



Welcome to

# EPIC Technology Day

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# Achieving Compliance with Novell Systems Management

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**Novell.**<sup>®</sup>

# Agenda

Introduction

The Big Picture

Knowing What You Have

Knowing How it's Used

Novell ZENworks Asset Management

Realizing ROI

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# Introduction

# Business Benefits

- Software-related cost avoidance and reduction
  - Re-allocation of existing licenses
  - More informed vendor negotiations-this is a good thing!
  - Buy lower priced editions based on usage patterns
  - Lower software maintenance costs
  - Reduce resources dedicated to manual reconciliation
- Reduced risk and costs associated with non-compliance
  - Public relations fallout/tarnished company reputation
  - Significant fines (\$150 per title infringed-US)
  - Criminal liability for directors
  - Litigation costs
  - Purchase of un-licensed copies at list prices
- Good Governance



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# The Big Picture: License + Usage + Inventory

# License Compliance Risk

- Industry watchdogs
  - Business Software Alliance (BSA) [International]
  - Software and Information Industry Association (SIIA) [US]
  - Federation Against Software Theft (FAST) [UK]
- Software vendors
- Government regulatory agencies
- Internal auditors

# \$1,000,000 Dollar Reward

Monday, July 09, 2007 1:19 PM PT Posted by Tom Spring

## Would You Rat Out Your Boss for \$1 Million?

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The Business Software Alliance is upping the ante on payouts to those who rat out their boss for using pirated software. The BSA will now payout up to \$1 million - up from the maximum \$200,000 reward previously offered.

But don't pick up the phone and burn

### Reward Payment Guidelines

Settlement/Damages paid by Company	Potential Reward payment
\$15,000 - \$100,000	Up to \$5,000
\$100,001 - \$200,000	Up to \$10,000
\$200,001 - \$400,000	Up to \$20,000
\$400,001 - \$600,000	Up to \$30,000
\$600,001 - \$800,000	Up to \$40,000
\$800,001 - \$1,000,000	Up to \$50,000
\$1,000,001 - \$2,000,000	Up to \$100,000
\$2,000,001 - \$3,000,000	Up to \$150,000
\$3,000,001 - \$5,000,000	Up to \$250,000
\$5,000,001 - \$10,000,000	Up to \$500,000
\$10,000,001 - \$15,000,000	Up to \$750,000
Over \$15,000,000	Up to \$1,000,000

BSA's reward guidelines (Source: BSA)

# SIIA Year End Report

- 523 reported cases of piracy last year:
  - An average of two a day
  - 106 cases were followed more aggressively
- Most reports came from former employees:
  - 86% from former employees
  - 58% from the IT staff or managers
  - 6% from senior managers and sales staff
- Of those reporting:
  - 90% knew about the piracy while still employed
  - 14% of them were still employed by the company
  - Most were from mid-sized companies with 2600 employees

# Capability Overview

- Asset Inventory
  - Hardware inventory
  - Software inventory
- Network Discovery
  - Trend reporting
- License Management
  - License tracking
  - Reconciliation and compliance status
- Software usage
  - Monitoring and reporting
- Contract Management
  - Maintenance, lease, warranty, SLA



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Knowing What You Have

# Knowledgebase Defined

- Reconciliation of raw data to application definition
- Normalization of product description
  - Manufacturer, Product Name
  - Version, Language and Patch level (SP, SR, etc.)
- Detailed product information
  - Suite/suite component relationships defined
  - Classification of like products, e.g. Comm Software/Chat Software, System, Monitor
  - Licensing data coded for software products - Bonus
- Ability to create custom software definitions for products and software suites
- Monthly updates posted to web site (PRUs)

# Better Recognition = Better Results

Novell® patented recognition technology provides a descriptive and readable result for the applications.

Manufacturer	Product	Version	Installations	History
Microsoft	Visio 2000	6.0 SR-1 Pro	<u>2</u>	<a href="#">View</a>
Microsoft	Visio 2000	6.0 SR-1 Tech	<u>1</u>	<a href="#">View</a>
Microsoft	Visio Professional 2003	11.0 SP1	<u>2</u>	<a href="#">View</a>
Microsoft	Visio Professional 2003	11.0 SP2	<u>3</u>	<a href="#">View</a>
Microsoft	Visio Viewer 2002	10.0	<u>4</u>	<a href="#">View</a>
Microsoft	Visio Viewer 2003	11.0	<u>3</u>	<a href="#">View</a>
Microsoft	Visual Basic	6.0 SP-6	<u>1</u>	<a href="#">View</a>
Microsoft	Visual Basic	6.0	<u>2</u>	<a href="#">View</a>
Microsoft	Visual Basic .NET Standard 2003	7.1	<u>2</u>	<a href="#">View</a>
Microsoft	Visual Basic Enterprise Edition	6.0 SP-6	<u>1</u>	<a href="#">View</a>
Microsoft	Visual C++	6.0 SP-6	<u>1</u>	<a href="#">View</a>
Microsoft	Visual C++	6.0 SP-4	<u>2</u>	<a href="#">View</a>
Microsoft	Visual C++	6.0 SP-3	<u>1</u>	<a href="#">View</a>
Microsoft	Visual C++	6.0	<u>2</u>	<a href="#">View</a>

# Cut to the Chase



Get to the data fast!



Normalized information



Reports, reports and more reports

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# Knowing How It's Used: 360° Software Usage

# Software Usage

- Track usage for:
  - Local and server-based applications
  - Applications run in a browser
  - Applications served by Citrix and Windows Terminal Server
- Monitor all applications, including user-defined
- Measure total run time and active window time
- Attribute usage to workstation and user

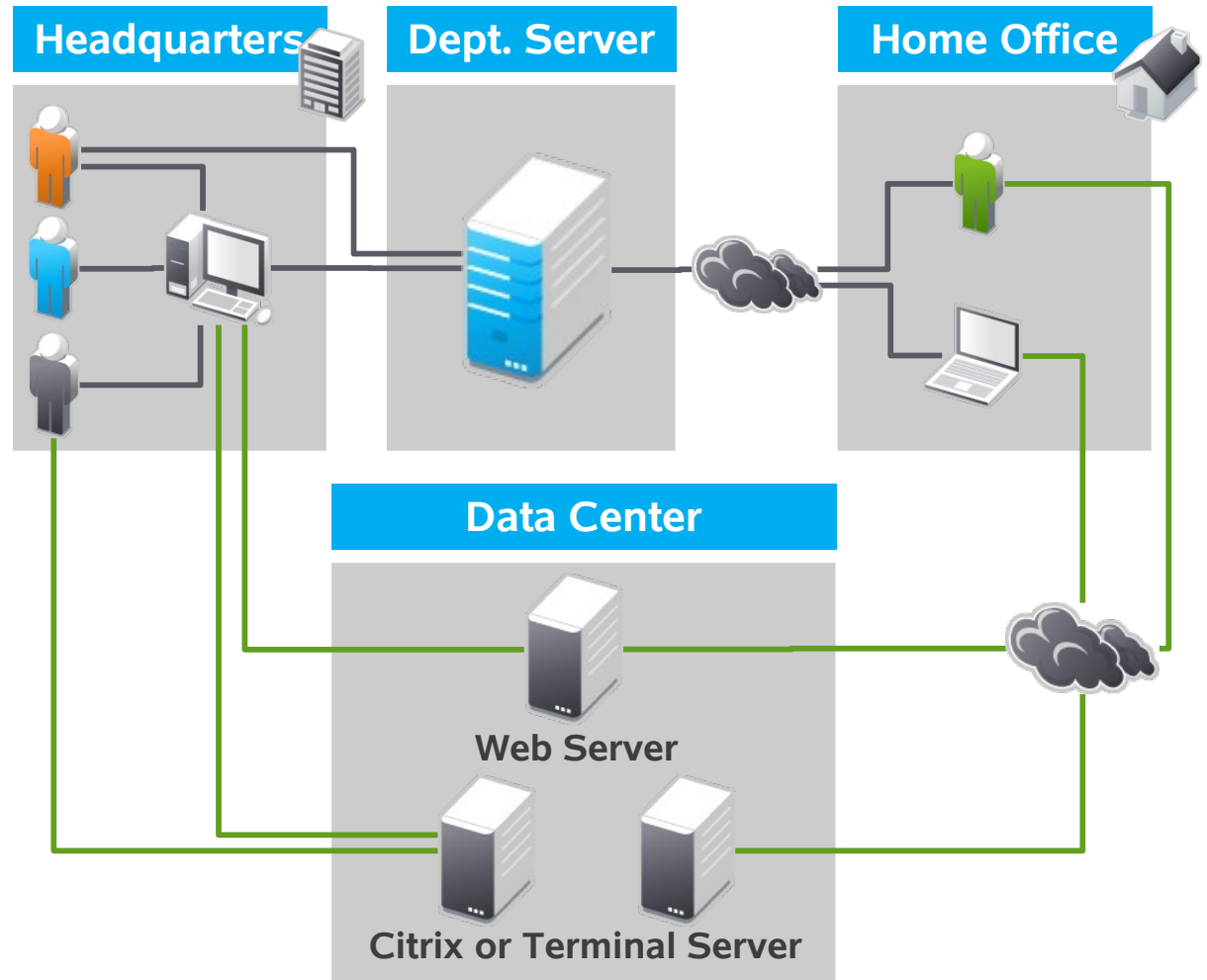
# 360° View of Software Usage

## Usage Tracked:

1. Local Apps
2. Local Files
3. Network Software
4. Served Apps
5. Web Apps

## Key Metrics:

1. Active Time
2. Background Time
3. # of Starts
4. Ave. Days Used
5. Days with Starts
6. Apps Used
7. Apps Not Used
8. # of Users
9. # of Workstations
10. Served Apps



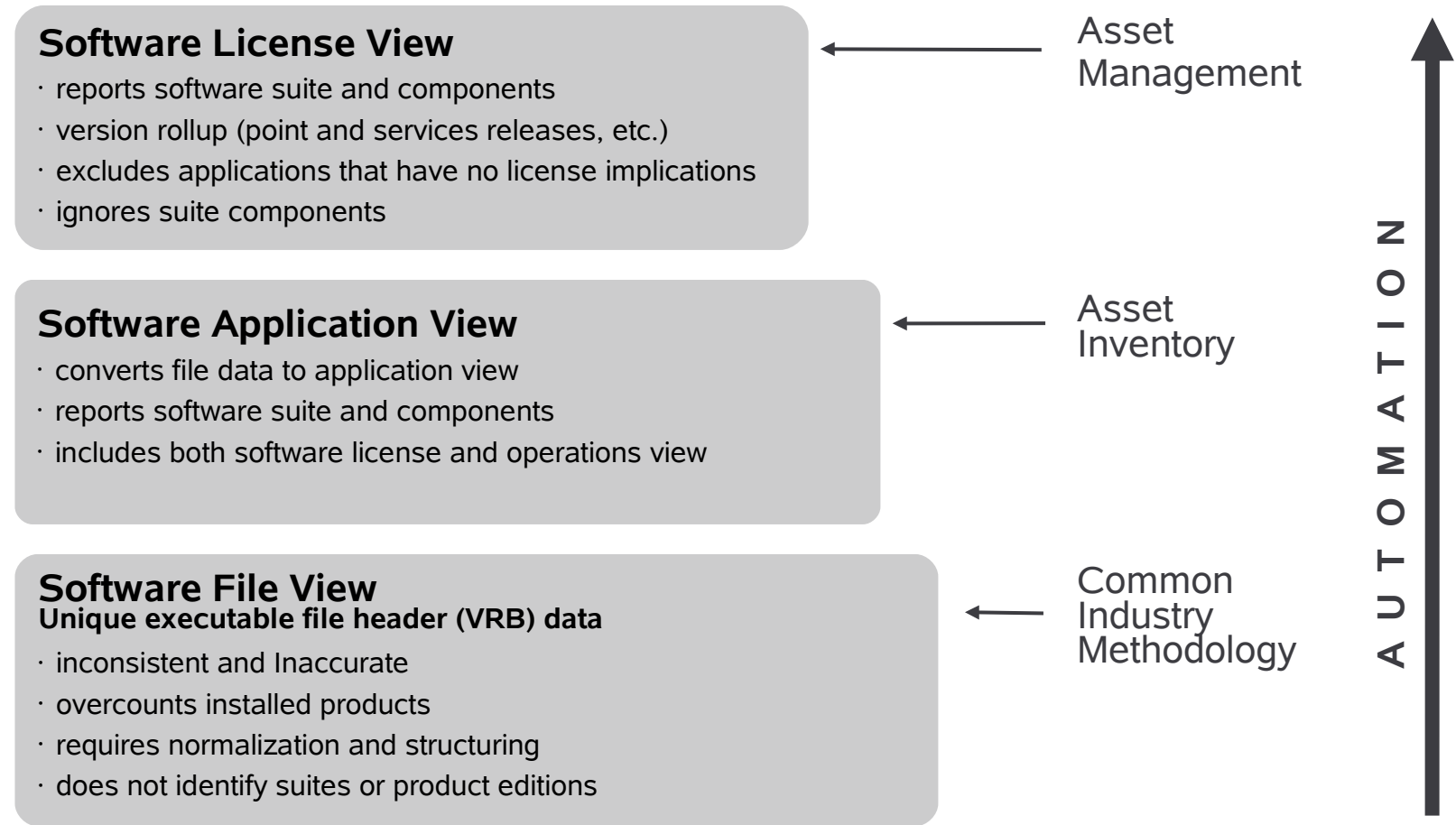
# Realizing Savings

- How much would you save on licensing costs if you buy only what you actually use?
- How much could you save in vendor negotiations if you know exactly how many licenses are really needed?



# License View of Software Inventory

## License Coding In Knowledgebase



# Contract Management Adds Value

- Manage contracts
  - Maintenance, support, license, initial purchase agreement, lease agreements, etc.
- Increase visibility
  - Reduce risk of violating terms and conditions
  - Improve vendor negotiating position
  - Improve visibility of maintenance/support entitlements
- Reduce cost
  - Eliminate late fees on leased equipment returns
  - Reduce costs associated with missed renewals
  - Reduce time to locate/manage contract documents
  - Reduce time to locate assets related to contracts

# Additional Software Asset Management Value

- Software standards
  - Identify unsupported and non-standard applications
- Software collections
  - Group bundled applications (which are not identified as suites by manufacturer)



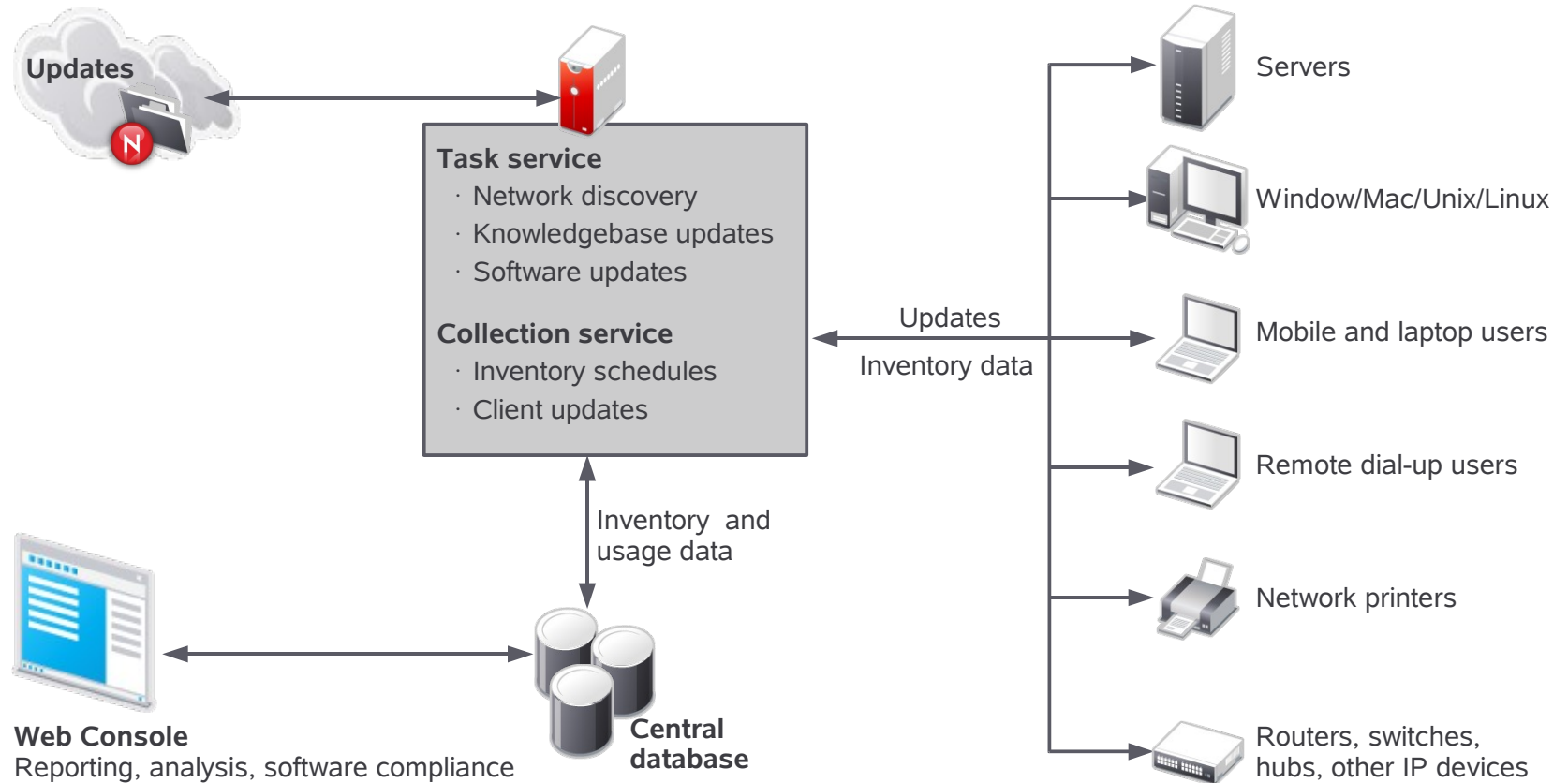
# Novell ZENworks Asset Management

# Features

- Discovery of software/servers/PCs
  - Software and hardware
- Extensive Knowledgebase approach
- Scalable architecture
- Configuration history tracking
- Extensible database – user-defined fields
- Scan-on-demand
- Client push utility
- Web-based reports
- Alerts

# Architecture

## ZENworks® Asset Management

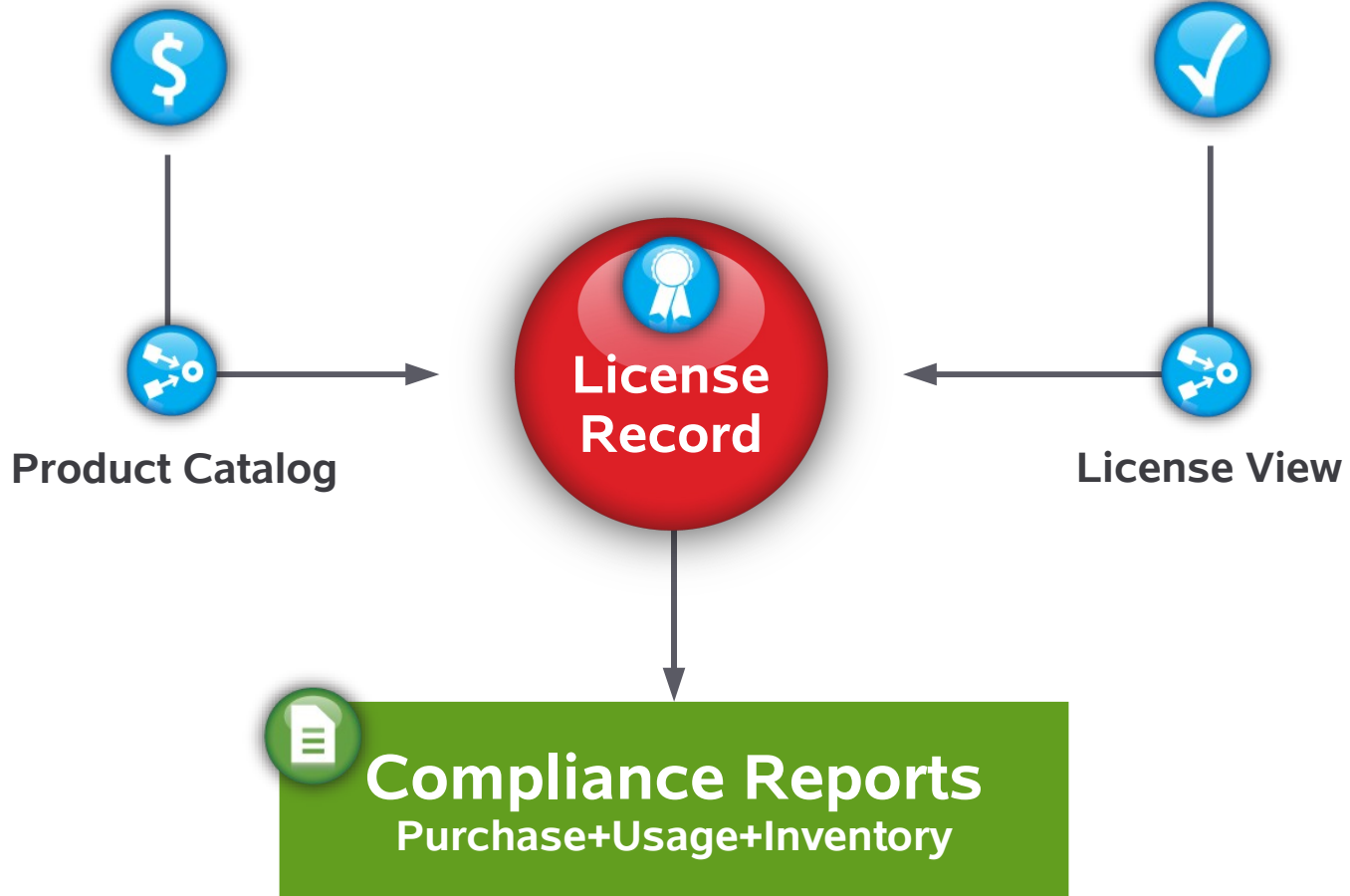


# Compliance Process

## ZENworks® 7.5 Asset Management

Purchase Data

Inventory Data



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Realizing ROI

# ROI

- See the savings realized through:
  - Mitigated license compliance risk
  - Reduced software spending
  - Elimination of lease penalties
  - Effective asset redeployment
  - Lower operating costs



# SAM\* Recipe à la ZENworks®

- **Ingredients:**

- Inventory
- Usage
- Purchase Data
- Contracts

- **Directions:**

- Mix first three ingredients for a well-rounded SAM system. Tie in your agreements for the perfect finish.

- **Variations:**

- Assign standards
- Allocate licenses

- **Results:**

- Managed Risk
- Controlled Costs

\*Software Asset Management

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Demonstration

# Where To Go From Here



**Contact an EPIC account rep**

**204 453 2300**



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**[novell.com/products/zenworks/configurationmanagement](http://novell.com/products/zenworks/configurationmanagement)**

# Question and Answer

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