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A guide to Software Asset Management

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This will help you keep track of each step of the Software Asset Management process.

Check off each item as it's completed.

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## Testimonials



St.George, Australia's fifth largest bank, takes in 7,400 staff. The St.George Group employs over 7,400 staff.

According to Michael Page, Chief Manager of licensing consultant who looks after our software maintenance budgets. In addition, our standard required to do each job function is delivered and also has an inventory tool, which tells us what to ensure we are fully licensed for all the software usage, which assists us in negotiations

[www.stgeorge.com.au](http://www.stgeorge.com.au)



In Learning provides an extensive range of self including 950 computer training courses, 250 training courses, as well as instructor led training

According to Richard Gordon, director of in Learning business and an unexpected financial bonus for

"In the first month following our audit and clean – extrapolated over the next 12 months, that is also able to reduce our upgrade fees by tens know what software we have and require. Over and simplified and we are seeing real benefits peace of mind," he said.

"I would urge every business to take time to review

"Software asset management is just as important

[www.inlearning.com.au](http://www.inlearning.com.au)

## Testimonials

## What is Software Asset Management (SAM)?

Software is a critical tool in today's business world and it is essential to keep your organisation running smoothly. It's surprising that so little attention is given to its management, documentation and upkeep after the initial purchase. Essentially, software is often taken for granted. That's where the business process of Software Asset Management comes in.

Software Asset Management, or SAM, is a series of business processes that provide you with everything you need to manage, control and protect your organisations software through all stages of its lifecycle.

### SAM can help you to:

- Recognise what software you own
- Discover what software is installed and where it is installed
- Determine where your software can be best utilised
- Ascertain what's needed in terms of licensing documentation
- Plan for future technology investments
- Assist in determining the best licensing solution for your organisation

Software is an asset and should be managed as an asset. By engaging in SAM you can streamline processes, reduce costs, and enhance reliability and security. SAM also assists you in fulfilling legal and contractual obligations required by the software copyright owners. Just like software, SAM is essential in today's business world.

For more information on SAM, visit [www.microsoft.com.au/sam](http://www.microsoft.com.au/sam)

## What are the benefits?

Managing an organisation can be both a great and a challenging task. It requires strategic decisions and management responsibility. However, proper software licensing is an area that often receives the least amount of attention.

Software Asset Management can make a significant difference to your organisation. Likewise, illegally copied software can put your company in jeopardy. Implementing a step-by-step SAM process. Specifically, it will allow you to:

Save money	Good software management doesn't need. It can be done by many software companies wide.
Manage technological change	Software management helps to avoid obsolescence, and competition.
Alleviate communication and data transfer problems	In organisations with different platforms, SAM helps to resolve these issues.
Justify investments in technology	Software management helps to have proven benefits in new programs.
Avoid costs and fines	Abuse of software management. Additionally, Direct Proceedings, for a software management.
Maintain integrity and honesty	Software management helps to avoid unauthorised software management, embezzlement.
Be secure and reliable	Unauthorised software management. Individual computer management, authorised, genuine.
Be eligible for technical support and product upgrades	When using licensed software, product upgrades from the manufacturer.
Be efficient and productive	With proper management, focusing time on the most important tasks in your company's core business.

## What is Software Asset Management (SAM)?

## What are the benefits?

## Software licensing basics

Before you begin implementing SAM in your organisation, it is important to understand software licensing and the options available to you, and to ensure that your organisation's current licensing is up to date.

### What is a software license?

Software isn't like most assets you acquire. A software license grants a person (or company) the legal right to use a software program. The software itself is the intellectual property of the copyright owner; however, the license accompanying the software provides the terms and conditions for use of that software program.

For each software program you use, you need a license. Using the software outside the terms of the license is an infringement of copyright typically referred to as software piracy. Infringement of copyright can include:

- Installing your software on more computers than the license allows.
- Allowing employees or contractors to make copies of software without the required license.
- Making or selling illegal copies of software.
- Using illegal copies of software, even unknowingly. (For you to be liable for copyright infringement, it is not necessary that you know that your activity is illegal. The mere act of using an illegal copy of the software can make you liable.)
- Allowing or asking, for example, a consultant or employee to install software on your PCs when you do not have a license for it.

For more detailed information on Software licenses, visit [www.microsoft.com/resources/sam/lic\\_whatismspix](http://www.microsoft.com/resources/sam/lic_whatismspix)

## What licensing solutions are available?

Microsoft offers many licensing programs and conditions that accompany the licensing purchased.

Use the table on pages 6 and 7 to help determine which software needs.

Once you have determined the best option, contact your Microsoft reseller to acquire your software. For more information, visit [www.microsoft.com.au/licensing/buyit](http://www.microsoft.com.au/licensing/buyit)

For more detailed information on licensing solutions, visit [www.microsoft.com.au/licensing/buyit](http://www.microsoft.com.au/licensing/buyit)

## Software licensing basics

## What licensing solutions are available?

	Microsoft OEM License	Retail Full Packaged Product License	Microsoft Open License Program	Microsoft Open License Value (OLV)	Microsoft Select License Agreement
<b>Most likely customers</b>	Customers who are buying a new PC.	Customers who acquire at retail in very small volumes (organisations with fewer than five PCs).	Customers with two to 500 PCs incorporating Open Business and Open Volume.	Customers with 2 to 250 PCs with mixed Microsoft product requirements.	Customers with 250 or more PCs with mixed Microsoft product requirements.
<b>License program benefits</b>	Preinstalled and supported by the OEM on the new PC.	Easy availability of Full Packaged Product from numerous resellers.	Instant discount when purchasing as few as five licenses. Continued discount for a full two years with no minimum reorder quantity.	Provides ability to spread payments annually, over three years with new agreement term reducing upfront costs.	Tiered pricing with discounts based upon forecasted volume.
<b>Where can I purchase these licenses?</b>	Only available with a new PC.	Any reseller.	Any reseller.	Any reseller.	Authorised Large Account Resellers.
<b>How can I tell if it's genuine licensed Microsoft product?</b>	All genuine Microsoft software should come with a Certificate of Authenticity found in the product materials that accompany a new PC (attached to the new PC or its packaging). Visit <a href="http://microsoft.com.au/howtotell">microsoft.com.au/howtotell</a>	All genuine Microsoft software should come with an End User License Agreement (either hard copy or online), a manual, media and a Certificate of Authenticity that is found on the retail box. Visit <a href="http://microsoft.com.au/howtotell">microsoft.com.au/howtotell</a>	Log onto the eOpen License Web site at <a href="http://eOpen.microsoft.com">eOpen.microsoft.com</a> to check the number and products for which you have licenses.	The Microsoft Volume Licensing Services (MVL) Web site is a password protected site that serves as a license management tool for customers. It displays customer's license status, agreement numbers, online records and other license information.	The Microsoft Volume Licensing Services (MVL) site is a password protected Web site that serves as a license management tool for customers. It displays customer's license status, agreement numbers, online records and other license information.
<b>Where should I look for the terms of my license agreement?</b>	End User License Agreement*.	End User License Agreement*.	Open License Agreement. Available on the eOpen License Web site at <a href="http://eOpen.microsoft.com">eOpen.microsoft.com</a>	Open License Value Agreement, Microsoft Volume Licensing Service.	Microsoft Business Agreement, Select Agreement, Select Enrolment and Product Use Rights attachment.
<b>What records should I maintain to assess license compliance?</b>	Retain all documentation including the End User License Agreement (may be provided in hard copy or online), the Certificate of Authenticity, media and manual. Also recommended to retain all invoices.**	You should retain the original End User License Agreement* and a copy of your invoice.	Your electronic license copy can be found on your secure license Web site at <a href="http://eOpen.microsoft.com">eOpen.microsoft.com</a>	You should retain the original End User License Agreement* and a copy of your invoice.	Order confirmation, proof of purchase, record of transfers or refer to your Select Agreement for details.

\* End User License Agreements (EULAs) historically always accompany products in paper format. Beginning in 1998, a number of Microsoft products were distributed without a paper EULA. EULA customers need to retain their hard copy license agreements issued prior to November 1998.

\*\* Some national/multinational branded Original Equipment Manufacturer (OEM) Microsoft products with their PCs. Under these programs, the OEM Authenticity label adhered to the side of the PC.

For more information on Microsoft Licensing Programs visit [www.microsoft.com/licensing](http://www.microsoft.com/licensing)

## What licensing solutions are available?

# Explore Litigation Insights

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