

IAITAM ACE 2025


ITAM - Another Brick In The Wall

Leveraging License Utilization Analytics to Cut Recurring Software Spend


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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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Why Usage Analytics?

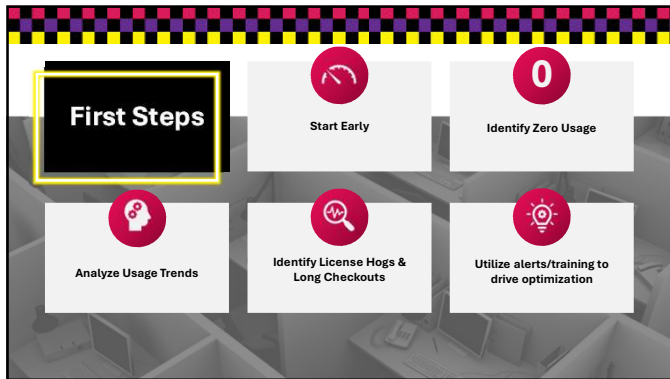
Software renewals without data leads to overspending

Number of software contracts renewed each year is daunting

Almost impossible to deep dive outside of the Tier 1 vendors for many companies

Usage Analytics provide detailed insights to help companies balance cost savings with productivity across all vendors

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When to Start

Recommendations

- Tier 1 Vendors – 6-12 months
- Tier 2 Vendors – 3-6 months
- Tier 3 Vendors – 2-3 months

Analysis adds more time

Standardize and Automate

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Checklist

- License Usage Analysis
- Review Business Needs
- Compliance Risks
- Renewal Timing & Contract Terms

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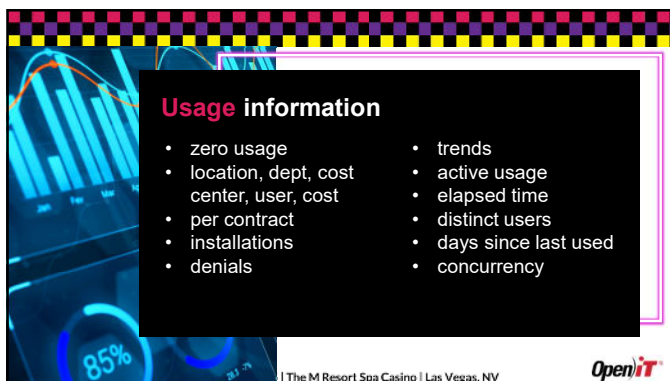
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EXAMPLE 1 – MATHWORKS

Shared Network Licenses

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Identify Zero Usage

Zero Usage Report

\$648,400

Consumer Portfolio

Potential Savings

\$0K

\$107.04K

\$648.4K

Application Name	Consumer Portfolio	Consumer Cost	Max Available	Max in use	Business as Usual Reduction	Potential Savings
Desktop_Computing_Toolbox (ID=396197)	\$54,400	\$11,600	4	0	4	\$54,400
Financial_Toolbox (ID=174220)	\$3,360	\$3,360	1	0	1	\$3,360
MATLAB (ID=181748)	\$3,800	\$3,800	1	0	1	\$3,800
MATLAB (ID=416446)	\$3,800	\$3,800	1	0	1	\$3,800
Statistics_Toolbox (ID=529453)	\$7,840	\$1,960	4	0	4	\$7,840
Total	\$187,960	\$24,760	4	0	4	\$187,960

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Chose License Position and Cost Impacts

License Efficiency with Savings

\$648,400

Consumer Portfolio

Business as Usual Potential Savings

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Distinct User

\$259.36K

\$0K

\$648.4K

Application Name	Consumer Portfolio	Consumer Cost	Max Available	Max in use	Business as Usual Reduction	Business as Usual Potential Savings	90% Reduction	90% Savings	90% in use	90%
Desktop_Computing_Toolbox (ID=396197)	\$54,400	\$11,600	0	0	8	\$54,400	0	8	\$54,400	0
Financial_Toolbox (ID=172919)	\$3,220	\$3,220	1	1	1	\$3,220	1	1	\$3,220	1
Financial_Toolbox (ID=174220)	\$3,360	\$3,360	0	1	1	\$3,360	0	1	\$3,360	0
Financial_Toolbox (ID=466011)	\$3,360	\$3,360	1	0	1	\$3,360	1	0	\$3,360	1
MATLAB (ID=181748)	\$3,800	\$3,800	0	1	1	\$3,800	0	1	\$3,800	0
MATLAB (ID=296350)	\$3,800	\$3,800	1	0	1	\$3,800	1	0	\$3,800	1
MATLAB (ID=317776)	\$3,800	\$3,800	1	0	1	\$3,800	1	0	\$3,800	1
MATLAB (ID=343002)	\$3,800	\$3,800	1	0	1	\$3,800	1	0	\$3,800	1
MATLAB (ID=413382)	\$3,800	\$3,800	1	0	1	\$3,800	1	0	\$3,800	1
MATLAB (ID=416446)	\$3,800	\$3,800	0	1	1	\$3,800	0	1	\$3,800	0
MATLAB (ID=434476)	\$3,800	\$3,800	0	4	4	\$15,000	1	4	\$15,000	1
MATLAB (ID=456523)	\$15,480	\$3,800	2	2	2	\$1,600	2	2	\$1,600	2
Signal_Toolbox (ID=229340)	\$1,960	\$1,960	1	0	1	\$0	0	1	\$1,960	0
Signal_Toolbox (ID=393320)	\$3,360	\$1,960	1	1	1	\$1,960	1	1	\$1,960	1
Statistics_Toolbox (ID=243470)	\$7,840	\$1,960	2	2	2	\$3,320	0	2	\$3,320	2
Statistics_Toolbox (ID=529453)	\$7,840	\$1,960	0	4	4	\$3,840	0	4	\$3,840	0
Statistics_Toolbox (ID=429423)	\$1,920	\$1,920	1	0	1	\$0	1	0	\$0	1
Total	\$187,960	\$24,760	5	4	4	\$10,704K	0	9	\$10,704K	0


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EXAMPLE 3 – HEXAGON



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Hexagon ISL License Types

CS- Concurrent Standard

CX- Concurrent Extended

VR – Server Based

Daily Token-based


TYPES OF LICENSING MODELS

SU – Single Unit (host bound)


NU – Named User

PR- Process Run


Perpetual or Lease



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CS- Concurrent Standard

Set start time for all licenses- 12 hr
Access multiple times during license period
Not available during expiration period


Comparison

VS




CX- Concurrent Extended

24 hr license so no expiration period



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Zero Usage

NOTE: Perpetual vs Lease

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Hexagon Summary

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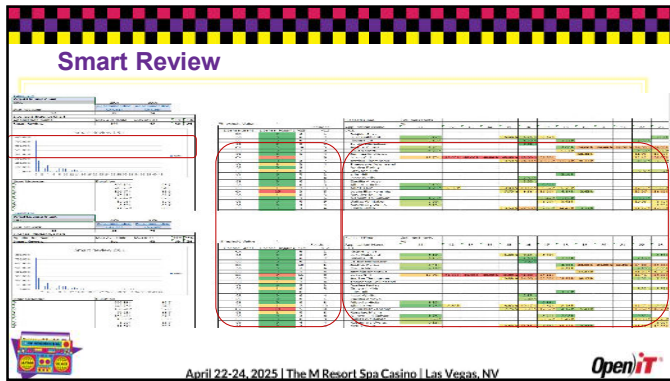
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Hexagon Summary – Business as Usual

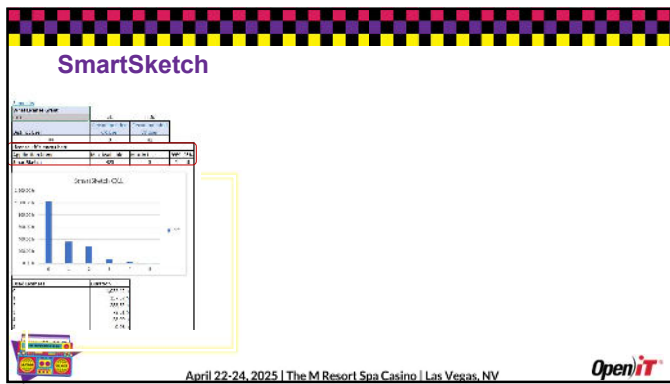
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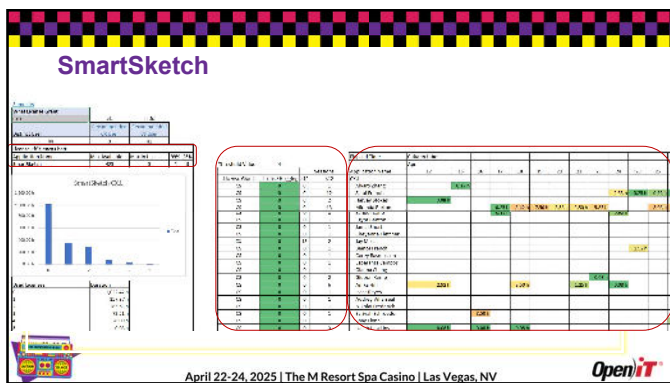
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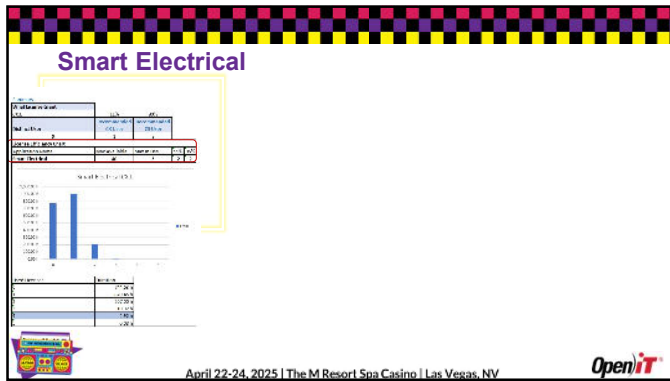
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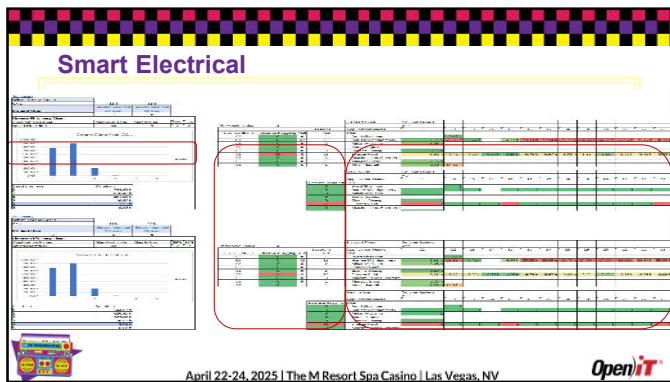
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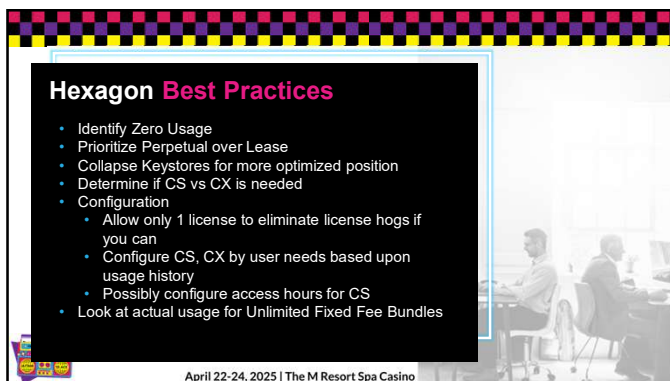
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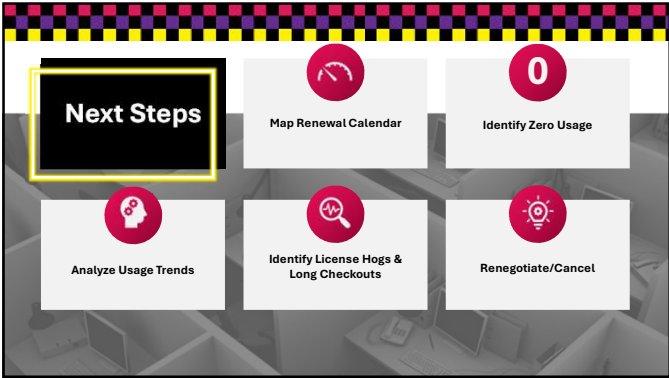
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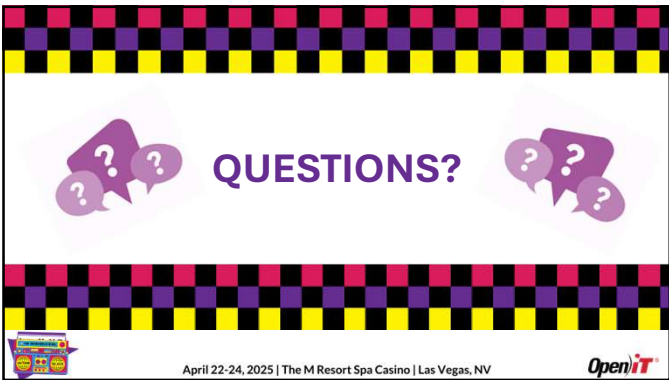
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