



## EXECUTIVE SUMMARY

### ELEVATOR PITCH

The product the License Auditor built

### STRENGTHS

Built from the ground up for SAM

### WEAKNESSES

None

### PRIMARY MARKET FOCUS

Mid-Market License Management



## INDEPENDENT ITAM REVIEW LICENSE MANAGER

The product the Licence Auditor built ...

Martin Thompson, an independent software industry analyst, SAM consultant and founder of The ITAM Review and The ITSM Review, recently took a close look at License Manager from License Dashboard.



### INDEPENDENT REVIEW

"The majority of Software Asset Management (SAM) offerings available on the market today have developed from inventory, auditing or asset register systems. It is clear the 'License Manager' solution from License Dashboard has been built from the ground up for the sole purpose of SAM."

As mentioned during our previous review of License Dashboard in February 2012:

"... it is evident that 'License Manager' from License Dashboard developed from Claret crunching. It demonstrates all the hallmarks of a great software auditor yet in an automated fashion. ➔

The ITAM Review began in late 2008 so that anyone involved in the SAM or ITAM industry could share their expertise, feedback and opinions of the technology and services in the market for the benefit of others. Here's what Martin had to say:

## COMMERCIAL SUMMARY

### VENDOR

License Dashboard

### PRODUCT

License Dashboard Enterprise Suite

### VERSION REVIEWED

2012

### DATE OF VERSION RELEASE

April 2012

### YEAR FOUNDED

2008

### CUSTOMERS

400+

### END POINTS MANAGED

250,000+

### PRICING

Indicative pricing: the small business edition starts at 200 seats (\$US 4,080 or \$20.40 per seat – does not include SAM Workflow Management). 1,000 seats \$36.72 (perpetual), 10,000 seats \$9.18 (perpetual).

### LICENSE OPTIONS

Perpetual and Annual Subscription models, plus fully managed/hosted service options (through partners)



Quickly see your highest risk in cost, quantity or as a percentage

Creating an ELP has never been so easy



See the cost of your available assets by just pointing your mouse

Drill into granular detail from anywhere in the dashboard

It meticulously combs through the evidence as a licensing specialist would and presents an auditor's picture of both compliance and usage."

There are three core components to the License Dashboard offering:

- **License Manager** – an entitlement centric license management solution that works independently of inventory source
- **Discovery** – License Dashboard commonly takes advantage of existing inventory sources from other tools but also offers an Inventory and Discovery tool (with agent-based and agent-less options)
- **SAM Portal** – browser-based platform for delivery of all aspects of the software lifecycle (software request, catalogue, approval etc.)

## SAM WORKSPACES

The License Manager product is divided into seven workspaces as follows:

1. **Dashboard Summary** – a visual summary of installs, compliance, surpluses with drill-down to further analysis
2. **License Inventory** – Import License Statements and Vendor purchase history
3. **Contract Inventory** – Manage more complex contracts and agreements
4. **License Entitlements** – provides an aggregated summary of true entitlement
5. **Data Cleanse** – Walks the user through the recognition process

6. **Software Usage** – If usage is enabled users can harness the data within License Manager

7. **Reports** – various summaries and vendor centric reports for generating compliance summaries or true-up statements

I believe the real strengths and differentiators of this offering are threefold:

### 1. The ability to provide a workbench for a number of sources

License Manager can import and aggregate multiple inventory sources. From the other side of the entitlement equation it also provides an automatic import of license statements from software publishers or other purchasing databases.



## 2. The transparency of the recognition process

License Manager imports data from a number of sources. It then guides the user through the software recognition process. If necessary, users can lift up the hood and see a deep dive of how data has been processed and see the logic behind the decisions. With transparency comes trust. You can see how things have been interpreted understand the process – important if you want to have real faith in the data.

## 3. The intelligence it adds to the license import process

On the basis that if you put junk in you'll get junk out – License Manager does not just pump the asset database with crooked data; it defines which transactions it will process, those it can't and the reasons why. Vendor statements are rarely definitive. Anomalies or discrepancies crop up. It walks the user through the process as if an auditor were looking over your shoulder.

The 'maintenance schedule' feature offered within License Manager is also very smart. This offers the user a visual display of upcoming renewals and is missing from the offerings of most competitors.

## ROUTE TO MARKET

As with other solutions in this review, License Dashboard offers a mixture of products and services depending on the requirements of the customer. Ranging from complete outsource of the SAM function to stand-alone product sale with occasional handholding when required. For the purposes of this review we looked at the 'License Manager' offering but License Dashboard also offers a workflow engine which aligns to the whole software lifecycle so organizations can explore outsourcing SAM in its entirety.

The average estate size of License Dashboard customers suggests a focus on small to medium size customers – but I see no reason why License Dashboard can't be a global enterprise player too.

## LICENSE DASHBOARD CUSTOMERS

- Leeds Partnerships NHS Foundation Trust
- North Lincolnshire Council



- Irwin Mitchell Solicitors
- Jewel & Esk College

## FROM THE LICENSE DASHBOARD BROCHURE

'License Dashboard Enterprise Suite: Everything your organization needs to develop and maintain effective Software Asset Management.

'License Dashboard Enterprise Suite is designed to give organizations everything they need to develop, implement and maintain a mature and cost-effective Software Asset Management (SAM) programme. From software discovery to automatic license reconciliation, self-service for software users through to the management of inter-departmental transfers, Enterprise Suite unites the three core License Dashboard technologies to deliver a solution that covers all the bases of successful Software Asset Management:

- Discovery
- License Manager
- SAM Portal

'Enterprise Suite brings together the following key capabilities into a fully integrated solution:

- **Software Discovery** - In addition to working with any IT inventory solutions the organization may already have in place (see Audit Connectors), Enterprise Suite includes integrated software and hardware discovery for Windows PCs and Servers
- **License Import** - Automatic import of Microsoft Licensing Statements (MLS) and vendor

licensing documents. Wizard-based input of single license records. Full audit trail of license imports and changes

- **License Reconciliation** - Intelligent rules and software recognition ensure the best possible match between installations and entitlements, automatically calculating downgrade rights etc
- **Software Self-Service** - Users across the organization can access an online portal to initiate and track software deployment requests. All requests are intelligently routed to the appropriate line managers to ensure they are all fully authorized
- **Full SAM Lifecycle Management** - All stakeholders across the organization can use a single console to monitor, manage and report on software requests, purchases and transfers."

### READ THE FULL REVIEW AT:

<http://www.itassetmanagement.net/2012/08/24/review-license-dashboard/>

## FIND OUT MORE

License Dashboard is available in a variety of versions, to suit organizations of all sizes.

For further information, please contact the License Dashboard Team:

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