



Software license cost  
reduction made easy  
via the internet

# Early Morning



„Do you know how many software licences we really have?“

„Nope, but we’re planning an audit next week, then we shall see...“

„But sure you’re controlling the usage !?!“

„Why, you don’t even know the names of each licence product!“

„Well, that’s frequently changed, even the sales rep does not know for sure.“

„In any case, I cannot guarantee for anything with those complex usage rights!“

„Can’t we get a service provider clean up the mess?“ ...

# The Problem



- Low transparency with standard software causes user organizations additional cost of USD 12.3B (US only\*), reasons:
  - Licence rules are complex and the proof of compliance is difficult
  - Tracking of contracts is tiresome and has got low priority
  - Terms are confidential, benchmarks are hard to achieve
- Here's what CIOs have to say:
  - ,Ongoing license re-bundling and re-naming is a headache for our operations..' (Mike O'Dell, Raleys)
  - ,We had to call on a license advisor to understand how to categorize our users to stay compliant. It remains a moving target.' (Stefan Zutt, Unicef)

\* Source: Software Efficiency Report US 2011, 1E

# The Solution

 **01**  
SUPPORT


**16%**  
obsolete  
Software

 **02**  
PROCURE-  
MENT

**31%**  
Discount-  
improvement

 **03**  
COMPLIANCE

**80%**  
Audit  
risk

 **04**  
LICENSE12

**100%**  
Holistic  
solution



# What does License12 accomplish?



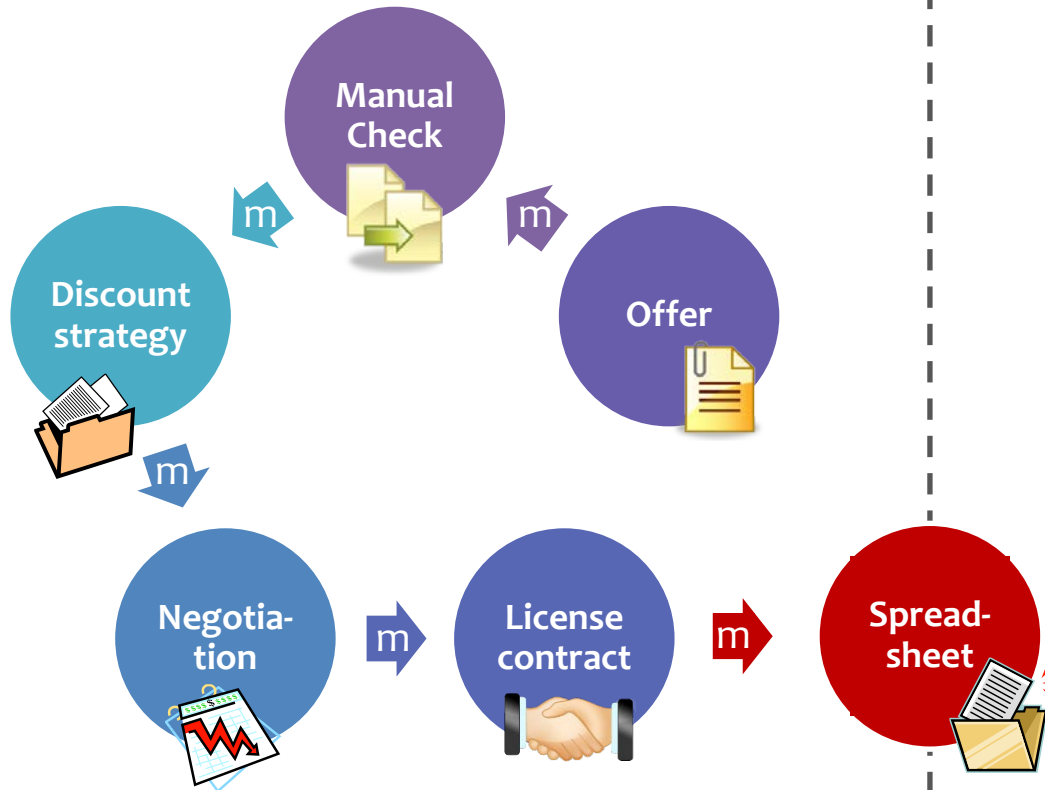
- License12 **automates and compares**
  - Enables **automated exploration** of license agreements
  - Returns full **transparent** inventory, special terms and alerts for expiration
  - Delivers **solid audit data** to all tools applied for compliance checks
  - Reveals **savings** by comparing new licensing deals to market prices
- What is key top adoption?
  - No manual work added
  - Corporate standardization
  - Zero Ramp-up
  - Expert team to render ‘managed service’ to ensure outcome

➔ **Scan – Upload – Analysis**

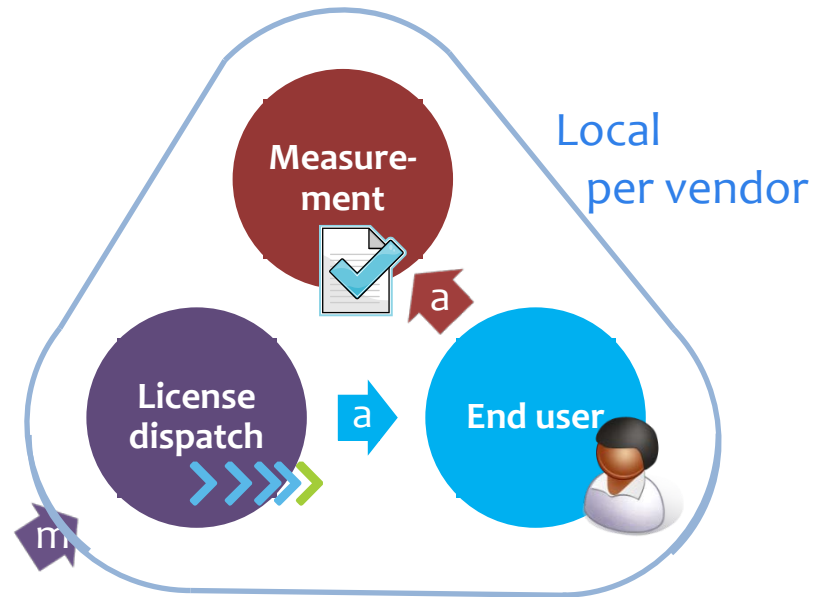


# What's the status quo?

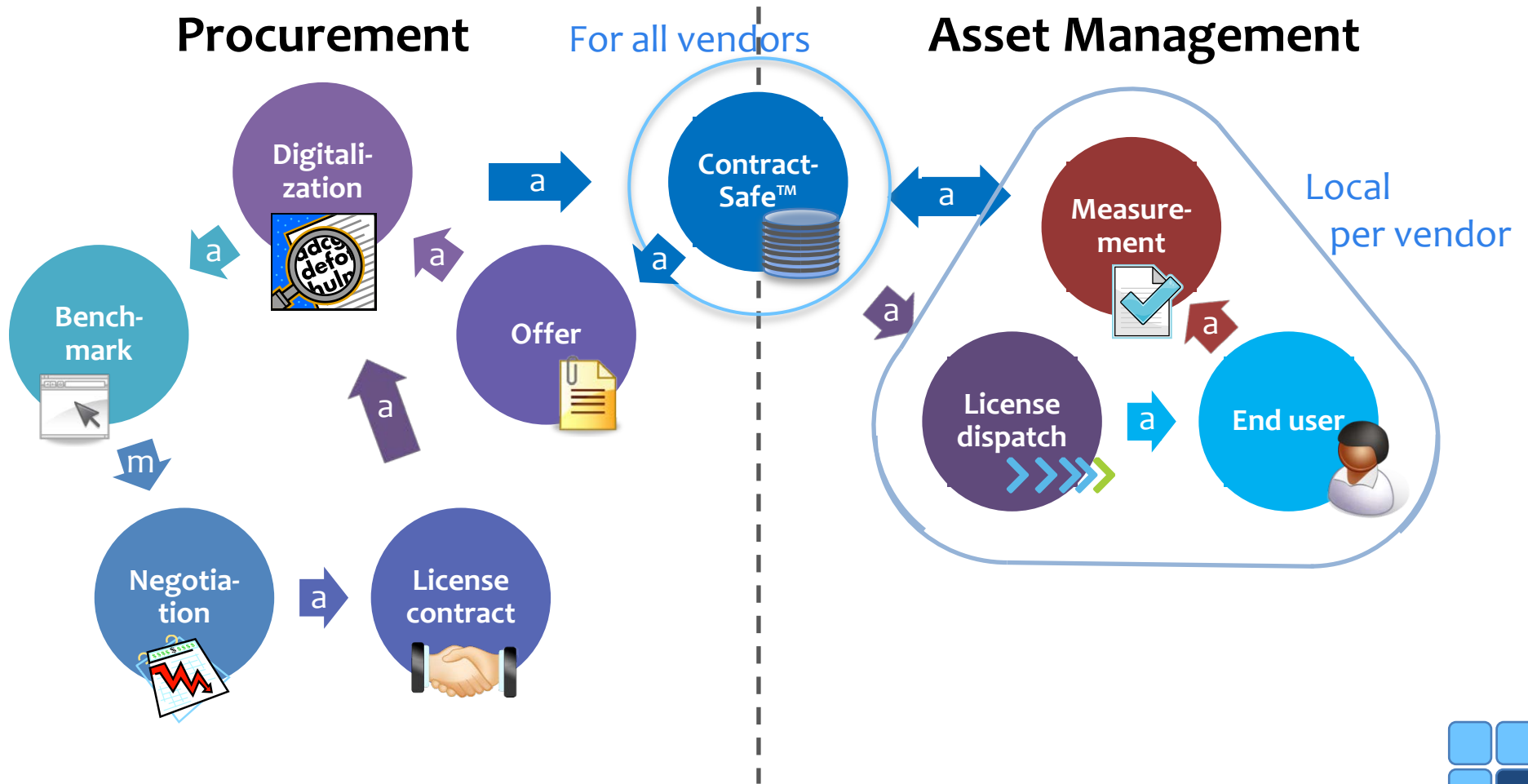
## Procurement



## Asset Management



# And how do I improve?



# How does the customer save?



- Option 1: **Self-Service**

Companies with strong licensing skills use License12 as an extended workbench for procurement and software asset management. New offers are analyzed via ContractCompass, and then improved without external support.

- Option 2: **ManagedLicense12**

License analytics and optimization are executed by an experienced license advisor via outsourcing. All data stay in control of the customer, analyzed by an expert on behalf of the enterprise. He will propose corrective action based on findings and opportunities, and support their implementation.

- Both options retain the methods of measurement!



# Next Steps ...



Registration: [www.license12.com](http://www.license12.com)

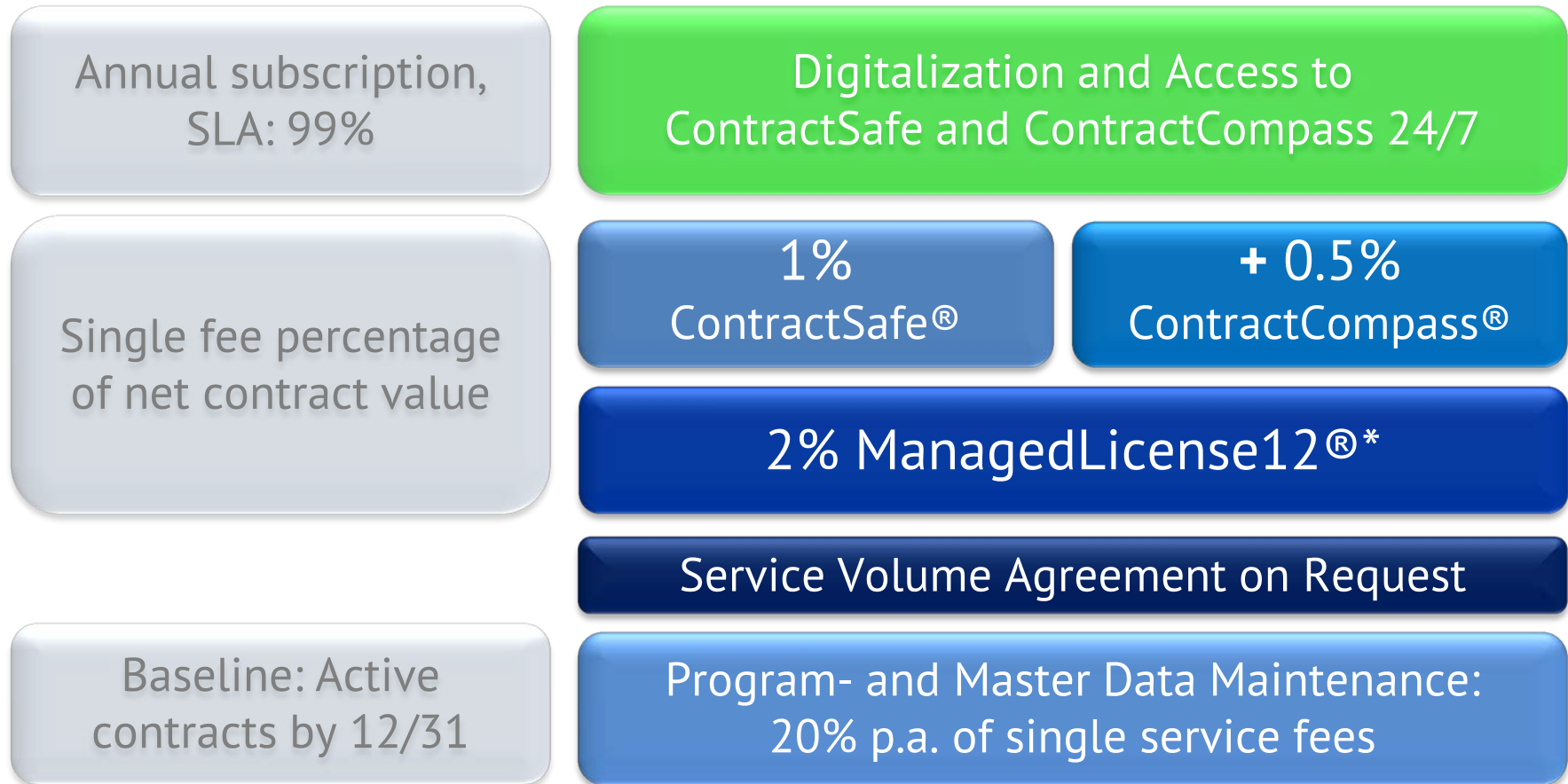
Questions: [info@license12.com](mailto:info@license12.com)

Information: [www.youtube.com/user/licensetwelve](http://www.youtube.com/user/licensetwelve)

Background: [www.doctor-license.com/blog](http://www.doctor-license.com/blog)

Meeting: [pkw@license12.com](mailto:pkw@license12.com)

# Pay-as-you-go by contract



\* SLA via certified license advisor