

IAITAM ACE 2025

ITAM - Another Brick In The Wall

True Active Usage: Optimizing Consumption-Based Licensing

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Linda is a high-energy, seasoned speaker who has been in the IT industry for over 35 years in many capacities, including technical experience, virtualization, cloud adoption, IT infrastructure management and software licensing. Her knowledge and expertise have helped clients save millions of dollars on software licensing. These strategies include how to utilize process, workflow, and technology to solve business problems cost-effectively. She has been consulting clients for the past 11+ years at Open iT on the benefits of software usage metering and how to utilize the various data points to optimize spend.



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CONSUMPTION BASED LICENSING



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Consumption Agreement Names



**CONSUMPTION
BASED**

TOKEN-BASED
Concurrent
Pools

PAY PER USE

**ELASTIC
LICENSING**

**METERED
LICENSING**

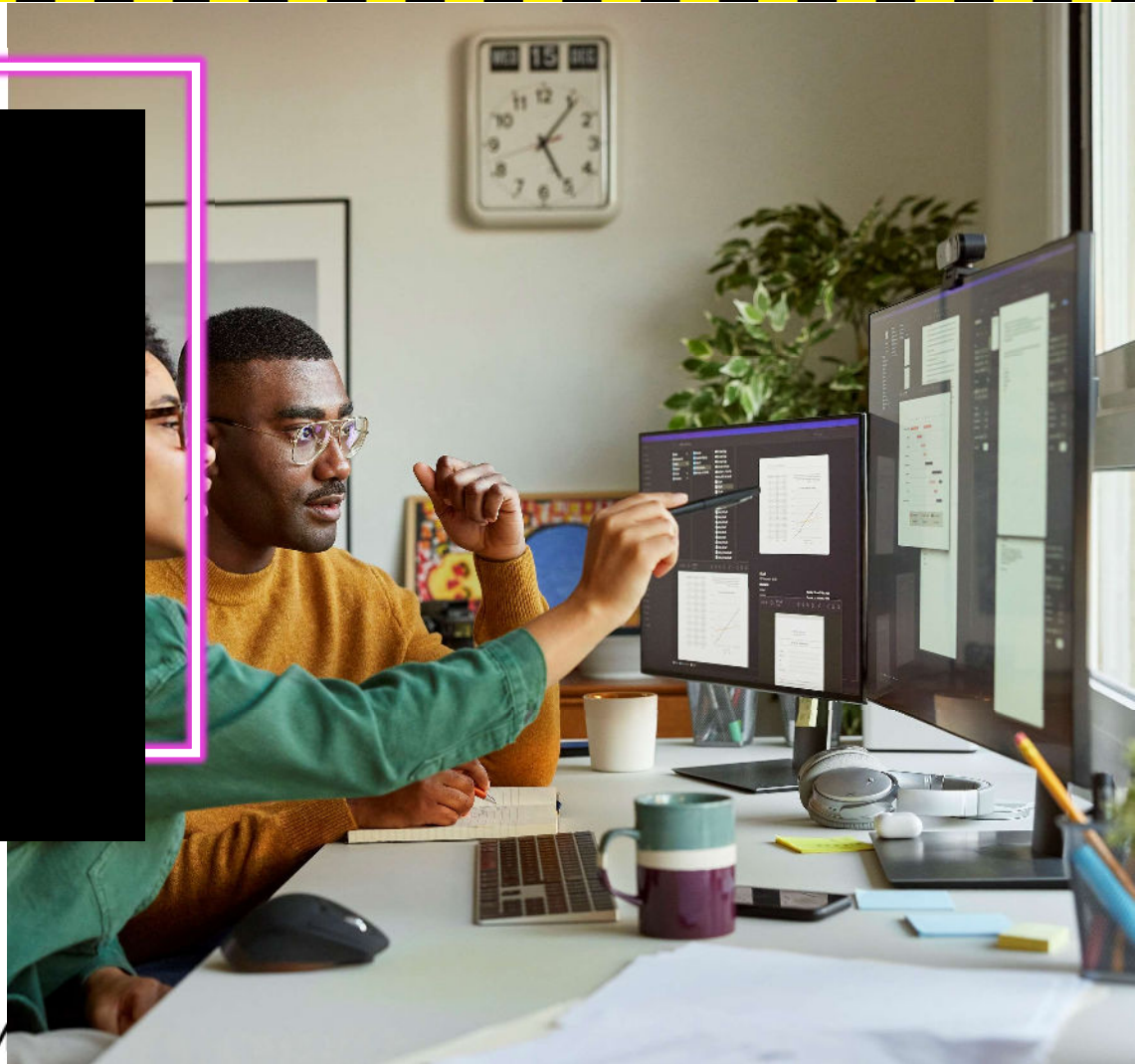
**CLOUD
CREDITS**

**ON-DEMAND
LICENSING**

**USAGE-BASED
LICENSING**

Advantages

- ✓ Flexibility
- ✓ Scalability
- ✓ Access to all tools in a portfolio
- ✓ Only pay for what you use



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Disadvantages

- × May become costly if licenses are not actively being used
- × May be more costly if a lot of power users/using continuously
- × Less predictable without history trends
- × If short term, susceptible to vendor price increases
- × More complex to track without a tool



CUSTOMER CASE STUDY #1

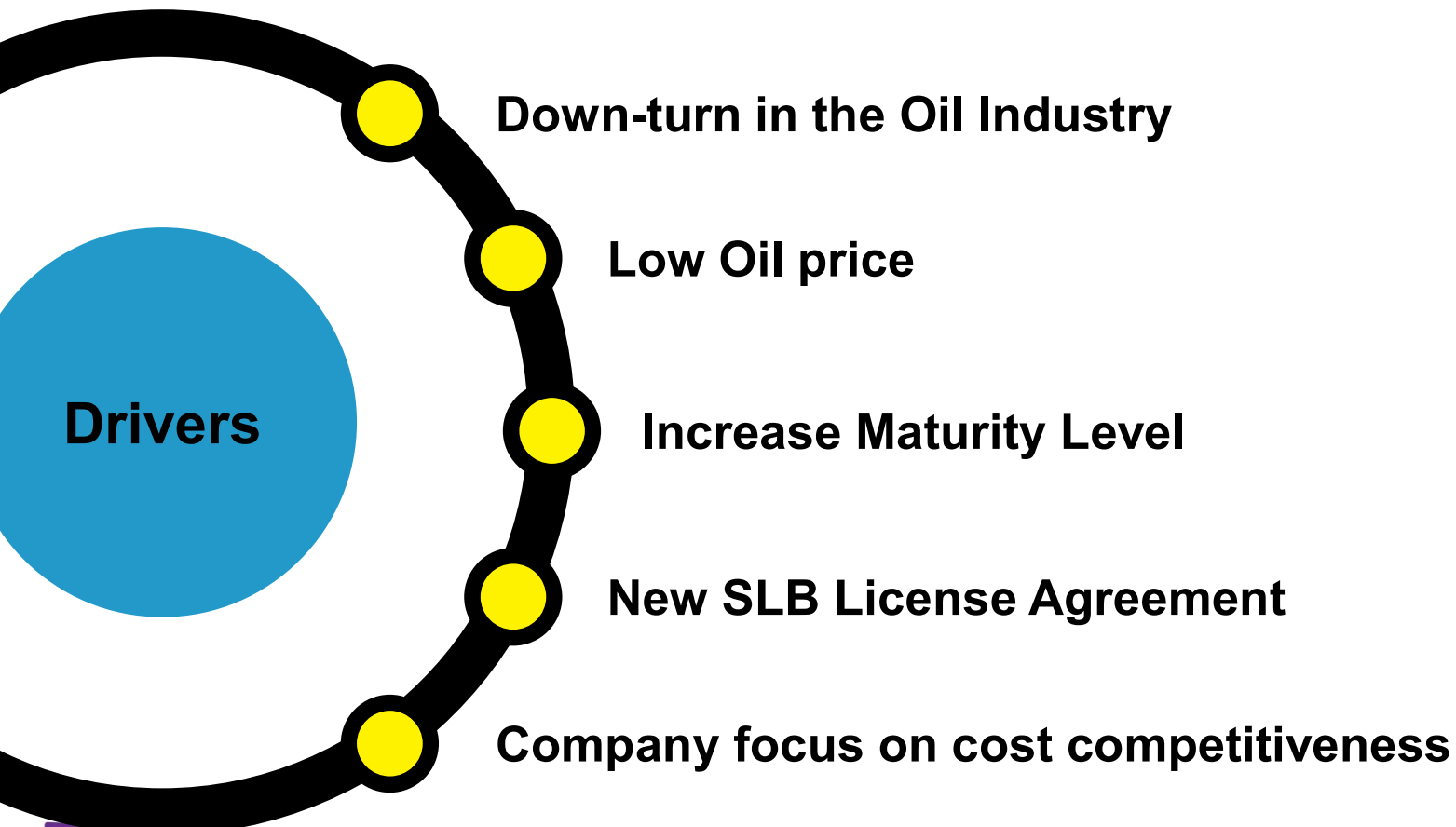
TotalEnergies

A Global Integrated Energy Company



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Volatile Price of Oil



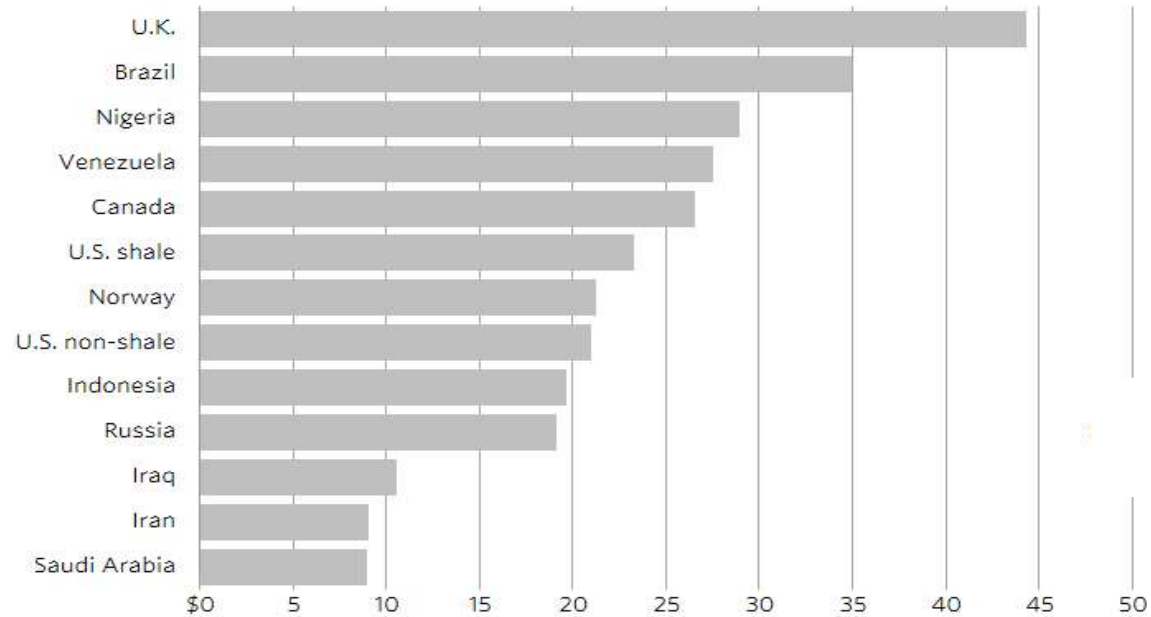
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Price of Oil Production

Cost of producing a barrel of oil and gas

Average cash cost to produce a barrel of oil or gas equivalent



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TotalEnergies Background



Requirements:

- Reduce costs significantly
- Increase utilization of their high-value applications



Initially had a license management tool with limited capabilities and reporting



Assigned a lead to look at business processes and workflows in detail to identify where applications could be used more efficiently



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The SLB License Agreement

GLOBAL LICENSES

- Licenses shared between BU's
- Global monitoring and optimization
- Licenses will be controlled from global license server

LOWER COST

- Significant yearly cost savings
- Cost based on actual usage within business hours rather than peak loads
- In peak hours more licenses will be available without additional cost
- Focus on controlling average usage in order to avoid price increase

ALL FEATURES

- All Petrel features included
- All SLB Ocean plugins included
- All Techlog features included
- Simpler license administration
- Use aligned to meet business requirements

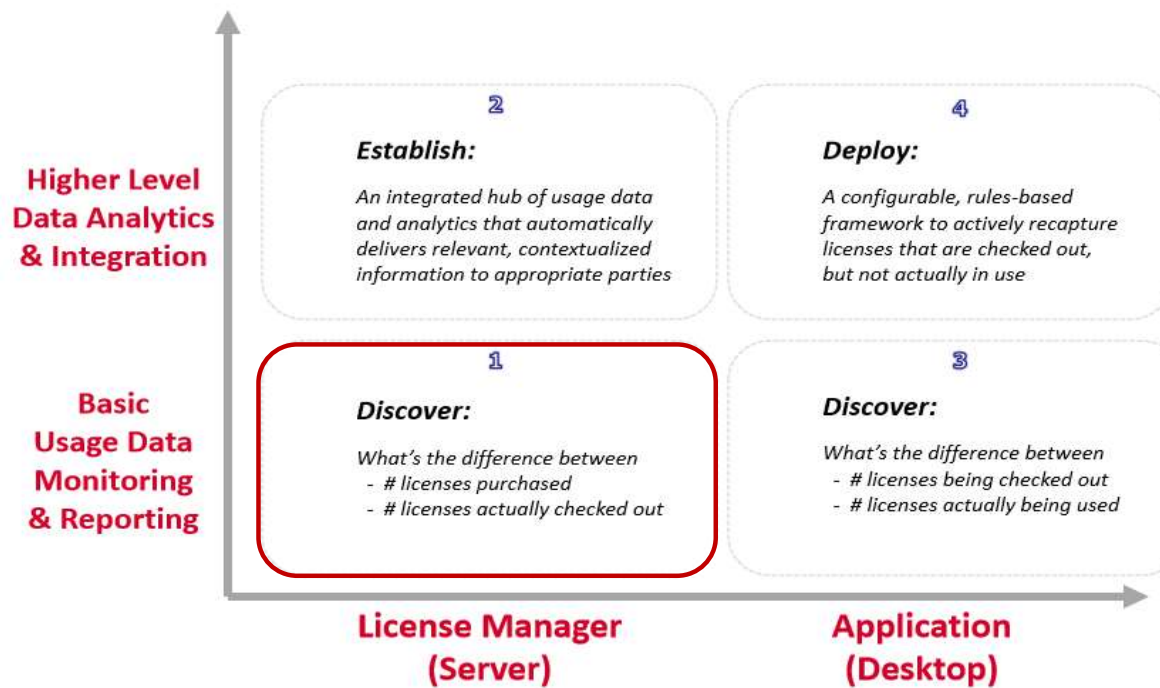
NEW TOOL

- Supports the FLM and efficient license usage
- Will free up idle licenses lowering the average usage
- Will measure the average use and flag if it becomes too high

UTILIZATION BASED LICENSING SYSTEM



Data Maturity Model – Usage Data



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How?

Implemented tool including:

LEVEL 1

Usage metering of
check in/out

LEVEL 2

Usage metering of
active vs inactive usage

LEVEL 3

Automated harvesting
for inactive licenses



Before

Monthly Hour Heatmap

Product: Schlumberger (slbsls)
Feature: Petrel_13362702_MAArPXiBP/aUA

Year:
Month: Feb

Max available: 152
Max in use: 113

Within 99% use*: 105
Within 95% use*: 97

Max in use	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Day/Hour																								
1	71	71	71	71	71	71	72	76	90	94	97	101	103	106	108	105	98	90	81	72	71	71	71	70
2	70	70	70	70	70	71	71	72	80	82	91	98	97	97	99	100	95	84	71	62	61	61	61	62
3	61	61	61	61	62	61	62	63	66	70	76	78	85	83	81	80	68	57	44	44	43	43	43	43
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5	3	3	3	3	3	3	3	2	3	3	3	4	4	6	6	6	5	5	5	5	6	5	5	5
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7	48	48	48	48	48	49	49	50	58	72	82	87	89	91	94	96	92	83	76	65	60	60	60	60
8	60	60	60	60	60	61	61	61	67	83	93	92	94	96	96	92	89	66	59	44	43	42	42	41
9	41	41	41	41	41	41	42	46	57	78	87	90	90	85	89	93	90	84	68	64	61	58	57	57
10	55	55	55	55	55	55	55	56	65	69	78	81	81	79	77	75	66	57	48	45	43	43	42	43
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24	74	74	74	74	74	74	74	75	82	97	97	96	95	95	96	91	80	68	62	58	57	57	57	58
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28	71	71	70	70	70	70	70	72	82	100	107	108	110	109	111	113	103	93	87	80	77	78	78	77

Legend:



113

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After

Freed up 41
licenses or
38%

Monthly Hour Heatmap

Product: Schlumberger (slbssl)
Feature: Petrel_23362702_MAArPXIBP/aUA

Year: Aug
Month: Aug

Max available: 95
Max in use: 71

Within 99% use*: 64
Within 95% use*: 57

Max in use	Day\Hour	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1	5	5	5	5	5	6	6	6	8	20	33	44	50	49	52	54	57	48	35	24	14	9	7	7	7
2	7	7	7	7	7	7	7	7	11	25	48	52	55	50	49	51	55	55	36	20	13	12	10	10	8
3	8	8	7	6	6	6	6	13	31	49	59	59	53	55	52	56	53	36	30	19	11	12	11	11	11
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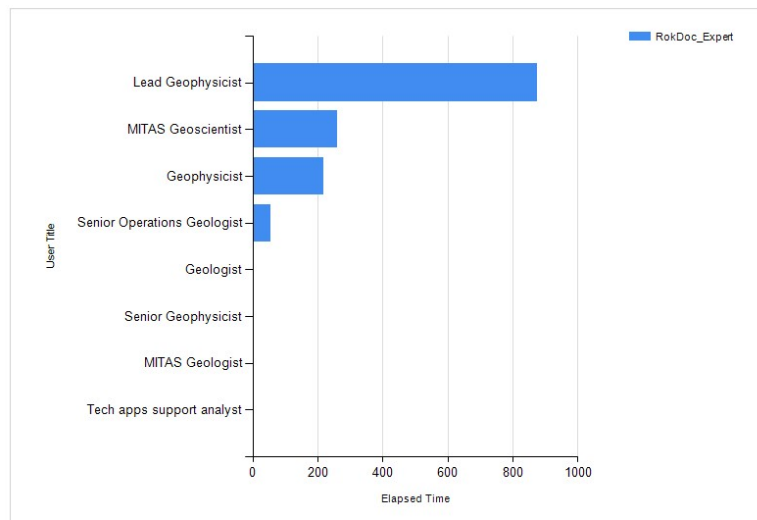
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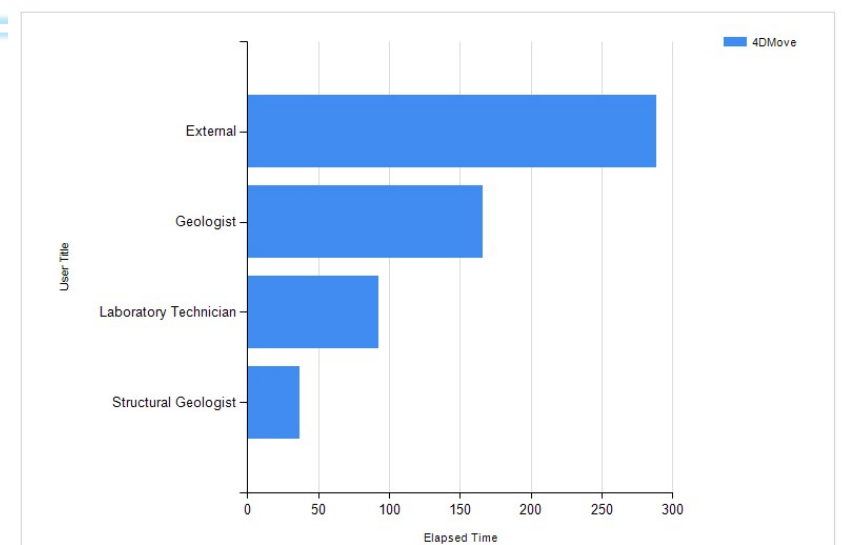
Product vs User Profiles

License Usage Report for:
All



User Title ↕	Product ↕	Application Name ↕	Elapsed Time ↕
Lead Geophysicist	RokDoc Combined	RokDoc_Expert	873.92
MITAS Geoscientist	RokDoc Combined	RokDoc_Expert	260.25
Geophysicist	RokDoc Combined	RokDoc_Expert	218.92
Senior Operations Geologist	RokDoc Combined	RokDoc_Expert	53.50
Geologist	RokDoc Combined	RokDoc_Expert	4.67
Senior Geophysicist	RokDoc Combined	RokDoc_Expert	0.92

License Usage Report for:
All



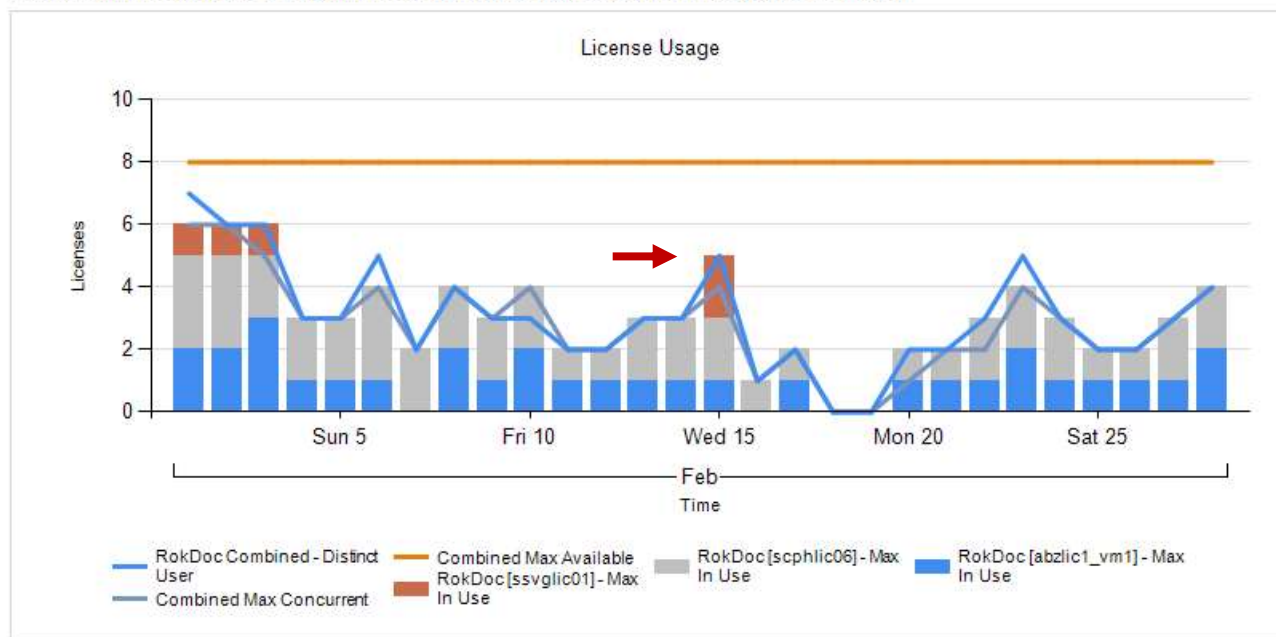
User Title ↕	Product ↕	Application Name ↕	Elapsed Time ↕
External	Midland Valley [scphlic06]	4DMove	288.92
Geologist	Midland Valley [scphlic06]	4DMove	166.17
Laboratory Technician	Midland Valley [scphlic06]	4DMove	92.58
Structural Geologist	Midland Valley [scphlic06]	4DMove	36.58



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Usage Report for Application Name (Feature) *RokDoc_Expert*
 Product: *RokDoc [abzlic1_vm1]*, *RokDoc [scphlic06]*, *RokDoc [ssvglic01]*, *RokDoc Combined*



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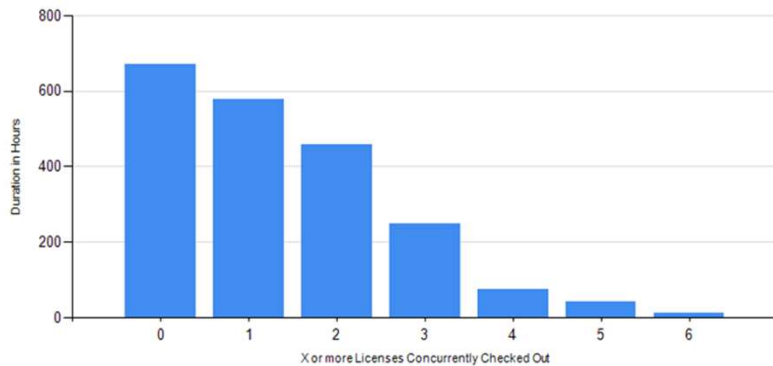
Product Efficiency & Savings Potential

License Usage Report for:
RokDoc Combined

Report Period: from 02-01 00:00 to 03-01 00:00

License Efficiency Chart

Application Name	Max Available	Max In Use	Within 99% use ¹	Within 95% use ¹
RokDoc_Expert	8	6	6	5



RokDoc_Expert	Minimum # of Licenses ²	Duration in Hours	Duration in % of Total
	6	10.75	1.60 %
	5	42.83	6.37 %
	4	75.42	11.22 %

Decided use 5% Rule

Usage report for: *RokDoc Combined*

Application Name	Max Available	Max In Use 95% ¹	Delta ² with 95%	Unit Cost ³	Savings ⁴
RokDoc_Expert	8	5	3	24000	72000

- 1) Max In Use - minimum of percent (95, 99 or 100%) of the time, the license usage is at or below the reported value.
- 2) Delta - Difference between the Max Available license and % Usage Percentile.
- 3) Unit Cost - Price per license configured in the Application Cost Catalog.
- 4) Savings - Calculated Total Cost based on the Delta and Unit Cost.

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Results

- Reduced # of licenses needed by **20%**
- Cost of new tool
 - Reduction previous tool annual M&S
 - Other minor application savings annual M&S
 - New SLB Agreement

\$ X.00

20% of X

85% of X

2004% of X

Net benefit 2109% payback of investment made!



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CUSTOMER CASE STUDY #2

Aibel



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Aibel Background



Utilizing tool for some time



Metering check in/out of licenses



Realized they were mostly reactive



Sought to leverage tool for more even more cost savings & optimization



Observed even during periods of inactivity there was excessive license consumption



Point where they needed to purchase more licenses

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How?

Expanded existing tool to include:

LEVEL 2

**Usage metering of
active vs inactive usage**

LEVEL 3

**Automated harvesting
for inactive licenses**





Results

- Provided notifications of idle usage
- User notifications drove more mindful behavior
- Reduced daily consumption
- Cost Optimization

License Optimization reached 99% efficiency!



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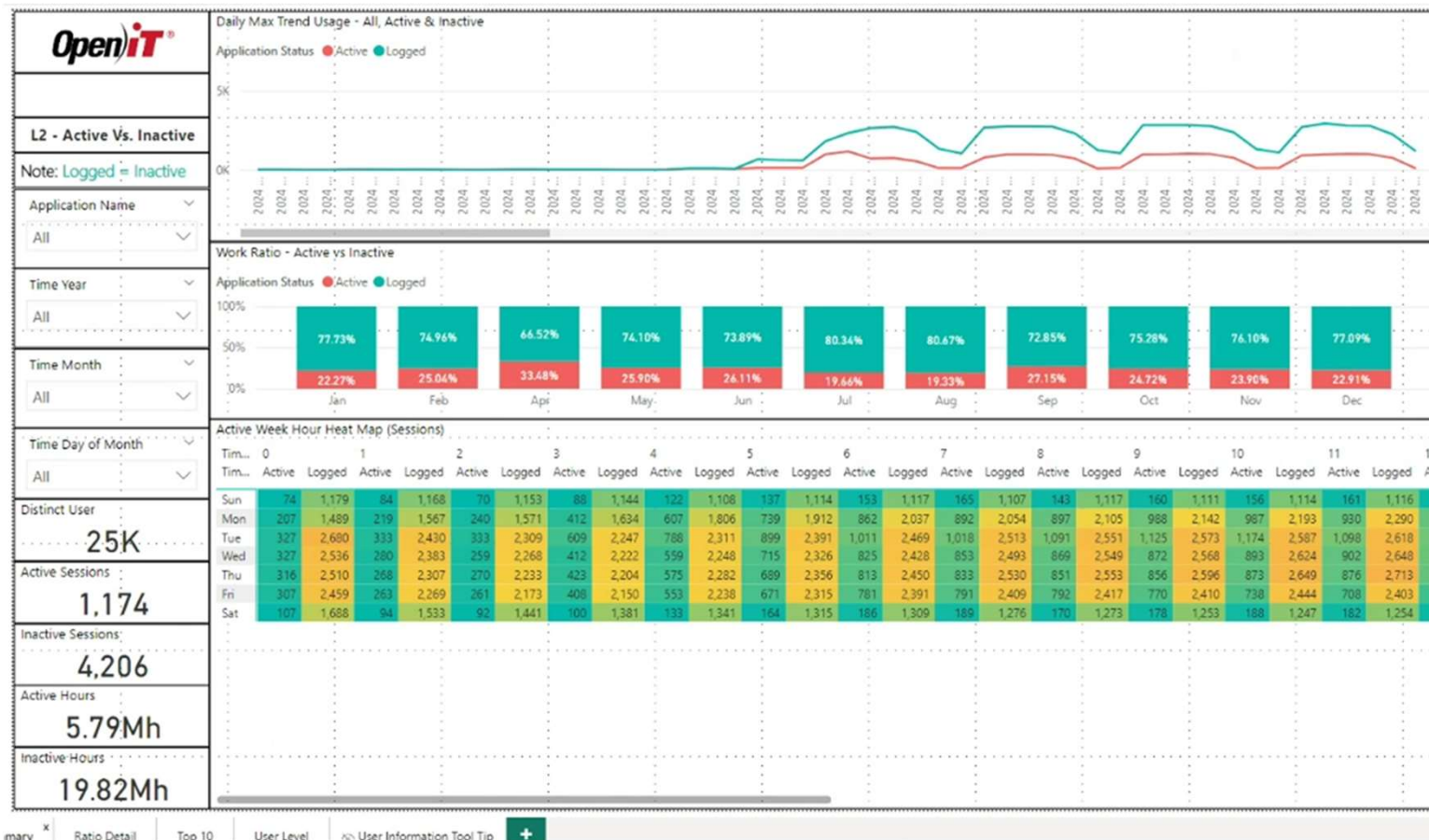
HOW TO DETERMINE IF HARVESTING IS NEEDED?



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Level 2 Summary by Month



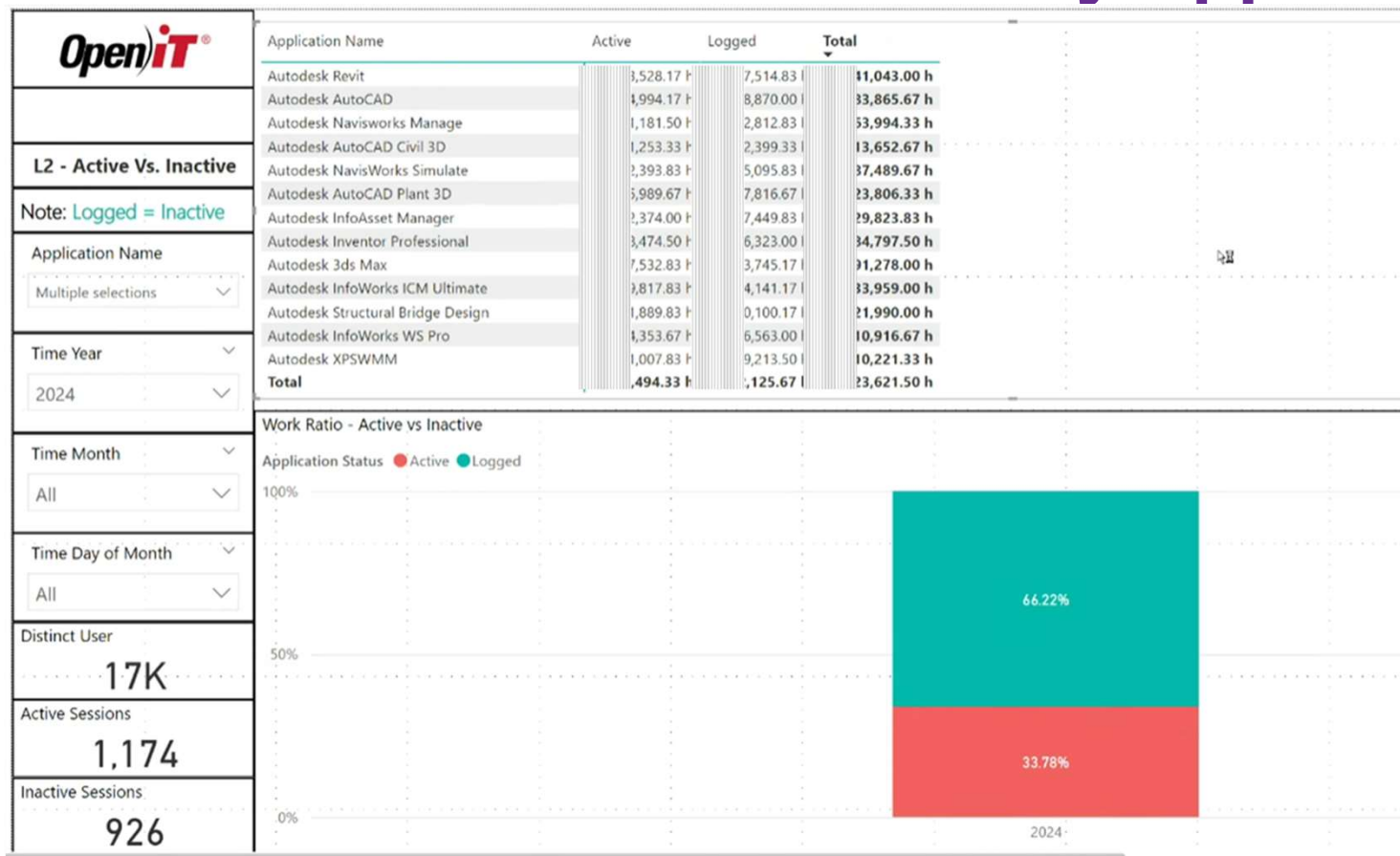
Efficiency is only 22-33%

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Level 2 Active vs Inactive Ratio by App



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Closing Summary

- Identify license hogs and campers
- Review true active usage on key apps
- Determine if consumption makes sense for your company



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QUESTIONS?



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