



IPR-INSIGHTS CASE STUDY

Stable background for successful Software Asset Management

'We've never been such up to date regarding the Microsoft licenses used by us, and that implies several advantages beyond compliance. We established a strong base for developing our software asset management and for improving our processes which ensures us to be able to overview our IT infrastructure comprehensively.'

Ádám Szombathy, IT Technical System Administrator
Sberbank Hungary Zrt.

Summary:

Customer name:
Sberbank Hungary

Industry:
financial services

Provided services:
software inventory

Results:

- *A complete Microsoft compliance report*
- *Evaluation of the current status of software asset management*
- *Best practice transfer regarding software licensing in virtualized server environments*
- *Company specific recommendations, action plans for software usage and license cost optimization*
- *The comprehensive software registry provided a stable base to give quick and correct answer to management's and shareholder's ad-hoc questions and to further strategic development of SAM*

Sberbank Hungary (previously Volksbank Hungary) has been operating successfully in the Hungarian market since 1993. Up until now it has been established a country-wide network with more than 52 branch banks and beyond resident customers it serves companies with Hungarian or international ownership from micro-companies up



to multinational firms. The main shareholder of Sberbank Hungary, member of the Sberbank Group, is the Sberbank AG which has been taken over in 100% by the Russian Sberbank in February 2012.

Business situation

'It's hard to keep up with changes of licensing rules, therefore we decided to retain an external specialist to review our software registry. It's crucial for us to be always up to date regarding software usage on the bank's network.'

Software registry and license management were taken into account by Sberbank Hungary always with an extraordinary focus both on client and on server side. According to the experiences of the bank's IT-department changes of software environments on the server side can be followed up easily if appropriate regulations and code of procedure are available, regardless of whether it's implementation of an application, extension or consolidation of the infrastructure that shall be supported from a licensing point of view. Due to the cardinality of daily changes, there is more chance for occurrence of discrepancies between reality and theory on the client side.

Although Sberbank Hungary considered his software registry for comprehensive and reliable it intended to ascertain whether it reflects reality indeed.

'Virtualization, the rules of which are being regularly changed by the vendors, may spice up software licensing on the server side as well', said Ádám Szombathy, IT technical system administrator of Sberbank Hungary. 'It's hard to keep up with that, therefore we decided to retain an external specialist to review our software registry. It's crucial for us to be always up to date regarding software usage on the bank's network. In case of turning up new business needs and scheduling their supporting projects this is the only way for us to determine immediately in a precise manner in which extent the framework of possible changes is given according to our current license agreements. We have to send precise reports towards our new owner, Sberbank, as well. Questions regarding software usage can be answered precisely and quickly in the middle of organizational changes only based on a comprehensive registry.'

Solution

In the case of procurement of new products and services, Sberbank Hungary AG usually ask for offer from multiple vendors and selects the optimal solution through a competitive tender. The same happened in case of the selection of the independent consultant who prepared the software registry.

'The offer of IPR-Insights stood out from the field of competitors immediately due to the long list of persuasive references and due to the professional engagement, experience and competence demonstrated by the experts of



'The offer of IPR-Insights stood out from the field of competitors immediately due to the long list of persuasive references and due to the professional engagement, experience and competence demonstrated by the experts of the company at the on-site presentations.'

the company at the on-site presentations', Ádám Szombathy recalled. 'There was no doubt that our software asset management will be evaluated by them on a professional level.'

The project started in spring 2013. The collection, comparison and evaluation of data have been finished merely within 7 weeks by the deadline. The license registry had been belonged to Ádám Szombathy's scope of duties for more than 8 years, therefore he was the person who kept in touch with the experts of IPR-Insights and with the bank's IT professionals responsible for diverse areas.

'In a technical sense IPR-Insights offers several solutions to measure software usage', Ádám Szombathy explained. 'Considering the tight lead time we chose the method according that IPR-Insights' SAMScan software is launched by the log-in script in line with the log-in process on computers involved in the audit and it runs completely in the background. Devices in the server architecture were covered up to 100%, while in the client environment we considered the assessment to be complete at 95%. This level was reached only within 3 weeks with the help of SAMscan. Software running on test or DMZ devices in separate IP range were registered by us manually because we didn't want to open ports between separated environments.'

Results

As a result of the project two reports have been committed by the experts of IPR-Insights to Sberbank Hungary. The comprehensive Microsoft compliance report conceived tangible recommendations for changes considered for necessary, while the report evaluating the usage of other software provided an overview of the bank's current software asset management.

'The Microsoft compliance report provided a reassuring feedback regarding the client side', Adam Szombathy said. 'Due to our in-house procedure we didn't exceeded the license quantity on hand. We stayed within the allowance even in case of Microsoft Project and Visio products, although these tools are requested by many people at the IT department as well as in the entire back office environment. Thus our license asset management practice was confirmed by the compliance report regarding the client environment.'

Experts of IPR-Insights paid special attention to virtualized and clustered servers on the server side, and compare the usage against Microsoft's licensing rules with remarkable competency.

'A significant outcome of the project was that we learned a lot from the experts of IPR-Insights who shared best practices regarding licenses used in virtualized



'We think it for extremely valuable, that in addition to measuring our exact usage IPR-Insights provided action plans regarding cost optimization and fulfilment of compliance requirements as well.'

environments', highlighted the IT technical system administrator. 'We planned the consolidation of our SQL Server environment for the remaining period of the year to be able to utilize the available capacities. However the experts of IPR-Insights revealed that in certain cases it's more worth to use server-CAL licensing instead of processor licensing. From a cost perspective this is more advantageous for databases used by relatively few colleagues. In other words we can fulfil license needs in a simpler and especially in a more economical way by changing our licenses.'

The VMware software version, which is used in the virtualized server environment of Sberbank, is unable to limit which nodes can take over the running of Windows Server based virtual machines. Therefore the bank had to buy Windows Server licenses for all nodes.

'However the experts of IPR-Insights pointed out, that we can reduce license quantity by using a function of VMware which becomes available with a version upgrade and enables to define the physical hosts running Windows Server based virtual machines', mentioned Adam Szombathy as a further example. 'We think it for extremely valuable, that in addition to measuring our exact usage, IPR-Insights provided action plans regarding cost optimization and fulfilment of compliance requirements as well. The report also gave a precise view of our Microsoft licenses like Exchange and Sharepoint CALs, which we procured formerly as part of a package but we never used them. We will use this information not only to plan upcoming investments and projects, but to prepare future conciliations with vendors, and it also can help us to define which product's licensing shall be centralized by us on a group level. As a first step we actualized our records in consequence of the report but we intend to consolidate our Microsoft based infrastructure in the near future and we are going to proceed with planning based on the compliance report of IPR-Insights.'

In addition the usage of other vendors' software were also measured on the network of Sberbank Hungary. The report doesn't provided any surprise on the server side, as the bank's IT department has a comprehensive overview on software, which of them are royalty-bearing, and if an over- or under licensing exists in each cases.

'The report rather proved to be instructive on the client side, despite that software installation rights had been limited to the IT department's address range', said the IT technical system administrator. 'Regardless of that it turned out, that although royalty-bearing software weren't but shareware and freeware versions were installed by users. It doesn't mean a threat in case of a possible vendor audit however these royalty-free software applications which are not permitted by our standards might involve other risks. This situation was terminated by us immediately. Now we are analyzing the cases one by one to recover how not permitted software



'All of this confirmed that we made the right choice. If we got prepare similar compliance audit regarding products of other software vendors, it wouldn't be a question who we'll turn to.'

could be installed on computers, and how we could prevent that hereafter.'

The general SAM-report prepared by IPR-Insights is still being compared to the license registry of the bank's IT-department at the moment, however it has already turned out several times in the last couple of months that it also provides a substantive base for answering ad-hoc management questions quickly.

'We recognized the competency of IPR-Insights' experts in practice as well', Ádám Szombathy said. 'A professional attitude was demonstrated by them not only by keeping tight deadlines, but doing their utmost in providing information and help even regarding topics which fell out of the project scope. Due to that we managed to improve our in-house Microsoft licensing knowledge as well. Together with the best practices provided by IPR-Insights it made the project extremely useful, which resulted in overall satisfaction on the management level as well. All of this confirmed that we made the right choice. If we got prepare similar compliance audit regarding products of other software vendors, it wouldn't be a question who we'll turn to. After the project closing meeting I told my manager that we've never been such up to date regarding the Microsoft licenses used by us, and that implies several advantages beyond compliance. We established a strong base for developing our software asset management and for improving our processes which ensures us to be able to overview our IT infrastructure comprehensively.'