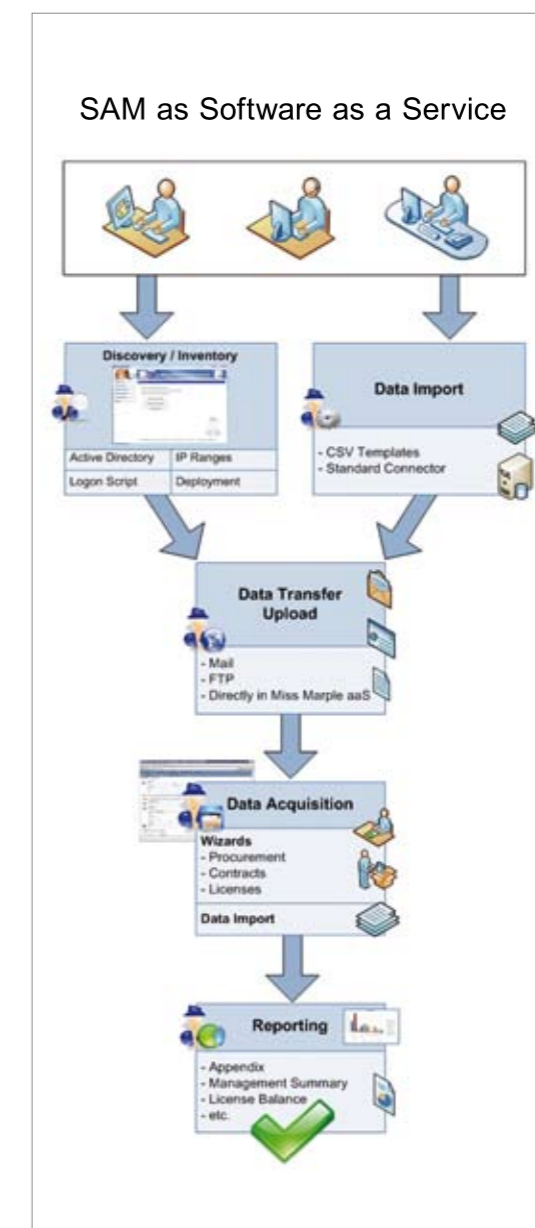
### For what size of company is SAM a good idea?

Cost savings, transparency and legal compliance are important for companies of every size.

In addition to the quick innovation cycles of software and hardware manufacturers, companies change very fast nowadays – they grow (nationally and internationally), they merge, and they are getting restructured. Therefore it is crucial that IT managers and decision-makers decide on a professional SAM solution which offers a high degree of automation and can still be customized, flexible and scalable.

### The alternative: Software as a Service

An integrated SAM solution should not only be available „on premise“, but also be usable as „Software as a Service“ (SaaS), i.e. the user pays flexibly and only for the software and services which are actually used. This is especially interesting and cost-effective for small and medium-sized companies..





## Miss Marple: The solution for Intelligent License Management and Optimization

### Use the intelligent alternative for your license management and optimization: Miss Marple

Miss Marple supports the license management goals of cost control, transparency and compliance in a highly automated way and with integrated best practice processes which can easily be adapted to individual requirements. The solution thus supports the license manager in his/her task very efficiently. Within a short period of time, Miss Marple generates a correct license balance and enables sustainable license management during the entire software life cycle: With fast results, easy data acquisition and correct contents.

### Miss Marple for medium-sized companies

It is especially important to medium-sized companies that their new software solutions are implemented quickly and smoothly. Miss Marple enables companies to use all relevant functions for the easy and comfortable management of hardware and software assets immediately after its installation, without having to spend a lot of time and effort in adapting and implementing. Miss Marple customers can decide whether they choose on-premise

installation or to take advantage of „Miss Marple as a Service“.

### Miss Marple in group structures

Multi-client capability, multi-language support, audit safety and a high degree of process automation – enterprise customers place multiple requirements on a license management solution. Miss Marple has implemented these requirements in numerous international projects and knows the necessary prerequisites:

- Comprehensive interfaces for the integration of existing systems and processes.
- Support of license management in companies with multiple locations and different areas of organization with multi-client capabilities and multi-language support.
- Combination of integrated best practice processes and flexible utilization of license management procedures in international group structures can be executed efficiently and cost-effectively.

### Your advantages when using Miss Marple

When you choose Miss Marple, you choose Europe's leading software asset management (SAM) solution with more than ten years of proven international success.

- Miss Marple offers integrated license management taking into account IT assets, licenses, contracts and the actual utilization of the software.
- Miss Marple can be integrated in your company processes seamlessly and with a high degree of automation – from the demand trigger to the final replacement of software.
- Miss Marple supports the management of software during its entire life cycle, including maintenance and support.
- Miss Marple combines best practices in data management and processes with a high degree of flexibility and integration.
- Miss Marple takes into account client and server applications, even on mobile devices and

platforms such as messaging systems, database servers and intranet applications.

- Miss Marple operates independently of software and hardware manufacturers.
- Miss Marple optionally integrates complementary products such as the Microsoft SQL database and the internationally leading Express Metrix software catalog.
- Miss Marple supports international standards such as ISO 19770, ITIL and SOM.
- Miss Marple relies on innovative state-of-the-art technology from Microsoft, e. g. Microsoft.NET.
- Miss Marple is available as an „on-premise“ solution and as „Software as a Service“.
- With Miss Marple, you will benefit from the many years of experience both of the manufacturer and of the manufacturer's international partners. The expertise over the course of many years is consistently implemented in an out-of-the-box solution whose performance reflects a fast ROI.





## Easy – Precise – Fast: License Management and Optimization with Miss Marple

### One step ahead with Miss Marple

Miss Marple customers benefit from short project times and fast results. The unique performance of Miss Marple reduces license management processes and efforts in your company to a minimum. Miss Marple furthermore assesses the exact utilization of the software on the individual devices, and can thus immediately identify valuable potential savings to be made by optimizing the software procurements in your company.

### Precise evaluations and comprehensive analyses

The „agents“ supplied for automated hardware and software inventory and the multiple predefined reports allow comprehensive evaluations of the current license situation in your company to be accessed at any time. Miss Marple's intelligent software identification means that up to 99.9 % of the applications used in companies can, fully automatically, be clearly identified.

### Miss Marple Online (SaaS)

Operating Miss Marple as a hosted solution offers numerous financial, process-optimized and technological advantages:

- Low investment costs
- „Pay as you go“ – you only pay for what you actually use
- Low operational costs for the infrastructure and reduced total cost of ownership
- No capitalization
- Immediate use of software and services without expensive deployment
- Simple and flexible customization and optimization of processes
- Software and technology always up-to-date
- No expertise training necessary within the company
- Simple procurement of new licenses
- Scalable in an environment with international subsidiaries
- Efficient license management platform for IT outsourcing structures
- Hotline support and maintenance included

Please feel free to contact us. We want to inform you about the options offered by Miss Marple Online.

### ADLON Software

With more than ten years of experience in the optimization of software licenses and more than 1,500 customers with more than 500,000 clients worldwide, ADLON Software, located in Lindau, Germany, has become one of Europe's leading ISVs of IT asset and license management solutions. We are an international Microsoft Gold Certified ISV partner with worldwide SAM competency for many years. The huge worldwide demand for high-performance SAM solutions means that ADLON Software will continue driving leading expertise with innovative technologies as an international software company with an expanded focus on Europe and North America.

### International partnerships

Miss Marple customers receive optimum support which is tailored to their needs – at all times and in their local area – thanks to our international certified partner network. Europe's leading software resellers, system integrators and SAM consulting firms recommend their customers to use Miss Marple when it comes to implementing an integrated license management solution. All partners have extensive expertise in the field of software asset and license management. With extensive partner readiness, we give our partners the necessary competence to optimally integrate Miss Marple into our customers' IT landscapes.

### Want to know more?

Please feel free to contact us by phone at +49 (83 82) 9 43 90 - 0 or via e-mail at [info@adlon-software.com](mailto:info@adlon-software.com), or visit our web site [www.adlon-software.com](http://www.adlon-software.com). Further information about Miss Marple's value proposition can be found at [www.asset-lizenzmanagement.de](http://www.asset-lizenzmanagement.de).





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