

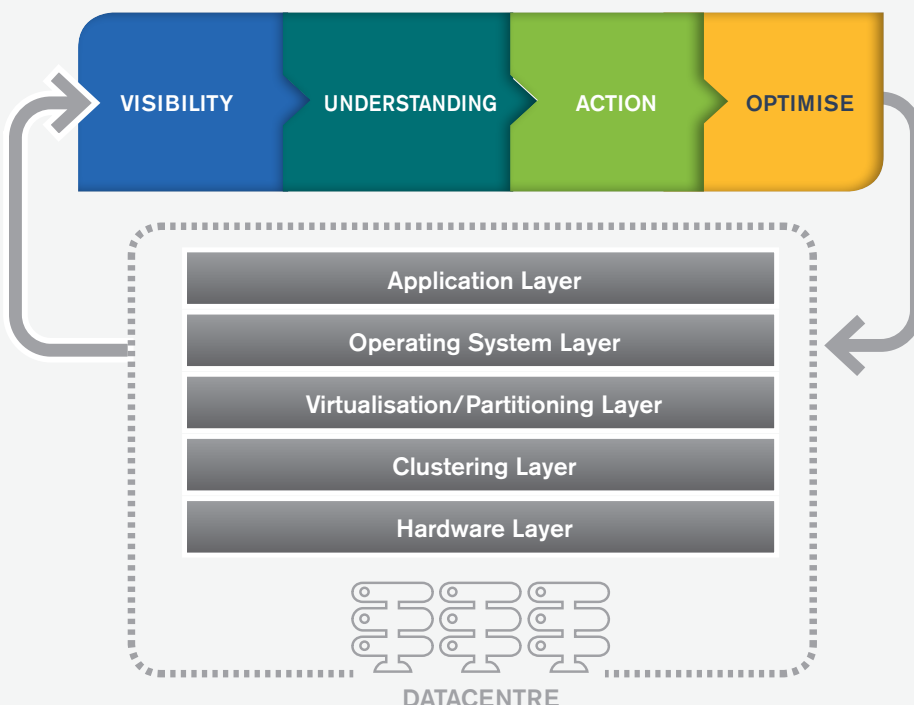
Software Asset Management IN THE DATACENTRE

Is it time to take control of your Datacentre?

Corporate datacentres are becoming increasingly complex and difficult to manage, as “hyper” virtualisation and consumption of cloud-based services are adopted to increase agility and responsiveness of IT. Today, servers and computing resources are being made available instantaneously and with the majority of software spend being attributable to datacentre software, it is important that these investments and associated potential compliance risks are properly managed.

Software Asset Management services can provide your organisation with the ability to meet and face these management challenges head-on.

Effective management of costs and compliance risk requires visibility, understanding and active management of what you currently own. This extends to clarity on the entitlement and usage rights of your software, what you have deployed, what is currently being used and how this might change over time:-



Visibility.

Understanding what servers and applications are actually running in the datacentre is the first challenge. Often it is difficult for infrastructure managers and application owners to know precisely what is deployed across their estate.

Understanding.

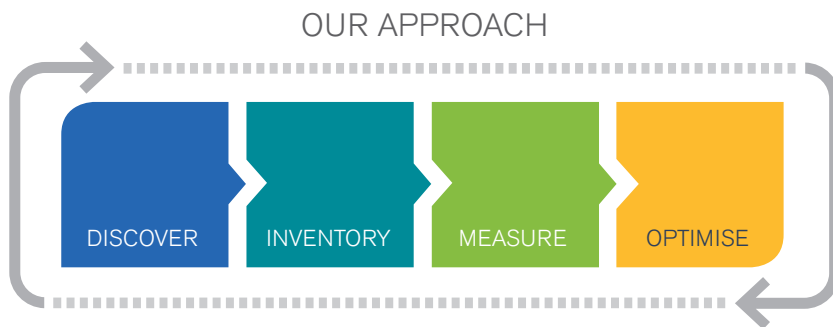
Having discovered what servers and applications are running, the next challenge is to understand how they are being used. The software applications and associated licensing metrics for datacentre level technologies requires an understanding of the hardware, clustering and virtualisation layers to determine such things as CPU/Core Factors, affinity rules, virtualise server mobility and (sub) capacity utilisation. In addition to this, specific understanding of the application configuration and components/options in use will have a bearing on the license requirement.

Action.

With a clear understanding of the software in use within the datacentre, action can be taken to either optimise configurations in line with current software contracts and license entitlement or enable larger scale strategic projects such as “datacentre transformation” or an adoption of a “cloud first strategy”.

Software Asset Management IN THE DATACENTRE

Our Approach to SAM in the Datacentre is a robust four step repeatable process:



1) Discover. Through a combination of agentless discovery and drawing data direct from the virtualisation layer, we can quickly gain an understanding of what servers and application workloads are deployed across your IT estate. If you do not have tools in place for this, we can utilise tools from our strategic partnerships with iQuate and Snow Software.

2) Inventory. Through the use of specific tools or scanning agents, Bytes can collate a detailed understanding of what applications are deployed and how these are configured and being used.

3) Measure. Once a clear inventory of your datacentre is established, it will be matched against the current software agreements and license entitlements, to determine your Effective License Position (ELP). At this point, areas of over or under licensing will be highlighted in addition to any instances where technology has been configured outside of defined usage terms.

4) Optimise. From the ELP and configuration information, Bytes will advise on how best to optimise your estate and licensing agreements to address any current deployment gaps, taking into consideration future software requirements. We will work with you to develop a strategic roadmap against which remediation and optimisation plans can be formulated.

What you can expect from Effective SAM in the Datacentre

- **Risk Reduction.** By eliminating compliance risk and unexpected expenditure through actively managing the license position of key vendors such as IBM, Oracle and Microsoft, and addressing any deltas in license entitlement versus usage.
- **Cost Reduction.** Through the rationalisation of applications and contracts - creating best cost, efficient licensing agreements
- **Cost Avoidance.** Through the reallocation of surplus or unused software licenses, avoiding the need for new purchases and the effective management of contract renewals.
- **Cost Containment.** By identifying the most optimal approach and configuration to resolve any compliance issues, whether that be procuring new licenses or reconfiguring servers in the datacentre.

Working with Bytes

Our flexible approach to Software Asset Management enables you to design the exact service you need to truly realise your individual business goals. This is backed with the confidence that you will be working with one of the premier software licensing and asset management organisations in EMEA

2014 Microsoft
EMEA Operations Cloud Licensing
Solution Partner of the Year

Winner

2014 Microsoft
EMEA Operations Licensing
Solution Partner Excellence

Winner

**To discuss further, please contact
your Bytes account manager or the
Bytes SAM Team on:**

**e: tellmemore@bytes.co.uk
t: 01372 418500
w: bytes.co.uk**

UK Head Office

Bytes House
Randalls Way
Leatherhead
Surrey, KT22 7TW

**T: 01372 418 500
F: 01372 374 248**

York

IT Centre
Innovation Way
Heslington
York, YO10 5NP

**T: 01372 418 500
F: 01372 374 248**

Manchester

OREGA Manchester
3 Piccadilly Place
Manchester
M1 3BN

**T: 0161 242 1290
F: 0161 662 7733**

Ireland

Douglas Business
Centre, Old Carrigaline
Road, Douglas
Cork IRELAND

**T: +353 21 4367090
F: +353 21 4898636**



BYTES
SOFTWARE SERVICES