

# 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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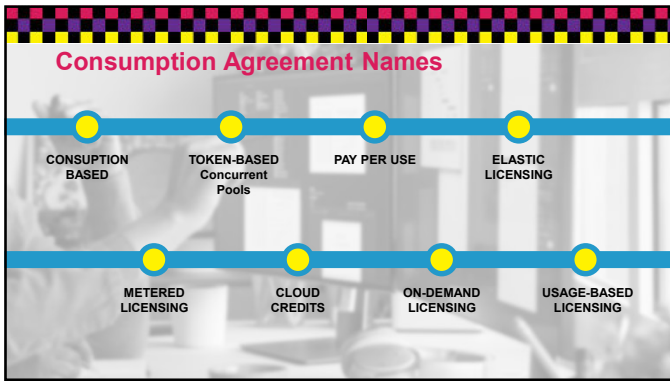
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**Advantages**

- ✓ 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

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**CUSTOMER CASE STUDY #1**

**TotalEnergies**

A Global Integrated Energy Company



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**Drivers**

- Down-turn in the Oil Industry
- Low Oil price
- Increase Maturity Level
- New SLB License Agreement
- Company focus on cost competitiveness



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**Volatile Price of Oil**



Source: U.S. Energy Information Administration (EIA) FRED®



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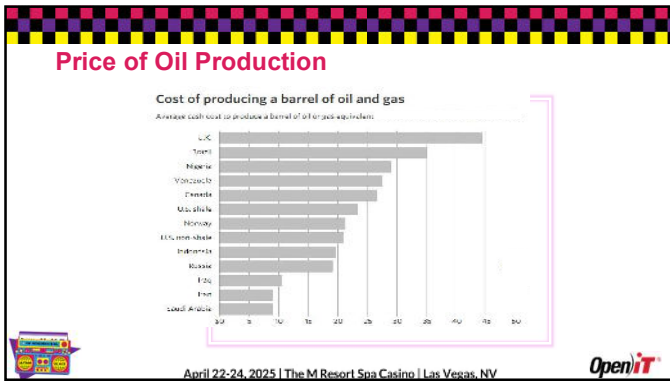
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### TotalEnergies Background

**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	LOWER COST	ALL FEATURES	NEW TOOL
<ul style="list-style-type: none"><li>• Licenses shared between BU's</li><li>• Global monitoring and optimization</li><li>• Licenses will be controlled from global license server</li></ul>	<ul style="list-style-type: none"><li>• Significant yearly cost savings</li><li>• Cost based on actual usage within business hours rather than peak loads</li><li>• In peak hours more licenses will be available without additional cost</li><li>• Focus on controlling average usage in order to avoid price increase</li></ul>	<ul style="list-style-type: none"><li>• All Petrel features included</li><li>• All SLB Ocean plugins included</li><li>• All Techlog features included</li><li>• Simpler license administration</li><li>• Use aligned to meet business requirements</li></ul>	<ul style="list-style-type: none"><li>• Supports the FLM and efficient license usage</li><li>• Will free up idle licenses lowering the average usage</li><li>• Will measure the average use and flag if it becomes too high</li></ul>

UTILIZATION BASED LICENSING SYSTEM

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### Aibel Background



The slide features a purple and black checkered header. On the left is a vertical image of a city skyline at night. To the right of the image are six purple rounded rectangles arranged in a 2x3 grid, each containing a white icon and text. The icons represent: a gear for 'Utilizing tool for some time', a speedometer for 'Metering check in/out of licenses', a warning triangle for 'Realized they were mostly reactive', a wallet for 'Sought to leverage tool for more even more cost savings & optimization', a clipboard for 'Observed even during periods of inactivity there was excessive license consumption', and a person with a magnifying glass for 'Point where they needed to purchase more licenses'. At the bottom left is a small 'OpenIT' logo, and at the bottom right is the 'OpenIT' logo. The footer text reads 'April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV'.

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?

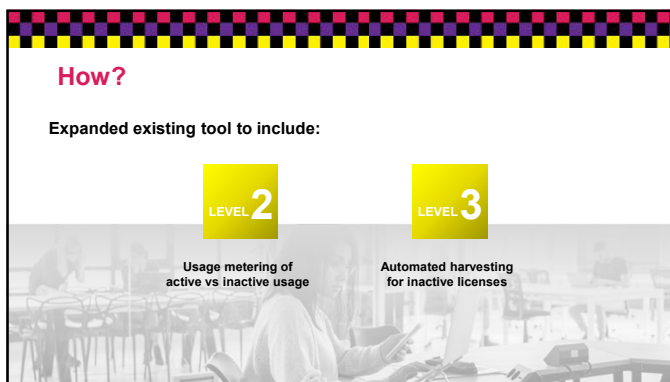
Expanded existing tool to include:

**LEVEL 2**

Usage metering of active vs inactive usage

**LEVEL 3**

Automated harvesting for inactive licenses



The slide features a purple and black checkered header. Below the header is a background image of a person sitting at a desk with multiple computer monitors. Overlaid on this image are two yellow boxes. The left box is labeled 'LEVEL 2' and contains the text 'Usage metering of active vs inactive usage'. The right box is labeled 'LEVEL 3' and contains the text 'Automated harvesting for inactive licenses'. The footer text reads 'April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV'.

LEVEL 2

Usage metering of active vs inactive usage

LEVEL 3

Automated harvesting for inactive licenses

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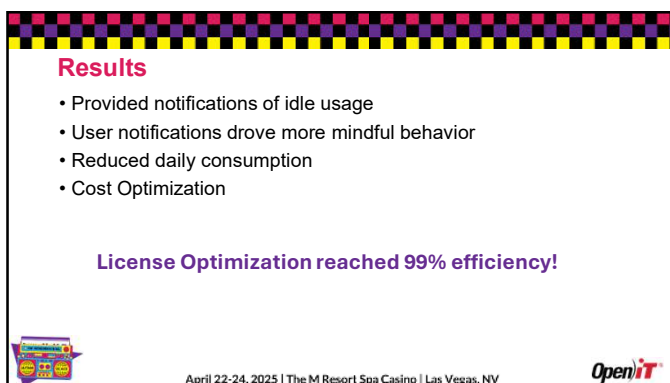
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### Results

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

**License Optimization reached 99% efficiency!**



The slide features a purple and black checkered header. Below the header is a background image of a person sitting at a desk with multiple computer monitors. Overlaid on this image is a list of four bullet points. Below the list is a bold statement. At the bottom left is a small 'OpenIT' logo, and at the bottom right is the 'OpenIT' logo. The footer text reads 'April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV'.

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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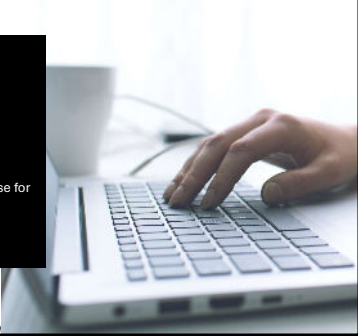
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### Closing Summary

- 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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