



USU Software Asset Management

Enterprise SAM Certification

THE
ITAM
REVIEW

Executive Summary

The ITAM Review is pleased to announce that USU Software Asset Management is certified for Enterprise SAM. ITAM Industry Analyst AJ Witt said:

"USU Software Asset Management is a mature product which met our detailed criteria for SAM tooling at enterprise scale. USU's (formerly Aspera) SAM solutions enable enterprise customers to manage the entire software licensing lifecycle across today's highly dynamic hybrid IT environments"

Customers praised its return on investment, flexibility, powerful features, and USU's partnership approach to delivering customer success.

Strengths

- Mature product from a SAM veteran
- Flexible Deployment
- Highly Configurable
- Flexible Discovery & Inventory options
- Strong Managed Services
- References report solution was good value compared to competitors
- Easily scales to enterprise level SAM

Cautions

- Deployment & Implementation may require USU/Partner support
- Need skilled ITAM staff to extract full value
- Concerns around response times for technical issues/requests

Product Assessment Summary

USU Software Asset Management was assessed against The ITAM Review's Enterprise SAM Tools certification in Autumn 2020. Two customer reference calls were completed, along with a questionnaire and product demo. The certification standard assesses capabilities across the following 7 areas:

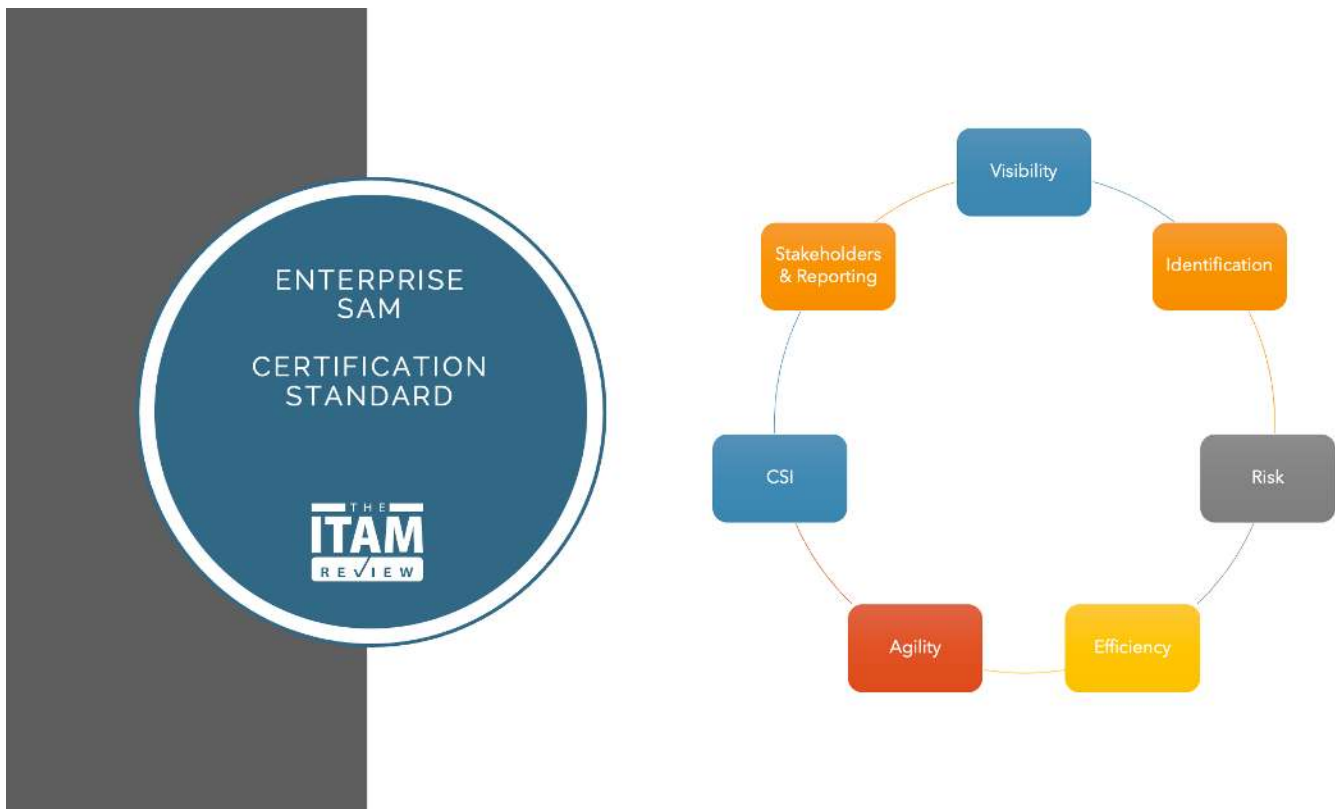


Figure 1: Enterprise SAM Certification

1. Visibility & Identification

USU Software Asset Management (formerly SmartTrack) is USU's flagship platform for Software Asset Management, designed for large enterprises. Key to meeting demands of such organisations is flexibility and interoperability, and this starts with the approach to Discovery and Inventory.

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This is completely flexible, with the ability to ingest data from almost any data source, in addition to their own USU Discovery solution. In this way customers can inventory and discover their entire estate with minimal disruption or additional configuration. Inventory and Discovery uses flexible modern methods – agent-based, agentless, direct connection, and API. By doing so, USU Software Asset Management can track software deployments on premises, on mobile devices, and in the public and hybrid cloud – both IaaS & SaaS. Gathered data is de-duplicated, normalised, and matched against USU's proprietary software catalogue CatalogPlus. The normalisation process is configurable by the end user.

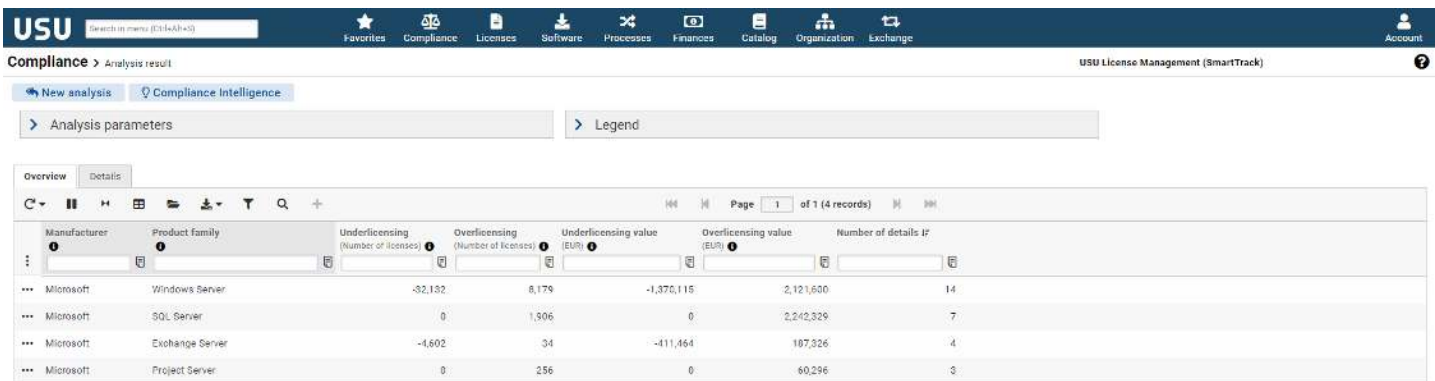
2. Cost Management

USU places Cost Management at the centre of their value proposition for USU Software Asset Management. Enterprise-readiness is reflected in USU Software Asset Management's ability to store geographical, organisational, and cost centre hierarchies. This enables accurate cost allocations to be made, in addition to accurately handling the local license purchasing common in global organisations. This is particularly important given that many publishers have geographical restrictions around license use and re-use. Likewise, it is important for global organisations to be able to manage complex affiliate structures, which also need to be considered when calculating license compliance positions.



3. Risk Management

Traditionally, risk management from the perspective of Software Asset Management was primarily concerned with managing under/over-licensing. USU Software Asset Management builds on this by also providing risk management data such as end-of-life & end-of-support dates in CatalogPlus. Vulnerability reports may also be generated from the USU Discovery inventory solution.



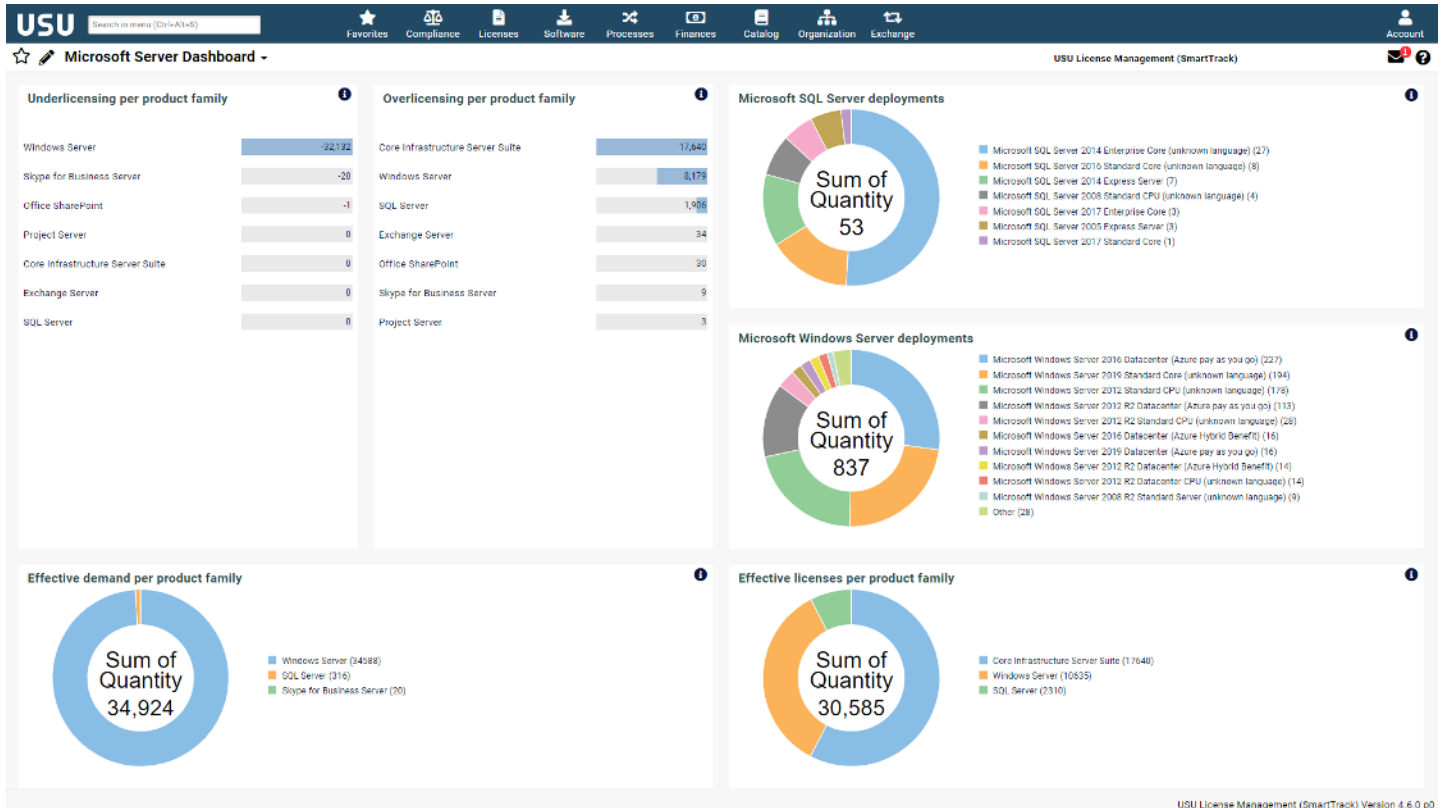
The screenshot displays the USU Software Asset Management interface. At the top, there is a navigation bar with the USU logo and a search menu. Below the navigation bar, there are tabs for 'Compliance' and 'Analysis result'. The main content area shows a table with the following columns: Manufacturer, Product family, Underlicensing (Number of licenses), Overlicensing (Number of licenses), Underlicensing value (EUR), Overlicensing value (EUR), and Number of details #. The table contains four rows of data for Microsoft products.

Manufacturer	Product family	Underlicensing (Number of licenses)	Overlicensing (Number of licenses)	Underlicensing value (EUR)	Overlicensing value (EUR)	Number of details #
Microsoft	Windows Server	-32,132	8,178	-1,370,115	2,121,600	14
Microsoft	SQL Server	0	1,306	0	2,242,329	7
Microsoft	Exchange Server	-4,602	34	-411,464	187,326	4
Microsoft	Project Server	0	256	0	60,296	3

4. Stakeholder Reporting

Modern Enterprise SAM tools need to provide insight and vital data to stakeholders across an organisation. USU Software Asset Management enables this by providing fine-grained permission profiles, meaning that it is possible to provide users with access to only the data they require. This applies throughout USU Software Asset Management – from specific data about users, installations, or devices – to dashboards and reports. A reporting API is provided enabling USU Software Asset Management data to be incorporated into any external BI/Reporting tool that can be configured to leverage a REST API.

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Further Reading

For further details on how USU Software Asset Management meets the Enterprise SAM standard please see the [survey response document](#).

Customer References

Customer references were sourced in consultation with USU. Both references are organizations with considerable global deployments and thus match the definition of an Enterprise SAM user. If you are a USU customer, we would welcome your review of USU Software Asset Management– you can provide this via our MarketPlace.

Customer Reference 1 – Global Retailer

This reference customer has been a USU (formerly Aspera) customer since 2017. USU Software Asset Management (formerly SmartTrack) was selected in a competitive RFI against three other tools. The purpose of the RFI was to select a replacement for another SAM tool which had failed to scale to meet their needs. USU (formerly Aspera) was selected for quality of service, overall package, and value. USU Software Asset Management is deployed to manage over 50,000 devices across 10+ worldwide locations. USU provided deployment & implementation services and the implementation took around 6 months to reach full-service deployment.

The primary use of this tool is track compliance of key vendors, based on business requirements and a scoping process. USU Software Asset Management's ROI for the reference is primarily measured in terms of greatly reduced software compliance risk across their large estate.

USU Software Asset Management provides services to stakeholders including:

- Forward planning in response to change requests
- USU Software Asset Management data is used extensively in contract negotiations. The customer sees negotiations as a "game of data" and USU Software Asset Management gives them the rich data they need to optimise procurement pricing and leverage their scale.
- In future they expect to leverage USU Software Asset Management's flexibility to build its functionality into an end-to-end supply chain solution

The reference has some concerns over response times to technical support requests. They find that the support is of high quality but that it can take a long time to get a resolution. Despite this, they are happy with USU's (formerly Aspera) response to feature requests and flexibility in configuring USU Software Asset Management to meet their needs.

Customer Reference 2

This customer reference is a global Life Sciences company who has been a USU (formerly Aspera) customer since 2014. They have over 100,000 employees worldwide. USU Software Asset Management (formerly SmartTrack) was selected in a vigorous data-driven RFP process based on ability scale, value, and customer support.

The reference uses USU Software Asset Management to manage over \$300m of annual software spend across a very wide scope. USU Software Asset Management is used daily by stakeholders including both internal SAM resources and an external SAM Managed Service. The primary driver of activity is managing the cost of license and maintenance renewals. USU Software Asset Management is the backbone of their SAM service and has saved tens of millions of dollars since implementation.

Strengths:

- o Mature solution that scales to enterprise needs
- o Capable of managing all aspects of SAM including On Premises, Cloud, and Mobile
- o Product team partners with customers to develop new solutions & enhancements jointly in an engineering-led approach.
- o Outstanding support
- o Open interface and data model enables wide-ranging integration with other toolsets

Improvements:

- o Better usability for infrequent or non-expert users
- o A more visual approach to reporting and dashboarding
- o Ability to track software without conventional metrics – for example, mail usage
- o High flexibility of solution requires expert knowledge to set up or modify
- o Software catalog should be enhanced to enable lifecycle management and FOSS

Certification Process

The ITAM Review certifies tools and services against community-sourced and maintained certification standards. These comprehensive standards seek to measure real-world product capabilities by testing them against common use cases and scenarios. The certification process includes two customer reference calls, a detailed survey, and a vendor-provided analyst demo. In order to ensure certifications meet current and emerging needs products and certification standards are re-assessed every two years.

The certification standard for [Enterprise SAM Tools](#) is available [here](#)

Scope & Limitations

The information contained in this review is based on sources and information believed to be accurate as of the time it was created. Therefore, the completeness and current accuracy of the information provided cannot be guaranteed. Readers should therefore use the contents of this review as a general guideline, and not as the ultimate source of truth.

Similarly, this review is not based on rigorous and exhaustive technical study. The ITAM Review recommends that readers complete a thorough live evaluation before investing in technology.

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