

# Save money and optimize the value of your software assets

Nothing is more certain than change. And for many large and growing companies, the constant change of business requirements and IT environments calls for a strategic solution to software application usage and licensing management. Zones recommends the implementation of a software asset management (SAM) strategy to gain the utmost in asset value and to uncover opportunities that may otherwise go unnoticed.

## The strategy of software asset management

Software asset management (SAM) is a business asset. Its value defined by the ability to effectively control and optimize the software licenses you currently have and will acquire. In addition to the favorable and budget-saving results of SAM, there are strategic advantages to your business beyond the tactical benefits.

- > Increase efficiency by automating inventory and management processes
- > Escalate the ROI of assets by choosing the most advantageous options
- > Effectively plan for migrations and new deployments using accurate license data
- > Ease deployments and lower support costs by resolving software incidents faster
- > Minimize security risks by identifying and preventing unauthorized applications



## Zones adds value to a SAM strategy

Your company has a great deal to gain from implementing a SAM strategy. And to ensure successful results, Zones specialists share their knowledge, tap into their years of experience and leverage our business relationships with software publishers to add value to your software licensing assets.

The Zones team of specialists will:

- > Act as an advocate during initial license agreement negotiations, as well as assist with true-ups and renewals
- > Reduce total cost of ownership (TCO) related to software assets by automating processes, determining areas of possible overspend and identifying ways to reduce costs
- > Recommend methods to properly eliminate or reallocate software applications not used or, perhaps more commonly, underutilized
- > Bring market visibility and monitor licensing models that map to your company's current and future needs, as well as assist with migration and upgrade planning
- > Provide ZonesConnect™, a complimentary, custom e-procurement system, featuring Zones License Tracker that integrates with popular ERP systems

### THE ZONES DIFFERENCE IS YOUR ADVANTAGE

- > Dedicated software licensing team of certified professionals
- > Consultations with specialists who share insights on how to realize the most beneficial and cost-effective licensing agreements
- > Professional services and solutions for software asset management
- > 2013 Microsoft Volume Licensing Partner of the Year
- > Multi-time recipient of the prestigious Microsoft Operational Excellence Award
- > Long-held partnerships with software publishers including Microsoft, Symantec, McAfee, VMware, Adobe and others

Licensing programs are the preferred method for software acquisition. And when program benefits such as fixed pricing, tier discounts, no-cost upgrades and home-use rights are combined with software management best practices, the result is an effective SAM strategy. Our industry-certified licensing executives will make clear how licensing programs support SAM and benefit your organization. For example, when you choose Zones as your Microsoft Enterprise Agreement (EA) partner, our Microsoft Certified Professionals provide a variety of consulting services throughout the term of the EA – from analysis and negotiations to true-ups and renewals.

Allowing for change is key to maintaining an efficient, cost-effective IT environment. New licensing models are available in response to the adoption of Software as a Service (SaaS), virtualization, cloud computing and usage-based licensing. When your company is ready to choose new methods of software deployment, our knowledge and expertise are available to help refresh your software management strategy.

## SAM analysis tool

To streamline software management, Zones recommends your SAM strategy includes a comprehensive analysis tool. This tool accurately reports what software assets your business currently has, identifies opportunities to realize significant cost savings and uncovers any potential security risks.

- > Identify current assets to reduce costs of initial purchases, true-ups and renewals
- > Stop overspending by putting an end to overbuying and license redundancy
- > Defer costs by reallocating existing unused assets and reclaiming software installed on unused hardware
- > Ensure all license agreement rights are activated and used, including rights for upgrades/downgrades, second use, multiple versions and virtual environment
- > Eliminate costly risks by uncovering unlicensed and unauthorized applications
- > Centralize purchasing and consolidate agreements to obtain the lowest possible pricing and the most beneficial options

## Zones makes IT simple

With complex and ever-changing guidelines, software licensing programs are difficult to navigate. Without a doubt, the variety and volume of software applications makes management a challenge. And don't forget about unauthorized software leaving your business vulnerable to security risks. With all of these concerns and more, software asset management (SAM) is comprehensive and complex. Zones simplifies it for you. We conquer the technology behind SAM and you get positive results – management best practices, efficient processes, full license entitlements and strengthened security.

For more than 20 years, Zones has built a solid national reputation of helping clients meet business challenges with industry-leading products and solutions. When you do business with Zones, we become an extension of your team – bringing experience, flexibility and reliability you won't find anywhere else.

**Microsoft Partner**  
2013 Partner of the Year **Winner**  
Volume Licensing

## SOFTWARE ASSET MANAGEMENT SOLUTION BENEFITS

- > Maintain management best practices
- > Reclaim unused software licenses
- > Eliminate unnecessary purchases
- > Use license data for agreement negotiations
- > Plan for migrations with confidence
- > Avoid risks associated with unauthorized and unlicensed software