



MISS MARPLE

Miss Marple 2010

License Management Optimization



Whitepaper

**Software Asset Management:
Why, who, with what ?**



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Why Software Asset Management (SAM)?

Asset & License Management are a strategic business prerequisite. The introduction of professional and integrated Software Asset Management (SAM) means economically managing and effectively using this asset, in order to accomplish the following results:

- **Cost control**
with significant cost savings
- **Simplicity**
easy and fast to deploy and to use
- **Scalability**
supports your company growth and international expansions
- **Transparent license utilization on client *and* server levels**
knowledge and information drive the right business decisions
- **Legal compliance & certification**
immediate access to information with current license reports and correct certified status

At what size does my company need SAM?

Cost savings, transparency and compliance are important for companies of every size. Because of fast innovation cycles of software and hardware manufacturers, and economical and environmental changes, companies restructure very fast – they grow (also internationally), they merge, and they consolidate. Therefore it is crucial, that IT managers and other related business decision makers (BDM) decide on a professional and global SAM solution that can be flexible, scalable and also customizable, with a high degree of process automation behind.

The solution can be available on premise, but also useable as “Software-As-A-Service (SaaS),” which means the customer pays only for the software and services they really use. SAM online and SaaS are very important and cost-effective for small and medium-sized companies.

Which SAM Solution?

A SAM solution is like a navigation system which leads you through the license jungle. No driver would have an individual navigation system programmed exclusively for its own car – The customer would decide on a standard solution on the market with state-of-the-art features, functions and technology.



Regarding Software Asset Management the customer should decide on a **standard ISV-Solution** (Independent Software Vendor), which

- combines best practices with utmost flexibility, scalability and customizability,
- offers integrated license management which also accounts for the IT assets, contracts and actual usage of the software,
- makes the administration of software possible during the complete lifecycle, including maintenance and support,
- operates independently from software application manufacturers and therefore can manage all client and server licenses (e.g. from Microsoft, Oracle, Adobe, SAP, IBM – regardless which issued license model, release status and version,
- complements embedded 3rd-Party Products like Microsoft's SQL server database and the international #1 Software Catalog ExpressMetrix
- supports international standards like ISO 19770, ITIL, SOM, MDOP and SCCM,
- profits from the complete expertise of the ISV and its international partners, and leverages an out-of-the-box solution, reflected by a fast ROI.

The key benefits of an ISV solution are less deployment costs because of standardized modules, international utilization, independence and global expertise in a multi-vendor license market.



Why SAM for SaaS (“Software-As-A-Service”)?

Operating an online asset and license management solution based on a SaaS-Model will show significant financial, process optimization 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 on the balance sheet
- immediate use of software and services (no on premise data center deployment)
- simple and flexible process adoption and optimization
- always newest and updated software and technology
- reduced expensive expert staff on site
- simple acquisition of new licenses
- scalable in an international subsidiary environment
- hotline und support included

Which solution offers the above advantages?

The license management solution Miss Marple 2010 offers intelligent and integrated state-of-the-art license management, taking into account IT assets, licenses, contracts and the actual utilization of the software installed. The new Miss Marple 2010 makes license management even easier, faster and more precise – on premise or as Software as a Service.

There is one important need that license managers expect from a license management solution: fast and correct results. Miss Marple achieves this goal as the software works with a high level of automation. The solution thus supports the license manager in his/her task very efficiently. Miss Marple generates a correct license balance and enables sustainable license management during the entire software life cycle.

Miss Marple 2010 can be integrated in company processes seamlessly and with a high degree of automation – from the demand trigger to the final replacement of software as the solution combines best practices in data management and processes with a high degree of flexibility and integration.



Event trigger software procurement at the touch of a button is possible! Thanks to the integrated license database, Miss Marple 2010 recognizes more than 40,000 license products from the 50 major software manufacturers worldwide. Interfaces to all commercially available ERP systems enable software procurements to be automatically triggered and allocated in Miss Marple 2010 as needed. The optimized acquisition of software licenses with Miss Marple is even easier thanks to many years of partnership with international software resellers.

The automated server license management features very detailed reading of the server information (e. g. number of users, instances, CALs). This enables the generation of proposals for license models which provide a huge saving potential in the cost-intensive server area. Miss Marple helps you to achieve a fast ROI.

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.



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.

Further information about Miss Marple's value proposition on premise or as software as a service can be found at www.adlon-software.com and www.asset-lizenzmanagement.de.

ADLON Software – The company

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. ADLON software is 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.