

LICENSE 12

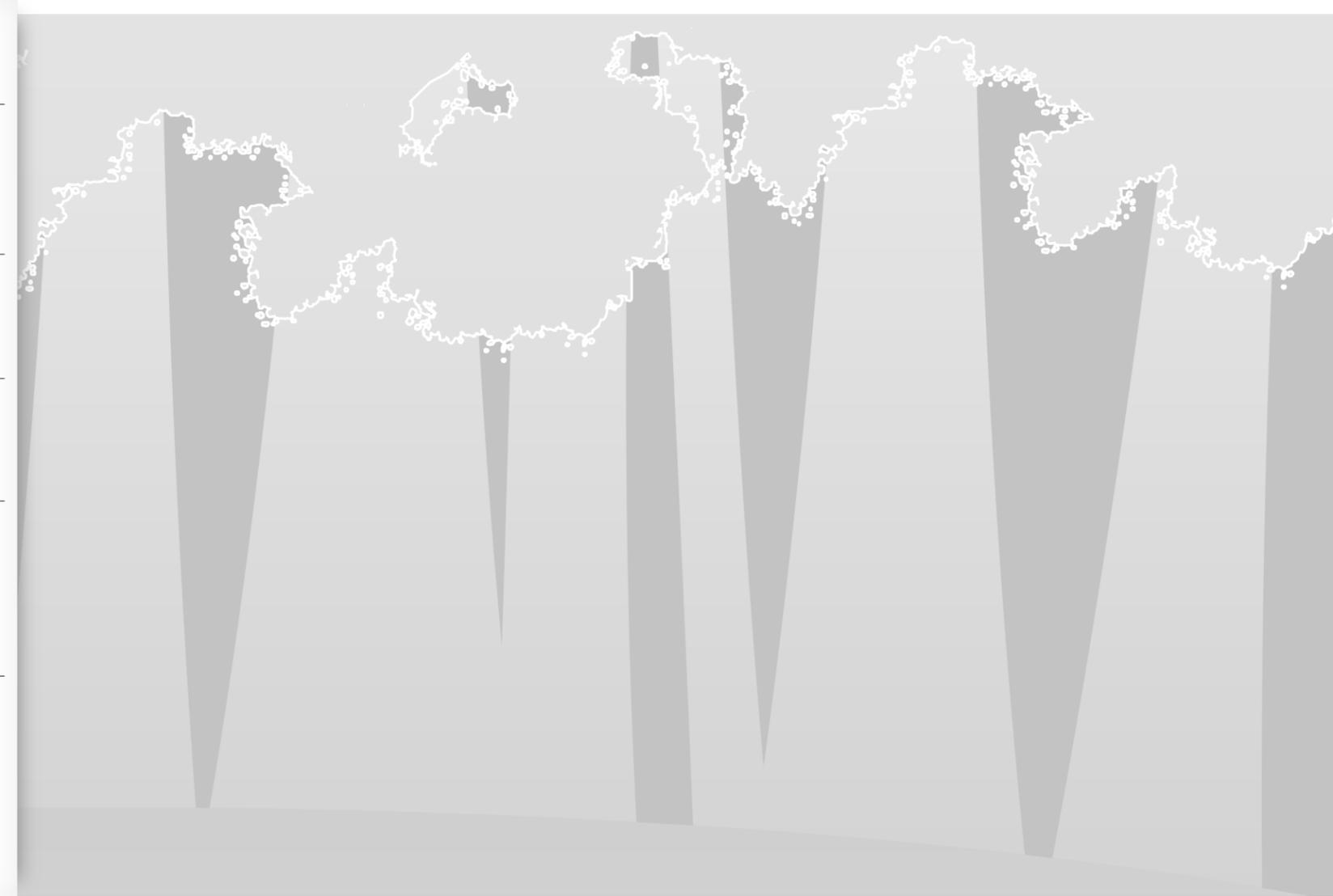
Bringing light to the license jungle.



At a glance: the benefits of innovative contract management

License12 can be accessed **using virtually any web browsing device**, and as a **software as a service** platform is being permanently adapted to the latest technical and content requirements.

	Current practice	With License12	Benefit
Contract archive	Archiving of signed documents, auxiliary Excel tables, rarely up to date.	Automated digitisation of contract data and import into unified data structure, sortable by vendor and product.	
Term tracking	Creation of single views per kind of term, depending on priority. Isolated tracking of key dates.	Timely expiry warnings, term comparison by kind of term, even for initial vendor quotations.	
Term optimisation	Setting negotiation goals, then trading off term by term.	Term history with systematic recognition of changes, to facilitate causal understanding.	
Price negotiation	Obtaining price information from one's own network for assessing offers; occasional benchmarking projects for predefined purchase hierarchies..	Survey data continually updated by all L12 users, classified by size, product and industry.	
Information flow within organisation	Medium term setting of process standards, stepwise implementation.	Access to data shared within the organisation, with further users definable for free accessing contract pools across the organisation without additional training.	



contact

falk-enrich GmbH
Wasserturmallee 47
68766 Hockenheim
Germany

phone +49 (0) 6205 / 361 99 99
fax +49 (0) 3212 / 125 34 86

email info@license12.com
website <http://www.license12.com>

Advantage

How can I save on licensing with L12?

The evaluation of an individual quotation is difficult without appropriate benchmarks. License purchasing is an infrequent activity, and market conditions invariably change between such episodes. The **ContractCompass®** delivers the much-needed benchmark data following regular **surveys of procurement experts**. The **comparison** to one's own position can be made based on deal size or the individual product, in order to optimise the mix of one's transactions. Further external **benchmarks and historical comparisons complete the decision basis**.

Risk

How do I minimise my license risk?

Terms that are subject to expiry are easily manageable with L12 using the **overview and termination of terms**. Changes to licensing specifications by the vendor are prevented from invalidating one's own rights, since a **solid record of license terms** is retained, facilitating comparison of old terms against new offers. A complete understanding of terms can **prevent unnecessary purchases**, including those through license substitution or extended use rights, and protects against naïve and ambitious sellers.

Handling

How much effort will L12 take?

It's not the user interface, but the ability of **elegantly handling the contractual content** that makes the difference when negotiating software contracts on the basis of a **repository of digitised evidence**. A simple file upload, a brief survey, and the viewing of a list of results is the **latest lever in software purchasing**, available on any web device with secure connection. **Data entry is via scanning and OCR**, and takes hardly any time compared to conventional keyboard-driven data entry, allowing **productivity from day 1**.

Budgeting

How can L12 help when my budget changes?

When plans change, questions often arise over the best response, taking into account the extent to which **licenses are flexible**. Streetwise buyers increasingly work towards including terms that allow dropping support expenses or for optional no-fault return of licenses. Due to its **unified data model**, L12 gives you **single-click access** to a list of licenses eligible for such cost reduction. Vendor promotions regularly generate new license models. License12 even empowers you over such new models through specific procedural updates.

Compliance

How can L12 help with compliance?

Compliance risk is reduced fundamentally through correct continuation of license records and definitions. The pass-along of the current repository to local SAM procedures, whether through spreadsheets or SAM tools, makes it **easy to keep control of the comparison with actually used licenses**. By using a unified data model, **establishment of a vendor-spanning SAM implementation is simplified** and the implementation effort of such tools reduced.

Optimisation

How do I optimise my license rights?

The marketing initiatives of vendors permanently raise questions regarding the **optimisation** of one's license portfolio, but also require assessing the risk from new or modified license terms. These often aim at the whole of the portfolio, and make it difficult for an individual buyer to determine whether there is a net benefit. It is easy, however, to compare various digitised license quotations against one's own **systematic and complete license inventory within L12**. Furthermore, the effect of new license terms can be assessed locally on the basis of comprehensive **contract data download**.



Knowledge is power

A precise **awareness of one's own license inventory** is the primary basis of all further planning and vendor negotiations. The already high and ever further increasing complexity of variables within IT infrastructures and the variety of corresponding license models pose significant challenges to the required expertise. License12 compiles the relevant information

from the agreements between you and your vendor, in their written form. It then creates a **comprehensive overview of the existing license terms**. This may **highlight favourable terms** that otherwise would have been forgotten. Within each vendor, licenses can be directly compared, terms monitored, and the groundwork laid for upcoming negotiations. The latest special offer from a vendor may hence **quickly become transparent, saving time and establishing a level position with the vendor**.