

SAM Monthly Best Practices Webinars

Session 13: Flexera ITAM Vision

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Inform IT. Transform IT.™

Agenda

- Last session's pointers and answers to questions
- News
 - Updates in the Best Practice Hub
 - ITAM 2022R1.6/FNMS 2022R2
- ITAM Vision
 - The World is changing
 - Flexera ITAM too
 - Strategic and tactical directions
 - Recent and coming features in this context
 - Flexera One / ITAM / FlexNet Manager on premise: the full picture

Last Session: Managing ITAM Operations (Project / Run)

- Useful pointers
 - Recording and PowerPoint: [here](#)
- Answers to questions:
 - Added people to the ITAM Newsletter

Agenda

- Where does the World go?
- Where does Flexera go with ITAM?
 - Strategic / tactical directions
 - Features overview
 - Features details
- Flexera One / ITAM / FlexNet Manager on premise: the full picture!

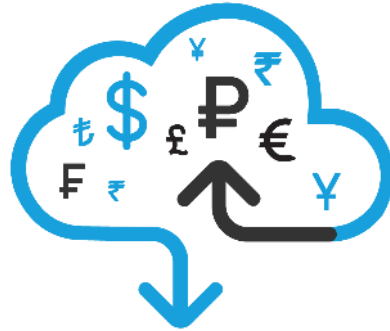
The background is a complex digital visualization. On the left, a network of nodes and lines is visible, with some nodes highlighted in green and blue. Overlaid on this is a bar chart with several horizontal bars in shades of purple and blue. Various numbers are scattered throughout the scene, including '2.582', '73.1182', '13702 97', '82 30 141', '31 25 10 7 6 5', '62 26 2 11', '74 0 3', '62 26 2 11', '1261 2', '3 9 7', '116281', '681', '16', '9', '8.90310', '21.82 10', '58.043', and '82.395'. The overall color palette is dominated by dark blues, purples, and greens, with a bright blue gradient on the right side.

*Where does the
World go?*

Where is the market going?



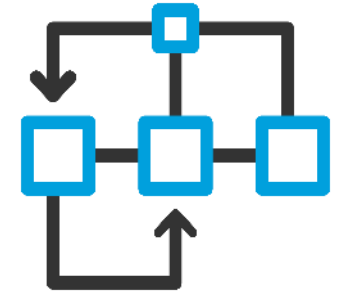
Need for real-time optimization from consumption-based models becoming the norm



Spend on cloud infrastructure significantly exceeds that on data centers



Digital platform architectures are emerging, embedding AI Ops, DevOps, FinOps and SecOps processes



Digital procurement, leveraging automation and “pay as you go” agile technology begin to change the nature of supplier relationships

Return on technology investment is a growing problem for many companies

74%

are challenged in finding ways to optimize software use

Product managers anticipate even stronger growth of subscription/term monetization models. Among the product manager cohort of respondents, 62% indicated that they expect growth of this model and 47% anticipate an increase in their reliance on usage-based monetization.

Over the next 12-18 months, do you expect the following software monetization models to grow or decline as a percentage of your overall software license revenue?



Usage- and consumption-based models are becoming the norm, raising the need for real-time insight and optimization.

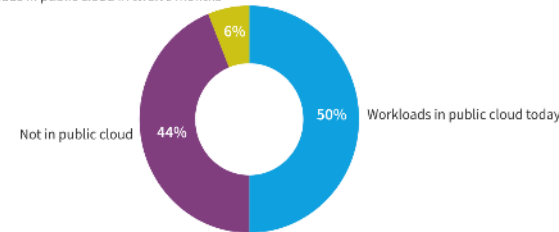
Revenera, State of Software Optimization, 2021

82%

have issues dealing with newer environments like SaaS, cloud and containers

Workloads in public cloud for all organizations

Additional workloads in public cloud in twelve months



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N=753
Source: Flexera 2022 State of the Cloud Report

“While cloud clearly delivers on its promise early on in a company’s journey, the pressure it puts on margins can start to outweigh the benefits as a company scales and growth slows.”

Synergy Research Group, March 2021

72%

have significant difficulty navigating the complexity of hybrid estate

Reactive negotiation posture

VS

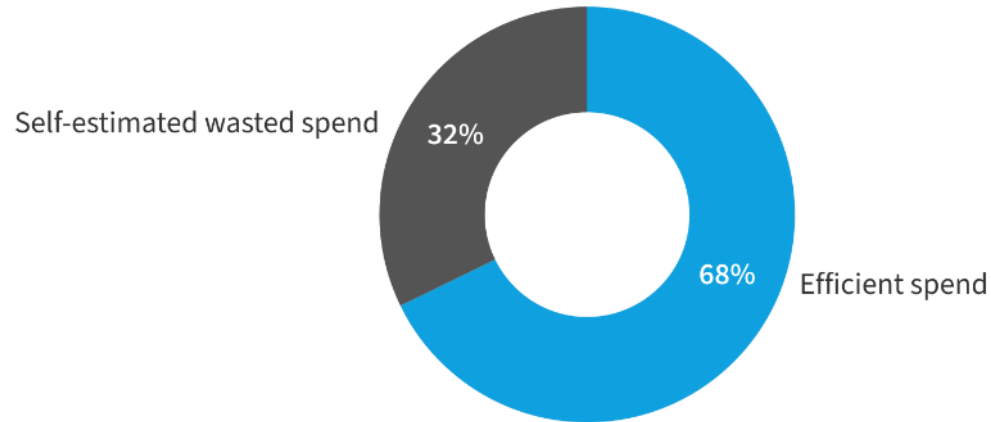
Proactive data-driven approach

“64% of chief procurement officers have shifted from defense to offense by focusing on adapting their supply chains to thrive in the “next normal” of digital procurement.”

Deloitte, CPO 2020 Flash Survey

32% of Cloud Spend is wasted, complexity is increasing

Respondent self-estimates of wasted cloud spend for all organizations



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N=753

Source: Flexera 2022 State of the Cloud Report



Number of SKUs:
300,000+



Number of products
available globally:
200+



Google Cloud

Number of
SKU groups:
400+







*Where does Flexera
ITAM go?*

Flexera One solutions



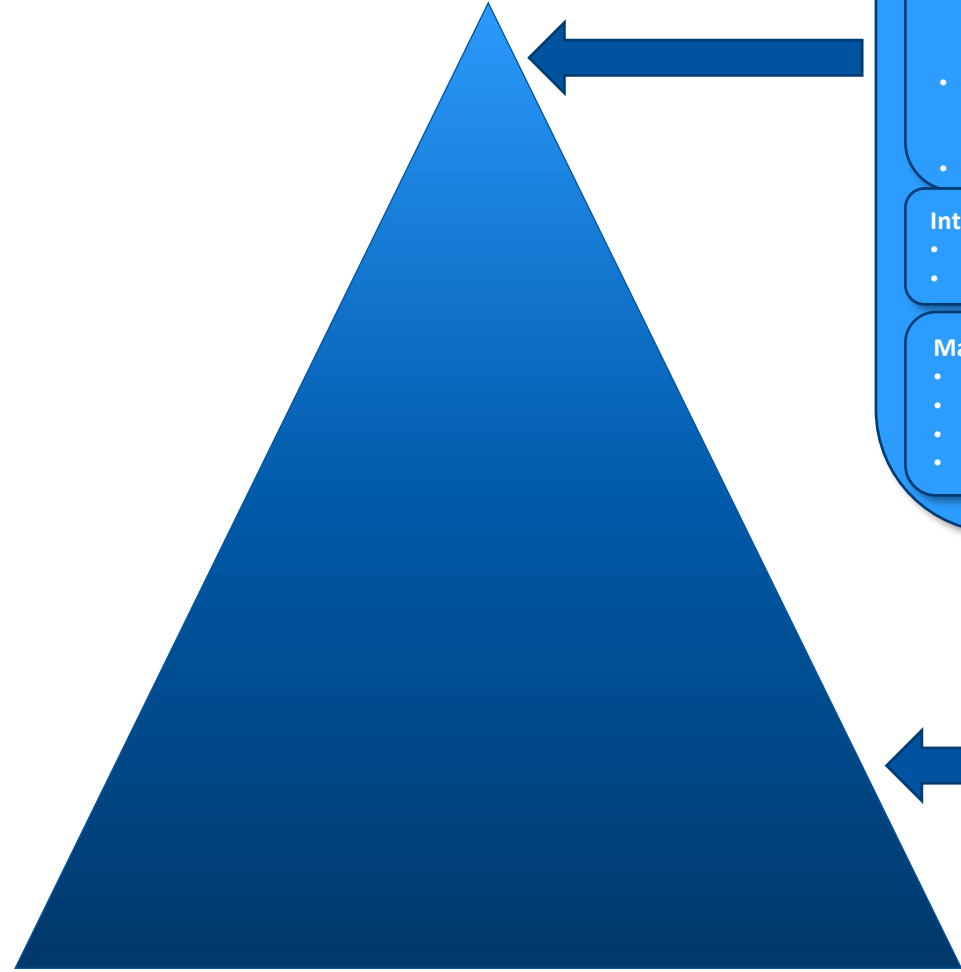
Flexera One differentiators > Solution differentiators

FLEXERA ONE DIFFERENTIATORS	 <p>DEFINITIVE TECHNOLOGY RESOURCE DATA</p>	 <p>CONSUMPTION INTELLIGENCE</p>	 <p>AUTOMATED PORTFOLIO GOVERNANCE</p>	 <p>HYBRID IT OPTIMIZATION</p>
SOLUTION DIFFERENTIATORS	<p>Technopedia catalog and identification Technology data hub Decision-ready technology intelligence Automated business service mapping</p>	<p>Comprehensive data for licensing 360° multi-cloud support</p>	<p>Extensible automation</p>	<p>Key vendor optimization Hybrid excellence (SaaS)</p>
FEATURES	<p>Market leading coverage</p> <ul style="list-style-type: none"> • 4.9 million+ technology products • 4,500 updates daily <p>Discovery:</p> <ul style="list-style-type: none"> • Flexera (agent and agentless) <p>Automated business service mapping</p> <p>Enrichment:</p> <ul style="list-style-type: none"> • Lifecycle (EOL/S), OSS and vulnerability 	<ul style="list-style-type: none"> • App recognition, SKU and product use rights libraries • Scalability of licensing and entitlements alongside organization • Aggregated reporting across vendors <p>Bill ingestion sources:</p> <ul style="list-style-type: none"> • On-prem and hybrid • Less common regions • Labor charges, third-party PaaS/SaaS, etc. 	<ul style="list-style-type: none"> • Integration with any API-exposed third-party tooling • Day 1 support of cloud vendor sources • Organizational-specific layouts • Policies and reconciliation engine 	<ul style="list-style-type: none"> • More than 20 years in licensing, ITAM • Support for hybrid and complex IT organizations • Holistic view of vendor management • Certified by major vendors • Microsoft O365, BYOL support • SaaS + installed software reporting • Container + traditional license positions

Strategic / tactical directions for ITAM

- Include more cloud intelligence (License impact simulation...)
- Be on top with IBM
- Be the best for SaaS (inventory / usage / optimization)
- Expend in the Flexera One platform
 - Integrate more extensively with SaaS inventory
 - Cross domain UI / reporting integration / Automation
- Change the user experience from list / details / reports driven to process driven with the coming three hubs
 - SAM Optimization Hub (Q4 2022)
 - SAM Operations Hub (Q1 2023)
 - SAM Data Transparency Hub (Q2 2022)
- Make SAM More Clever through automations
 - Intelligent license scoping (Q4 2022)
 - Intelligent Allocations and exemptions (Q2 2023)
 - Extended integration with IBM Turbonomic
- Keep expending on the licensing data intelligence
 - Citrix Cloud Inventory
 - zOS inventory (Q4 2022 / Q1 2023)

A roadmap that addresses all levels of the SAM Maslow Pyramid



Advanced Value & integration to Enterprise Processes

Financial Optimization

- SAM Optimization Hub (2022Q4)
- Architecture / subscription Optimization recommendations
 - Oracle Optimization reports (2021Q3)
 - Named User Subscriptions Optimization report (2022Q3)
- License Advanced Optimization
 - Windows Server, SQL Server Optimization (2022Q1)
 - Red Hat Optimization (2021Q3)
- Salesforce Cockpit (Q2 2022), (More) SaaS usage for ServiceNow (Q1 2022), M365 (Q3 2022)

Integration With Enterprise Processes

- Integration with App Broker for Reclamation (2021Q3)
- License Cso / Charge Back REST API / Web Reports Through REST APIs (2022Q2)

Management of complex licensing situations

- IBM Kubernetes License consumption (2021Q3)
- Automated exemption of Java Embedded instances (2022Q1)
- Intelligent License Restriction (2022Q2), Intelligent Allocation & Exemption (2023)
- Adobe Single App (Q4 2022)

Foundations to reliable SAM

Best of breed inventory

- Relevant data for SaaS License differentiation and Optimization (Microsoft, Google, ServiceNow... (Q1-Q3 2022)
- Citrix Cloud (2023Q1) / Horizon (2022Q2) / BMC Helix (2021Q3)
- Intune (2023 and Beyond)
- Docker (2020Q4) and Kubernetes (2021Q3) containers
- Java on Unix (2021Q2), PowerPC (2022Q2), zLinux (2022Q4)
- Microsoft 365 Token free Connector (2021Q2)

Reliability, transparency

- Application transparency (2022Q1)
- SAM Operations Hub (2023Q1)
 - Gaps Analysis (Inventory, recognition)
 - SAM performance KPIs
- SAM Data Transparency Hub (2023)

Hybrid Excellence (SaaS)

Detailed view of Salesforce organizations, licenses, users and their activity

IT ASSET MANAGEMENT

Salesforce All Orgs ⓘ

Overview Orgs Licenses Users

Connected Orgs ⓘ

2

Successfully Updated Orgs ⓘ

1

Activity Status ⓘ

Status	Count	Percentage
Active users	2424	92.2%
Inactive users	90	3.4%
Never active users	116	4.4%

Days Since Last Activity ⓘ

Calculated based on users' last activity date

Days Since Last Activity	Count
0-15	~1800
16-30	~200

Activities Over Time ⓘ

Last 30 days

Date	Active users	Inactive users
Jun 20	~2200	~400
Jun 22	~2300	~300
Jun 24	~2300	~200
Jun 26	~2300	~100
Jun 28	~2300	~100
Jun 30	~2300	~100
Jul 02	~2300	~100
Jul 04	~2300	~100

Salesforce All Orgs ⓘ

Overview Orgs **Licenses** Users

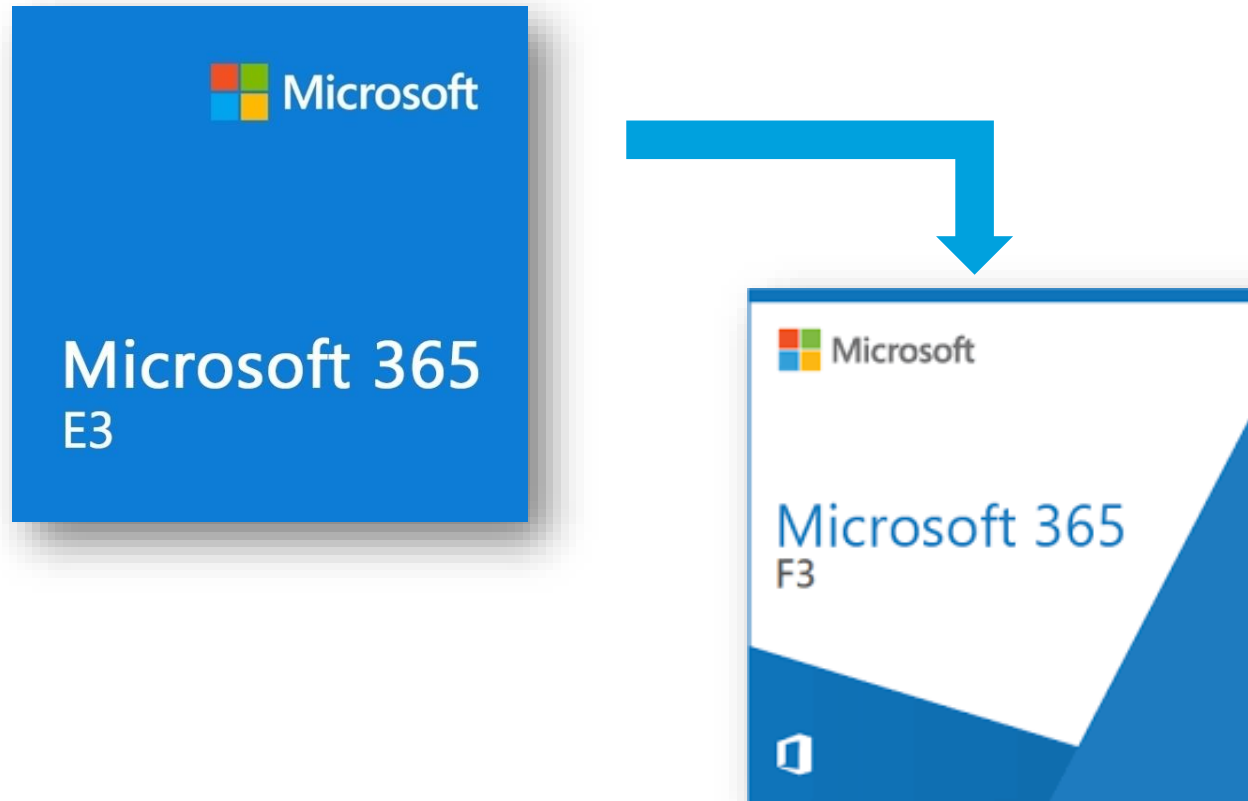
Group By License Name ⓘ

License Name	Application	Org Name	Org Id	Category	Remaining	Assigned
<div>Service Cloud User</div>	-	-	-	Feature set license	2.27K	<div style="width: 75%;"></div> 1.73K / 41
<div>Salesforce Platform</div>	-	-	-	User license	8	<div style="width: 87.5%;"></div> 17 / 25
Salesforce Platform	Salesforce Revenera	Revenera	13QERVCB	User license	2	<div style="width: 25%;"></div> 8 / 10
Salesforce Platform	Salesforce Flexera	-	-	User license	6	<div style="width: 75%;"></div> 9 / 15
<div>Salesforce CRM Content User</div>	-	-	-	Feature set license	2.28K	<div style="width: 75%;"></div> 1.72K / 41
<div>Flow User</div>	-	-	-	Feature set license	-181	<div style="width: 100%;"></div> 281 / 100
<div>Event Monitoring Analytics Apps</div>	-	-	-	Permission set license	1.63K	<div style="width: 50%;"></div> 866 / 2.5K
<div>Einstein Agent</div>	-	-	-	Permission set license	1.63K	<div style="width: 50%;"></div> 866 / 2.5K
<div>Chat User</div>	-	-	-	Feature set license	-178	<div style="width: 100%;"></div> 278 / 100
<div>Salesforce Platform One</div>	-	-	-	User license	13	<div style="width: 56.25%;"></div> 17 / 30
<div>Salesforce Platform Light</div>	-	-	-	User license	305	<div style="width: 95.3%;"></div> 2.6K / 2.9K
<div>Marketing User</div>	-	-	-	Feature set license	-148	<div style="width: 100%;"></div> 248 / 100

Hybrid Excellence (SaaS)

Extended M365 user dataset to enable downgrades with confidence

IT ASSET MANAGEMENT



Hybrid Excellence (SaaS)

View license differentiation for DocuSign, and Tableau, Google Workspaces, ServiceNow and paid user activity for Smartsheet

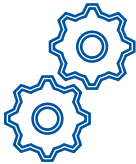
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- Personal
- Standard
- Business Pro



- Viewer
- Creator
- Explorer



- Paid user activity
- License reclamation



- License differentiation
- License reclamation
- User activity

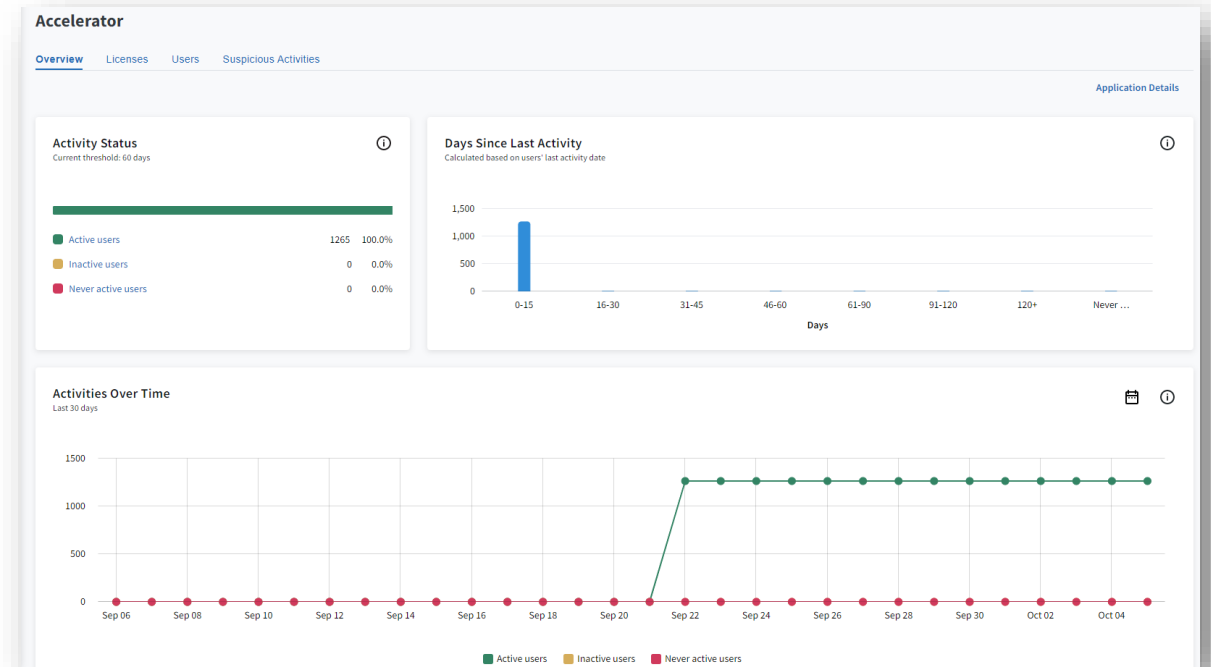


- License differentiation for Subscription Licensing model

Hybrid Excellence (SaaS)

Easy ingestion of data and optimization for more than 20k SaaS vendors

IT ASSET MANAGEMENT



Key Vendor Optimization

View Microsoft Windows Server optimization report

IT ASSET MANAGEMENT

Computes the optimal license based on chosen metrics

Allows selection of the optimization approach

Provides explanation for the choice

Gives details on saving allowed by the report (for the host and global)

Reporting / Saved Reports & Views / Saved Reports

Microsoft Windows Server Optimization

Calculates the optimal license (either Windows Server DataCenter, Windows Server Standard, Core Infrastructure DataCenter or Core Infrastructure Standard) on VMs, hosts, or stand-alone devices. Please choose the options that fit your needs.

License In Scope Windows Server & CIS Risk Approach Less Safe Assessment Metric 90 Day Peak Worst Case 90 Day Peak Highest VMs # in Cluster Show OrphanVMs Yes Run Report

Device type is VM Host

48 results returned 20 rows per page

Search...

Export

<input type="checkbox"/>	Cluster name	Device name	Cores	Device status	Optimal license	Operating system	Device type	Consumed cores	Comment on optimization	Value consumed (USD)	ESX cost (Datacenter) (USD)	Saving for host (USD)	Overall optimization (USD)
<input type="checkbox"/>	Cluster267141	VMHost0011922	32	Active	Microsoft Windows Server Standard Core	VMware ESXi	VM Host	32	Windows Server and CIS in scope. Less Safe approach: All Vms are treated the same. 90 Day Peak number of VMs on host.(VMs <14)	\$13,920.00	\$99,200.00	\$85,280.00	\$3,414,880.00

Key Vendor Optimization

Automate exclusion of Oracle Java embedded instances from license consumption

IT ASSET MANAGEMENT

Reporting / License Reports / Application Transparency Report

Application Transparency Report

Displays a list of installations with details about evidences used for recognition and whether the evidence matches a file path exemption.

Product: All **Run Report**

Raw file path is not empty X and installed application contains Java Platform 8 Standard X Add filter

6 results returned 20 rows per page

Evidence	Installation	Evidence
File	Java Platform 8 S	Path exemption reason
File	Java Platform 8 S	
File	Java Platform 8 S	
File	Java Platform 8 S	
File	Java Platform 8 S	
File	Java Platform 8 S	

Application recognition transparency report

Exemption by file path

Installations with the following file paths do not contribute to license consumption:

3 results returned 20 rows per page

Path
C:\Users\IEGLC_006_a_schiseib%
E:\Siebel%

Ability to define the embedded path

License Properties Oracle Java Platform All Versions

License type: Oracle Processor

Related devices

The license has been allocated to these devices, or they have software installed that is consuming from this license (as at 7:03 pm 14/06/22)

Allocate to more devices Search

Computer Name	Consumed points	License	Installed	Used	Allocation type	Exemption reason
6122001506a	0	Yes	No	Unallocated		
6122001507a	1	Yes	No	Unallocated		Exempted by file path
sec0m001	2	Yes	No	Unallocated		
sgjgms007	1	Yes	No	Unallocated		
lgtlgt004	1	Yes	No	Unallocated		
	5		5	0		0

Automated exclusion from license consumption

Key Vendor Optimization

Named user subscription optimization report

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Provides prioritized downgrade or reclamation recommendations per user / subscription

Gives details on savings allowed by the report (for the user and globally)

Analyzes installed and used applications for the user with the subscription scope

Reporting / License Reports / Named User Lic

Named User Licenses Consumption And Optimization

This report provides the license consumption for all named user licenses, summarized by user / license. It provides the full details on user (full name, email address, entity information) and consumption (installed, used applications consuming the licenses) and computes recommendations on subscriptions downgrades.

License

3,356 results returned 20 rows per page

License name	Recommendation based on installed applications (Priority 1)	Publisher	Full name	Email	Computer(s) with installations consuming the license	Value consumed (USD)	Optimal license value (USD)	Saving for user (USD)	Overall optimization (USD)	Consuming installations for the user	Consuming installations for the user with
<ul style="list-style-type: none"> License name: Adobe Creative Cloud - Acrobat Pro DC (50) License name: Adobe Creative Cloud - Creative Cloud All Apps (21) Recommendation based on installed applications (Priority 1): (17) Recommendation based on installed applications (Priority 1): Priority 1: Downgrade user plan to standalone products (based on installed products). (2) 											
Adobe	BlossomAllen	blossom.allen@acme.com	Computer008466		782	710	72	\$86,827.00	FrameMaker 2017, Acrobat DC (2015)	FrameMaker 2017 (LastUsed on 2022-06-24)	Acrobat DC (2015) (LastUsed on 2022-06-24)
Adobe	RossTrevino	ross.trevino@acme.com	Computer0012311		782	355	427	\$86,827.00	Acrobat DC (2017)	Acrobat DC (2017) (Last used on 2022-06-24)	
<ul style="list-style-type: none"> Recommendation based on installed applications (Priority 1): Priority 1: This user has Adobe Creative Cloud All Apps AND at least one other standalone product subscription. (1) Recommendation based on installed applications (Priority 1): Priority 2: Stop the subscription: no subscribed application is installed (no computer is inventoried for this user). (1) 											
<ul style="list-style-type: none"> License name: Captivate (8) License name: Dynamics 365 - Dynamics 365 (729) 											

Key Vendor Optimization

SAM Optimization Hub

- Widgets
 - Summarize achieved and potential optimization in licenses and subscriptions
 - Provide drill down to detailed Optimization reports
 - Show current situation and
- A self documented section
 - Articulates the optimization angles
 - Provides drill down to the reports that will provide bits and byte

The screenshot displays the SAM Optimization Hub interface with a navigation bar at the top containing 'Management', 'Reports', and 'SAP'. Below the navigation bar, there are several widgets:

- Estimated Savings vs. Classical Approach:** A bar chart comparing savings for Windows Server (Microsoft), SQL Server (Microsoft), and Redhat Linux (Red hat). Windows Server shows the highest savings, exceeding 700,000.
- Take action to make additional savings:** A bar chart showing potential savings for Oracle, Microsoft, and Adobe. Oracle has the highest potential savings, around 1,000,000.
- Saving allowed by ITAM by Vendor (Trend):** A line chart showing the trend of savings allowed by ITAM for Microsoft Windows Server, Microsoft SQL Server, and Redhat Linux from 1/1/2022 to 8/1/2022. Microsoft Windows Server shows the highest and most fluctuating savings.
- Take action to make additional saving (Trend):** A line chart showing the trend of potential savings for Oracle, Microsoft, and Adobe from 1/1/2022 to 8/1/2022. Oracle shows the highest potential savings, starting around 3,000,000 and decreasing over time.

Below the charts, there is a text block explaining the ITAM process and the benefits of optimization:

Flexera ITAM manages your license [contracts, purchases](#) and monitors your [compliance](#) by converting [installed applications](#) into [License consumption](#). ITAM provides analysis on [overspend](#) or [license noncompliance financial risk](#). License optimization is another step that adds value to Software Asset Management. ITAM provides two types of optimizations (achieved and potential) and can help you understanding a better way the financial impact of contracts terms and conditions.

Counting a more efficiently license consumption

Red Hat or Microsoft offer two types of licenses with complex licensing rules, that lead organizations to license the ESX servers with the "Data center" editions of the products. This simple approach leads to massive license overspend.

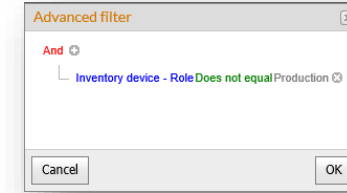
The [Windows Server Optimization report](#) assesses the 90-day peak for Windows Server VMs for each ESX server and allows the user to apply the mobility rule. Thanks to this approach, you can avoid waste of licensing your ESX servers based on the "worst case" (that translates into "All ESX servers with Data Center edition") and save on average 30% of your total Windows Server costs.

The [SQL Server Optimization report](#) evaluates, host per host, the optimal option for covering the full host with SQL Server Enterprise or licensing VMs individually with SQL Server Standard and Enterprise.

Key Vendor Optimization

Intelligent License Scoping

- Business Need
 - Some licenses are focused on scopes that are very specific
 - It happens two licenses “compete” for the same products on various scopes of devices
 - Prod / Non-Prod (IBM), Server / Desktops (Java), Specific contracts (MSPs), Specific “High or low density” clusters (Windows Server), defined populations of servers (Oracle NUP / Process servers)
- Current situation
 - Need to allocate manually all devices
 - Or use “fake” enterprise Groups and use license restriction
- Solution
 - A SAM User can peak up any user or computer report to define a restriction scope
- Next steps: Intelligent license Allocation and Exemption



Non-Production devices

Inventory device name	Compliance status	Location	Operating system	Role
Computer09140	Changed	USA/Orinda Data Center	Microsoft Windows Server 2003 Standard Edition	Test
Computer094884	Changed	EMEA/Chester, UK	Microsoft Windows 7 Enterprise	Warm Standby / Passive Failover
Computer097599	Changed	EMEA/Copenhagen, Denmark	Microsoft Windows 7 Enterprise N	Development
schldougherty	Changed	USA/Rasca, IL	Microsoft Windows 7 Enterprise	Cold Standby / Disaster Recovery

License Properties IBM InfoSphere Datastage PVU For Non-Production

Possible issues for this license

- All license entitlements must be covered by current maintenance. Please remove the excess or cover the shortfall.

Scope restrictions License type: IBM PVU

Entitlements under this license can be consumed only within enterprise groups listed below, and their sub-groups. Use this scoping to enforce legal restrictions on a license. If the list is empty, the license may apply throughout the enterprise.

Search for groups to add Search

Computer group Non-Production devices Search

Remove

0 results returned 20 rows per page

Group type	Group name	Parent path
No results		

Save Close

- Compliance
- Identification
- Use rights & rules
- Applications
- Purchases 1
- Financial
- Contracts
- Consumption
- Restrictions

SAM Operations Hub

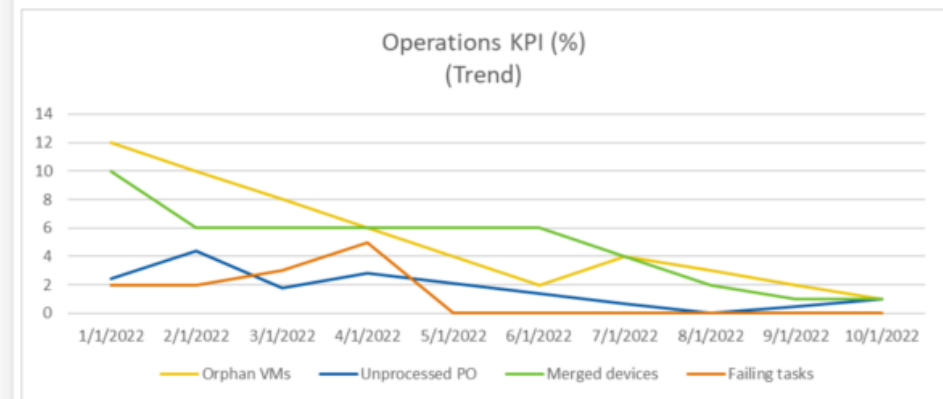
- Widgets
 - Summarize Key Performance Indicators
 - On key operations topics
 - Data quality
 - SAM technical performance
 - SAM Operations performance
- A self documented section
 - Articulates the optimization angles
 - Provides drill down to the reports that will provide bits and byte
- Coming next
 - SAM Data Transparency Hub...
- More information in the [Best practice Blog Post](#)



SAM Operations Hub

KPI dashboard

KPI	Explanation	Value	%age of scope	Performance
Number of failed tasks in last run	A system task that file leads to inaccurate / not up to date information and must be fixed	1	15%	Red
Beacons that don't report correctly	All inventory files transit through beacons	0	0%	Green
Number of orphan VMs	Non cloud VMs without host are the sign of a decommissioning process issue or vCenter import issue	400	4%	Green
Number of merged devices (different sources)	Big cause of false positives or	4000	20%	Yellow
Number of merged devices (same source)		300	5%	Yellow
Unlicensed Commercial Installations	These installations are under the radar!	20000	15%	Yellow
Unprocessed Purchases		20	2%	Green



Can I trust my inventory?

Are my inventory import system tasks successful?

This should be the first check of the day. [The system tasks](#) screen shows on failing task. **This requires a fix.**

Are my beacons reporting correctly?

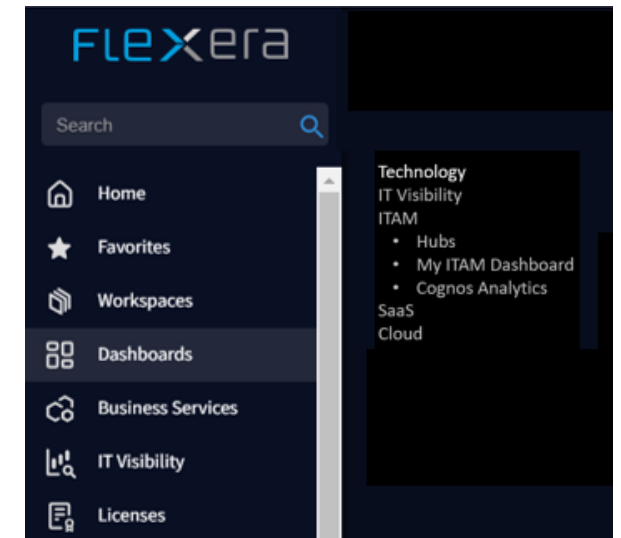
Beacons are key components of the ITAM architecture that transfer all inventory and discovery files run inventory tasks, schedule bus upload logs... A beacon could stop reporting due to the Beacon Engine Service being stopped, the upload scheduled task disabled, authn (agents can't connect to the Beacon inventory web service and upload NDI files...).



*Flexera One / Flexera
ITAM / Flexera On
Premise?*

Flexera One: 1+1 = 3

- Configuration Management / ITAM / Cloud in a single platform
- The Engines of ITAM are FlexNet Manager & SaaS Manager
 - Migrating today from on Premise to ITAM is performed through a db cleanup / Upgrade / restore process => fast time to value!
- Some objects are going gradually to be shared / delegated
 - Computers / Normalized applications (to ITV) => Better performance
 - Users
 - Business Services: service mapping / TCO => Hybrid IT TCO
 - Cost information
- Some platform wide features
 - Policy Engine (can already use the ITAM REST APIs)
 - Reporting across processes: Vendor Workspace, Tech Spend dashboard
- Flexera One will evolve in directions that on-premise will not take
 - New technologies (reporting / normalization (performance))
 - Cross domain navigation and drill down
 - Business Services, TCO



Flexera One Technology

Technology Spend Hub
Technology Optimization Hub
Technology Transparency Hub
Business Services TCO Hub
Vendor Workspace Hub

IT Visibility

ITAM

SaaS

Cloud

SAM
Optimization
Hub

SAM
Operations
Hub

SAM Data
Transparency
Hub

Salesforce
Cockpit



THANK YOU