



IPR-Insights License Consulting is a dynamically growing company that **offers comprehensive solutions for the Software Asset Management (SAM) needs of the CEE enterprise sector**, as well as provides horizontal overview of the affected areas. **IPR-Insights is a dominant player of the CEE SAM market, providing the customers with efficient and sustainable professional solutions.** The company has been emphasizing **proactivity in license reviews** of strategic software vendors since the beginning, as **it is much more cost effective for the customers to terminate software overuse before they suffer the increasingly common vendor audits**, even though the overuse most often is not intentional.

In September, 2008 the localized version of the ISO 19770-1 standard was released in Hungary with the professional support of IPR-Insights. The standard lays the groundwork for standardized SAM processes. **Regulation is particularly important in case of SAM processes** because primarily this makes possible for the management to reduce the risk of accidental errors and intentional norm violations as well as to share the responsibility with the participants in the process.

Working in a complex field like SAM, involving the triangle of IT, legal and accounting, requires expertise that is now considered to be a line of business in its own right. The consultants of IPR-Insights are all recognized representatives of their

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specific domain and specialists in software licensing.

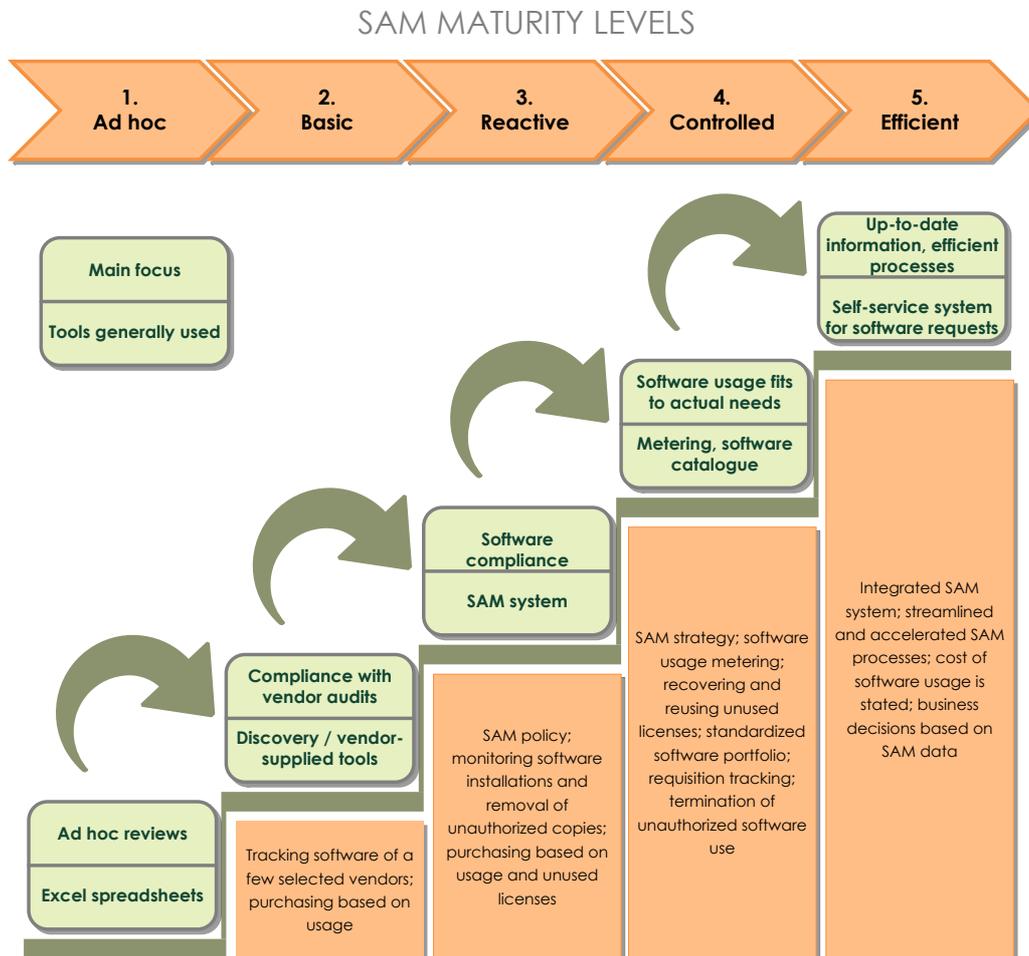
Areas of expertise

- **License consultancy and procurement optimization;** assessment of actual **software usage** and summary of available **software license agreements and invoices; comparison of the prior two lists** amended with **proposals on handling non-compliance and possible cost reduction.** During our activities we have gained the most significant experience with the following vendors: Adobe, Attachmate, IBM, McAfee, Microsoft, Oracle, SAP, Symantec, VMware. Nevertheless we can provide our services regarding the products of any software vendors, including the nowadays increasingly widespread FLOSS products.
- **Besides traditional tax and audit expertise, IPR-Insights has the license accounting expertise to facilitate co-operation between IT and Finance in SAM.** This area is of particular significance because inaccuracies in software accounting, when identified by a general tax audit, may easily result in tax arrears.
- **Our legal experts handle copyright and civil law issues related to license agreements** and offer advice on auditing and standardization of SAM processes as well as assist in clarifying management responsibilities in connection with software usage.

SAM Maturity Assessment

The maturity model, created on the basis of our experience gathered during our projects, provides a framework for a long term SAM

project that **ensures efficient use of resources**. The scale ranges from companies not yet invested in SAM to those achieving measurable cost savings with mature, proactive SAM practices.



Maturity assessment is not a standalone service; rather, it is a tool for supporting the establishment of a SAM strategy. Its results give a clear picture of SAM elements already in operation within the organization. By determining SAM components

yet to be implemented and planning the stages of implementation, **we provide a complete roadmap to efficient Software Asset Management.**

SAM-Insights

In order to achieve effective software asset management, IPR-Insights recommends **deploying a SAM application** to cut down the otherwise significant workload and unavoidable duplications of effort. **SAM-Insights, the solution developed by IPR-Insights, incorporates our know-how and experience gained in our projects**, providing a solution for SAM professionals in those specific areas of software licensing where other tools (e.g. system and network management tools, ERP systems) fail to deliver.

SAM-Insights is capable of hardware and installed software data collection but also license management and, thus, continuous compliance

tracking. Its main features include **data collection** on software installed on company hardware, **identification of software products** and **automated reconciliation with registered license and invoice data.** For reduced input requirement and interoperability, **the solution can be integrated with other databases** within the organization (such as management tools, ERP systems). **SAM-Insights is compliant with legal and authority requirements, its identification and licensing database is regularly updated. Features and content are being constantly customized and developed** in line with customer requirements and licensing changes.

REFERENCES

