



IPR-INSIGHTS CASE STUDY

A peaceful dream of the License Manager

'Thanks to SAM-Insights, we have become able to use only properly licensed software, and have also developed processes that allow us to maintain compliancy.

The software asset management system provides us with information that help to manage our cost optimization and change management processes in the future.

IPR-Insights, the developer of the solution, has also proved to be a reliable partner as a specialist in this field.'

Tamás Márton, CIO of Sodexo Motivation Solutions

Summary

Customer name:
**Sodexo Motivation Solutions
Sodexo Pass Hungary Ltd.**

Industry: services

Implemented solution:
**SAM-Insights
software asset management
system**

Provided services:

- **Complete software inventory**
- **Procurement optimization**
- **SAM regulation**
- **SAM training**
- **Accounting consultancy**

Results:

- Ensuring software compliance and its continuous and reliable maintenance
- Automatic, up-to-date administration of installed software
- Monitoring portable applications brought in by employees and elimination of risks arising from their use
- Assessment of software usage in order to plan future procurements and optimize costs
- Documentation and regulation of the software procurement process
- Elaboration of the licensing scheme in cooperation with professional consultants for the software provided to customers as part of a new service of the company

Sodexo Pass Hungary Ltd., a Hungarian subsidiary of the Sodexo group, offers a wide range of motivation solutions to its customers, starting from fringe benefits, through motivation rewards of performance to social benefits, and the introduction of the cafeteria system, custom-tailored to fit individual needs. Paper and electronic, card-like passes, issued by Sodexo Motivation Solutions, can be used in the largest network of participating businesses in Hungary, consisting of 70,000 units.



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Business Situation

Pursuant to the regulations and the ethical code of the company, it is essential that all members of the group shall only use properly licensed software. In order to ensure this, the IT department of Sodexo Motivation Solutions had been striving to keep a trustworthy register of the software usage and the license assets of the company, however, the lack of a suitable application made it an increasing administrative burden.

'Information on software licenses was handled in Excel tables, however it soon turned out that this would not fit our goals', remembered *Attila Losoncz*, Infrastructure Development Manager of Sodexo Motivation Solutions. 'As tables are permanent, data may only be entered and updated manually. This primitive method was so much frustrating that after a while we gave up constant updating of the table, thus it became unable to deliver a reliable picture about the software installed at our company.'

'Under these circumstances, we could not be hundred percent sure that the proofs of license would correspond to the amount of software actually used by us', said *Tamás Márton*, CIO of Sodexo Motivation Solutions. 'Although our colleagues did their best to maintain compliancy, uncertainty caused tension among them. We wanted to make progress in order to obtain an accurate and complete overview of our software usage and proofs of license, and to maintain proper compliancy processes in the future. We were also prepared to face the fact that our operation had not been the most efficient with regard to purchasing software, thus developing SAM processes would help us form the basis for future rationalization.'

The Solution

Sodexo Motivation Solutions discovered a SAM system designed by IPR-Insights, after *Attila Losoncz* had participated in a LicenseAcademy presentation, organized by the company. As soon as this event finished, IPR-Insights offered to implement SAM-Insights, just in time. After Sodexo Motivation Solutions had decided to start project preparation, in accordance with the group's regulations, they examined two other SAM systems, to make the best choice.

'All three systems were tested in a pilot project, and as a result we found that SAM-Insights is able to meet all our requirements', said *Attila Losoncz*. 'Thanks to its logical structure, this system really helps the administration of software licenses, and effectively supports making up-to-date reports. Among the three systems, it is only SAM-Insights that can measure the actual use of installed software. This metering function plays an essential role in optimizing SAM processes and the costs of license and support. We considered it really important that the system should automatically update software usage data which was delivered by data collection agents of SAM-Insights. Thanks to this, all information on installed software and their actual usage is always complete and up-to-date, as well as reports made from them.'



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'It also carried a lot of weight that IPR-Insights, unlike the other two suppliers, offered not just a software but a complete service', highlighted Tamás Márton. 'As a CIO, I really appreciate this, as I believe that a single software is unable to solve problems. In order to ensure a really efficient and effective SAM we must be fully aware of license programs and the legal conditions of licensing. We also wished to obtain this know-how from our supplier, and IPR-Insights was ready to offer this with the system. The professional standard, represented by the company's experts, was outstanding both in the course of the pilot project and the implementation, which was a really positive experience for us. For example, they drew our attention to the fact that in case our company uses a banking or a payroll system as a service, the legal use of the client software installed by the service provider shall also be verified. Thus it is a special advantage that SAM-Insights is a Hungarian solution, so its database also includes software of Hungarian service providers.'

The Hungarian Division of Sodexo Motivation Solutions implemented SAM-Insights and new SAM processes between November 2010 and April 2011. As a part of the project, IPR-Insights professionals made interviews with the key users and managers, according to which the software procurement processes were documented. This document includes those processes that shall be observed by employees who take part in the process of software procurement. Thus, the procedure has become regulated and the responsibilities of the License Manager have been outlined.

Achieved Results

Managers of Sodexo Motivation Solutions were at first concerned that some license shortages may be revealed after the implementation of the system, which would require larger investment in software.

'The register, prepared by SAM-Insights, has highlighted some shortages, however they were smaller than expected, and turned up at other places than we suspected', told Tamás Márton. 'These problems were detected in the licensing of smaller applications, and were easy to solve, causing no difficulties.'

With the implementation of the SAM system of IPR-Insights, Sodexo Motivation Solutions became able to manage risks arising from the use of those software that have been installed on the company's computers without procurement.

'SAM-Insights also displays those portable applications in the database that are brought in by our employees on USB drives for instance', pointed out Attila Losoncz. 'Earlier, we had no information about these, while now



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we are immediately noticed about their appearance, thus we may take the necessary measures to restore authorized use of software. This is constantly maintained by regular audits, made through the system. Thanks to SAM-Insights, I can always be sure that our software usage is compliant. As a License Manager, it is my personal responsibility, and since the system was implemented, I haven't had bad dreams. This is the greatest value for me, added by SAM-Insights.'

Sodexo Motivation Solutions expects that the SAM-system is going to provide enough metering data shortly. The company will also make use of the information provided by SAM-Insights for cutting costs, just 14 months after the system start-up.

'The solution provided by IPR-Insights allowed us to ensure software compliance, and to create ideal conditions for optimizing our software costs', summarized Tamás Márton the achieved advantages. As for the near future, we are planning to reorganize our company, which will be a great opportunity for us to consider (according to the information obtained from SAM-Insights) whether it would be worth renegotiating our license and rental agreements with powerful software vendors. Our OVS contract with Microsoft is due to be renewed earlier, and the number of users will be reduced with respect to some applications.'

As for the renewal and renegotiation of supplier agreements, Sodexo Motivation Solutions will consult IPR-Insights, as they have already done so many times since the SAM system was implemented.

'Recently, we have introduced a new service which includes providing software to our customers', said Tamás Márton. 'Upon drawing up the license agreement, we could also rely on IPR-Insights' competence related to the legal background. At our company, we did not dispose of this knowledge, however it proved to be essential for us in successful market access.'