OpenText ZENworks Asset Management

Asset management—it's not rocket science. Although when you look at the volume of software across your organization, multiply it by a seemingly endless number of devices, license models, and lease agreements, then attempt to factor in the compliance and change management tasks involved in keeping track of it all, rocket science starts to look pretty easy by comparison.

Benefits

- Bring asset management down to Earth

- Automated tracking: Automatic software and hardware tracking quickly gives you information on your assets, where they are and how they're used

- Software cost savings: Straightforward licensing data tells you where you can save on software

- Increased productivity: Management tools that enable you to increase productivity by moving assets where they're needed

- Purchasing flexibility: Buy it individually or as a part of OpenText ZENworks Suite

- OpenText ZENworks Asset Management not only protects you from costly overage fines, but it also helps you make sure you aren't paying for unused software.

From a high-level perspective—such as our rocket scientist's orbital view—managing your assets is daunting enough to challenge even the hardiest of IT managers. Even the bird's-eye view most asset management solutions offer is still complex and confusing. The reports all too often provide little or no actionable information. And while it would be easier to hope you'll squeak by another year without being audited, ignoring the problem just isn't an option. You need information you can use, and you need it now.

OpenText™ ZENworks Asset Management brings these challenges down to earth, turning an otherwise daunting task into an area where your IT department can provide true added value to your organization.

The root of the equation

The basic questions of asset management are well-understood by most IT managers:

- What do I have? What software is installed on my organization's machines? How can I track it automatically?

- Do we have the required licenses for all of it? How can I manage all those licenses, contracts, and maintenance agreements?

- Can we prove we're compliant?

In addition to these questions, many organizations are also asking themselves even deeper ones:

- Which of the tools we've purchased are my employees actually using?

- Do we really need to be paying for all those expensive licenses, maintenance, and support agreements?

- How can we make sure we're making the right financial decisions?

With OpenText ZENworks Asset Management, you can get the answers to these questions and more— answers that help you get to the root of the asset management equation, empowering you to make the best possible decisions for your organization.

Carrots and sticks

Many approaches to the asset management discussion focus on the benefits of implementing a solution and the bad things that can happen when you don't. Let's have a look at a couple of these arguments:

- Carrot. Knowing that you have the necessary licenses helps you avoid costly non-compliance issues.

- Stick. Vendors and regulators frequently place whistleblower ads for license piracy. You risk fines and negative publicity if a vendor audits you.

Any IT manager knows that these are two of the primary reasons for implementing asset management. For purchasing managers, the reasons move up to the business level:

- Carrot. Knowing what assets you have will enable you to make sound purchasing decisions and can put you in a position to negotiate a better deal with the vendor.

- Stick. What you don't know can cost you—how much are you spending when you true-up to vendor's numbers?

With the threat of audits and non-compliance fines hanging over your head, can you afford not to implement an asset management solution that puts you in control of your spending?

Where to begin?

So why does rocket science seem easier than asset management? That answer is simple: Even if you've purchased licenses for all the software installed across your organization, it's not always clear what agreements you actually have with each vendor. Do you have site licenses? Or per-user licenses? Are the licenses per processor? Or per seat? In all likelihood, you have a combination of all these—sometimes multiple licenses for different installations of the same product. Where do you begin sorting it out?

Life is better with OpenText ZENworks

- **OpenText ZENworks Asset Management** gives you the ability to be compliant externally. Knowing that you have licenses—the right licenses—for everything you buy diffuses the threat of vendor audits.

- **OpenText ZENworks Asset Management** gives you the ability to be compliant internally. Some organizations allocate software costs across the organization. Others manage costs through the IT department. Regardless of which allocation method your organization employs, OpenText ZENworks can help you track where employees are using the licenses you've purchased, determine if any of those resources should be shifted to different departments and identify which departmental accounts you should charge for the expense.

- **OpenText ZENworks Asset Management** tells you how an application is being used. In addition to managing your installed applications, OpenText ZENworks is the only tool that lets you validate web-based applications, such as customer resource management (CRM) applications, HR tools, portal applications, and email used throughout your organization.

Why does rocket science seem so much easier than asset management? That answer is simple: Even if you've purchased licenses for all of the software installed across your organization, it's not always clear what agreements you actually have with each vendor.

Bringing it down to Earth

If you're going to spend money on an asset management tool, you should choose one that lets you see both where you're over-spending and where you're potentially at risk.

Inventory and asset management data are the foundation of all decisions made in an IT department. OpenText ZENworks Asset Management takes the rocket science out of the equation, giving you a clear picture of what's in your environment, where it is, who has it, and who's using it.

With OpenText ZENworks Asset Management you have at your disposal the information you need to make the right decisions from a business (cost) and compliance (licensing) standpoint.

It's the tool you need to seize the asset management carrots, avoid the sticks, and increase the added value your IT department brings to your organization.

With OpenText ZENworks Asset Management you have at your disposal the information you need to make the right decisions from a business and compliance standpoint.

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