SAM Insights

LICENSE DASHBOARD™
Designed and built by SAM professionals for SAM professionals

Gain actionable insights into your IT network with a range of Software Asset Management (SAM) projects and reviews from leading software licensing experts.

SAM Insights provides a range of consultancy and project-based services to organizations who understand the power of their IT data and wish to drive real change and unlock the value of their IT investments. License Dashboard can help your organization uncover cost savings, prevent license compliance risk, assist with software vendor related issues and report on IT infrastructure.

License Dashboard have provided SAM projects to thousands of customers around the world and understand that as well as SAM technology and Managed Services, many organizations require project-based assistance with aspects of their software estate in order to identify cost savings, reduce compliance risk or assist with business critical operations such as transition to the Cloud or major events such as mergers and acquisitions.

Optimize Spend, Reduce Risk and Accelerate Business Goals

SAM Insights provides a range of options to organizations who require a targeted outcome that can be achieved by expert analysis and reporting of their IT network data. Services available with SAM Insights range from enhanced Effective License Positions for vendors or sub-sets of product deployments to software optimization reviews or cloud productivity assessments.

License Dashboard's team of software licensing experts are also on hand to provide vendor specific consultancy on topics from cost optimization, renewal and contract negotiation management to audit defence.

Targeted Insights into Your IT Network

The vast scale of modern IT estates makes it difficult to achieve transformational goals at once. By identifying targeted areas for review, optimization or transformation with SAM Insights your organization can receive fast, measurable return on investment with real-life gains or efficiencies as well as strategy documents based on the forecasted direction of your IT journey.

License Dashboard have assisted customers with every major software vendor and can provide expert advice at the specific time it is required by your business. Our experts frequently work with organizations to assist with vendor audits or complex and expensive renewal agreements.

Business Benefits

- Fast, actionable insights into your IT network
- Range of services from Cloud Transition to Software Optimization
- Reduce IT spend and speed up digital transformation
- No long-term commitment
- Services delivered directly to digital stakeholders within your business

Contact License Dashboard

- www.licensedashboard.com
- info@licensedashboard.com
- +44 (0)1904 562 217 - UK
- 1-855-773-3404 - USA
- 1800 502 881 - Aus/NZ

License Dashboard Head Office
License Dashboard Ltd
Blenheim House
York Road
Pocklington
York
YO42 1NS
UK

Available SAM Insights

AWS Optimization Service

Consuming AWS is straightforward, but managing it efficiently is not. If you are using Amazon Web Services, you are likely spending more than necessary. With AWS cost optimization from License Dashboard, you could save a minimum of 10% by the time your next bill is generated.

Cloud Productivity

The SAM Cloud Productivity engagement provides the customer organization with an end-to-end analysis of their IT infrastructure, taking into consideration their current deployment, usage, processes and licensing data. The analysis will provide recommendations of the customer's overall Cloud ready capabilities in relation to their desktop Cloud migration strategy and end-user productivity solutions, providing insights on business processes and technology barriers.

Contract Assessment

Contract Assessment is an advanced service that combines Optimized Reconciliation output and known future changes to add context to current and previous contract reviews.

Cybersecurity

The SAM Cybersecurity engagement provides the customer organization with a foundational analysis of their cybersecurity infrastructure taking into consideration current software deployment, usage, and licensing data.

The analysis will be the basis for the evaluation of the customer's basic cybersecurity state, providing insights into what software is deployed and areas of potential risk. The analysis will also provide guidance on cybersecurity programs and policies to help enable strong software asset management and improved cybersecurity.

Enhanced ELP

The Enhanced ELP is a vendor or product specific report written for the customer SAM Manager and Product Owner to identify and reduce risk.

The commentary and observations are intended to enhance the organization's ability to more effectively manage their license footprint, providing fully documented analysis of license shortfalls or surplus.

Entitlements Update

The purpose of the Entitlements Update Service is to establish the customer organization's deployment rights based upon available contract details and procurement data provided. These deployment rights are organic and vary from day to day.

IT Asset Control

The IT Asset Control module aims to help organizations to gain better control over the applications and hardware entering their IT environment.

By integrating the SAM function with the Change management and Service desk functions it is possible not only to identify and manage the introduction of new applications entering an IT environment, but to streamline the process of introducing these applications and maximise the value extracted from existing software licenses.

Licensing Support

The Licensing Support Service will provide the customer organization with proactive management and procurement advice for Microsoft licensing. The service is designed to allow the customer to request detailed advice and reports based on modelling and 'what if' scenarios. The Licensing Support Service will allow the customer to forecast cost and change across the estate.

Lifecycle Management

The Lifecycle Management module aims to help the customer organization to identify the key stages in the lifecycle of hardware and software assets. Introducing the controls at key stages that will help to identify, minimize and mitigate the potential risks that can be generated when assets move from one life cycle stage to the next.

Microsoft Software Optimization Service

Constantly changing infrastructure can result in a lack of centralized procurement and knowledge of renewal dates, leaving your organization open to expensive surprises. We'll work with you to fully understand license entitlements, make recommendations and identify implementation and cost modelling to provide definitive long-term costs. The Microsoft Software Optimization Service (SOS) provides the end user organization with a detailed three to seven year plan of action for future licensing requirements.

Optimized Reconciliation

The Optimized Reconciliation Service delivers a non-compliance position based upon existing entitlement and current deployments. The optimization ensures that current entitlements are utilized in the best manner to offer the best possible cost avoidance or saving.

Software Control Assessment

The Software Control Assessment, reviews and improves internal processes, routines and data used in the management of software installations and licensing.

The customer organization is given assurances as to their audit readiness in respect of a vendor or product set and also recommendations for areas requiring improvement.

Software Recognition Service

In order to make the most of software deployment data within your SAM tool, you need to remove the background noise and turn it into usable information. This means removing duplicate records, identifying software that does not require a license and disregarding unmanaged installations. The Software Recognition Service from License Dashboard provides you with a single version of the truth for what is installed across your entire IT estate.

The Technology that Powers SAM Insights - License Manager & LD Portal

License Dashboard has been developing Software Asset Management technology in line with its customers' requirements for over 15 years. As well as providing a suite of SAM tools for end-user organizations, License Dashboard also utilizes its own technology to provide Managed Services to both large and fast-growing organizations around the world.

Each License Dashboard SAM consultant utilizes License Dashboard's flagship application - License Manager - to ensure a customer's IT estate is correctly licensed, fully cost optimized and compliant. By using the technology, License Dashboard consultants are able to complete license management and data processing tasks that would take a manual user weeks or months, in a matter of hours.

All License Dashboard SAM Agile customers also have access to the License Dashboard Portal, an intuitive Business Intelligence application designed to give access to IT Asset Management data in an easy-to-understand format.

LD Portal is web-based and can be issued to any stakeholder either inside or outside of the customer organization's SAM team. LD Portal is fully customizable per user, enabling each department or member of staff to be presented with only the information relevant to them, giving each digital stakeholder real-time software and hardware information.

Importantly, LD Portal is also fully secure and can be locked down so each member of staff is only presented with the information they are authorized to view. License Dashboard can partition IT network information on a Business Unit basis, ensuring relevant, location based information is presented to those who require the data.

License Manager

License Manager is a powerful yet easy-to-use platform which allows organizations to accurately manage software licenses.
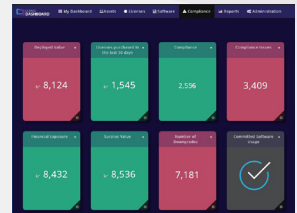

The tool provides advanced licensing automation, speeding up day-to-day tasks for software asset managers and ensuring that complicated license metrics are correctly calculated. License Manager ensures an organization is receiving the maximum ROI on their software purchases, often saving businesses up to 30% of their software spend.

License Manager integrates with your existing IT infrastructure, seamlessly working with systems such as SCCM, Lansweeper, LANDesk, vCenter and ILMT. This speeds up implementation and means your organization may have no need to deploy another expensive discovery tool.

Importing inventory and entitlement data into License Manager is also quick and easy. A Microsoft Licensing Statement (MLS) can be automatically imported into the tool in seconds, with no need for work in external spreadsheets.
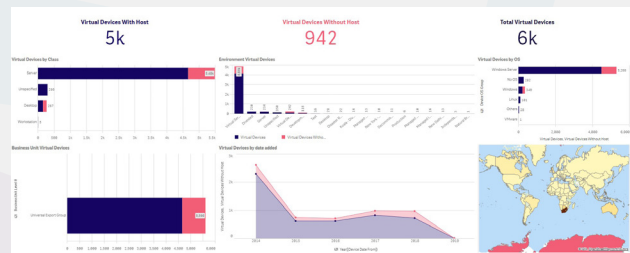
LD Portal

License Dashboard Portal helps organizations share Software Asset Management and software usage monitoring information with key stakeholders outside of the SAM team.

By using intuitive dashboards, charts and reports, License Dashboard Portal presents complex SAM data in an easy-to-understand BI format, suitable for the wider IT team, senior management and the C-Suite.

License Dashboard Portal is web-based and fully customizable, ensuring users only view the information relevant to their role.

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💻 www.licensedashboard.com

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York Road
Pocklington
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YO42 1NS
UK