What's Working?

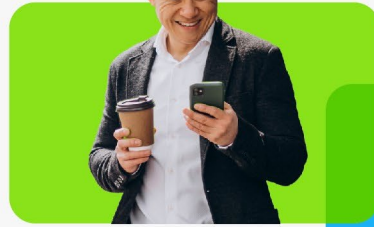## WEEKLY

EDITION 1

BEST PRACTICES

LICENSE MANAGEMENT

License management is gaining attention in many organizations as the volume of SaaS subscriptions increase. Left unchecked, budget bloat caused by oversubscription and underutilization is inevitable. Follow these best practices and you'll be on your way towards an efficient and effective telecom, mobility, and cloud / IT license management practice.

Best Practice #1: Track software licenses for all technology systems
This best practice involves maintaining records for all software licenses and includes version, activation key, configuration details, license terms, charges, vendor delivering software, and user assignment. Associating financial cost center allocations with licenses is an added step that aligns licenses with internal financial stakeholders.

Best Practice #2: Assess license assignment requirements
Understanding current requirements and revisiting them frequently improves alignment between technology and business stakeholders and provides critical information that supports optimization initiatives.

Best Practice #3: Monitor license utilization
Knowing who has licenses is important (see best practice #1). Knowing how licenses are being used enables license managers to make informed recommendations that ensures users have the features they need at the most effective price point.

Best Practice #4: Validate contractual compliance
Software license contracts can be complex. Pricing tiers, utilization thresholds, named user assignments, minimum commitments, and the list goes on. Validating that you are charged accurately according to contractual terms and conditions is prerequisite to an effective license management practice.

Best Practice #5: Maintain license versions
Software changes rapidly. Sometimes updates are pushed and sometimes they are manually installed. Regardless of the update method, monitoring and maintaining end-user license versions helps with security and operability controls.

Best Practice #6: Reclaim unused licenses
Oversubscription occurs when assigned users cease to use active licenses. Users may change roles or software or leave the organization. In any case, reclaiming unused licenses and reassigning them or eliminating them greatly improves overall license-to-cost performance.

What's Working?
WEEKLY

EDITION 1

PRO TIP

USER PROFILES INFORM OPTIMIZATION POTENTIAL

Create like-for-like technology enablement user profiles based on job function or role across your organization. Include all technology (assets, licenses, services), the cost of technology, usage/consumption trends, and total cost of ownership (TCO) for each profile. Then, learn how and why each technology element is used by the profile user. Collectively, these insights will help you uncover optimization potential (right-sizing, technology alignment, etc.) across the organization by profile type.

RESOURCE

KPIs THAT PROVE THE VALUE OF TECHNOLOGY EXPENSE MANAGEMENT

Technology expense management professionals inherently understand the value of what they do and how the practice helps their organization. The problem is that the business they serve may not fully understand the value of an expense management practice.

The eBook Technology Expense Management Is Useless…Unless You Have 10 KPIs To Prove It Isn't offers the insights and KPIs you need to take control of the value proposition narrative and prove the value of your technology expense management practice to business stakeholders.

Have a topic you'd like **What's Working? Weekly** to cover?

SUBMIT YOUR SUGGESTION

AOTMP University

Get ahead with Certification.

Telecom, Mobility, and Cloud/IT certifications.

EXPLORE YOUR OPTIONS

The Editor & Content Curator for **What's Working? Weekly** is Timothy C. Colwell, EVP @ AOTMP University