

How to Avoid Common Software Asset Management Mistakes

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Manager - Asset Utilization Services (AUS)

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Solutions Engineer





About the speaker

Dan Jarosz

Over 25 years of software asset management and enterprise software sales experience. Diverse experience in cross-industry software asset management processes including network usage and inventory management. Experience in delivering quality data metrics allowing customers to make solid business decisions when managing their software deployments. Hands-on experience in managing the different phases of various asset management engagements, including data collection, risk management, and compliance management. Skilled at creating better business outcomes through efficient licensing engagements and data discovery.



About the speaker

Scott Baker

Quality-focused, diligent and solutions-driven IT professional with extensive years of diverse experience in the development and delivery of cost-effective, high-performance technology solutions and software: Armed with hands-on experience in leading all phases and aspects of various IT projects, including risk analysis, enterprise architecture, design concepts, development, training and maintenance' Expert at interfacing with customers and business line owners from different backgrounds on development of IT solutions.

Common Asset Management Mistakes

- Thinking all software license agreements are the same
- Letting people / Departments buy their own software
- Reusing old machines
- Employees downloading unlicensed software
- Sharing logins

Autodesk Terms of Use have been Simplified

- Simplified language and shortened by over 100 pages
- Created a universal set of terms that apply to the majority of Autodesk subscriptions (compared to individual terms of use for individual products)
- Standardized our right of return with refund for all paid subscriptions (15 days for monthly subscription, and 30 days for any subscription longer than one month)

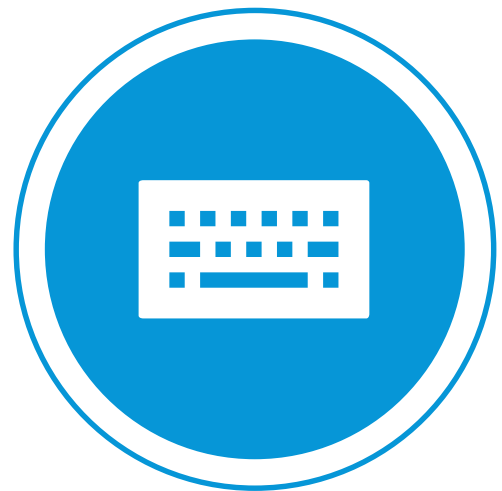
• Benefits of Extra Territory Rights and Centralized Purchasing



Leverage your Autodesk software assets across legal entities



Enhance productivity by enabling efficient management of Autodesk software across time zones



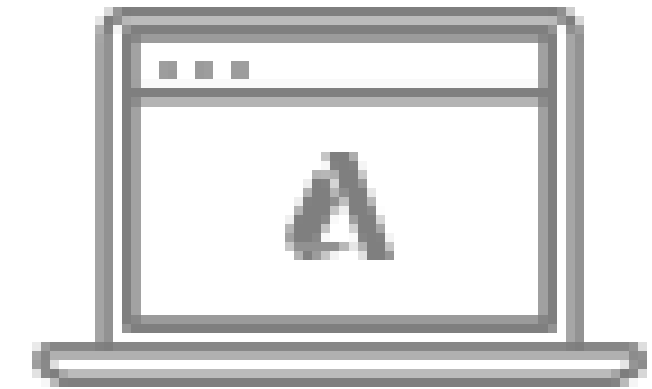
Encourage innovation by sharing access to the same or new Autodesk software titles



Centralized asset purchase and management

Best Practices for Reusing Old Machines

- ✓ Follow Autodesk best practices for uninstalling software
- ✓ Re-image machines if possible
- ✓ Restrict admin rights to prevent unauthorized installs



Autodesk's Move to Subscription

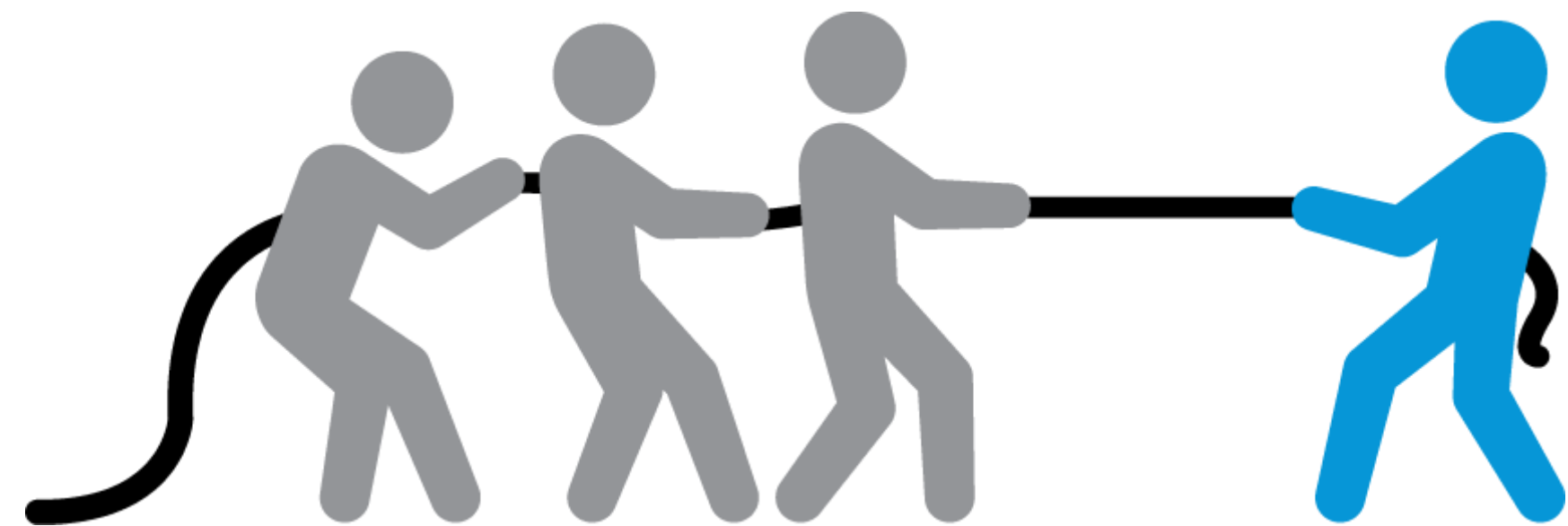
- **New Subscription based model for Single-User and Multi-User access**
- **Enhanced support**
- **In-Product collaboration tools**
- **Product enhancements**

AUS Overview



Changing the Nature of Our Relationship

From Vendor



To Strategic Partner

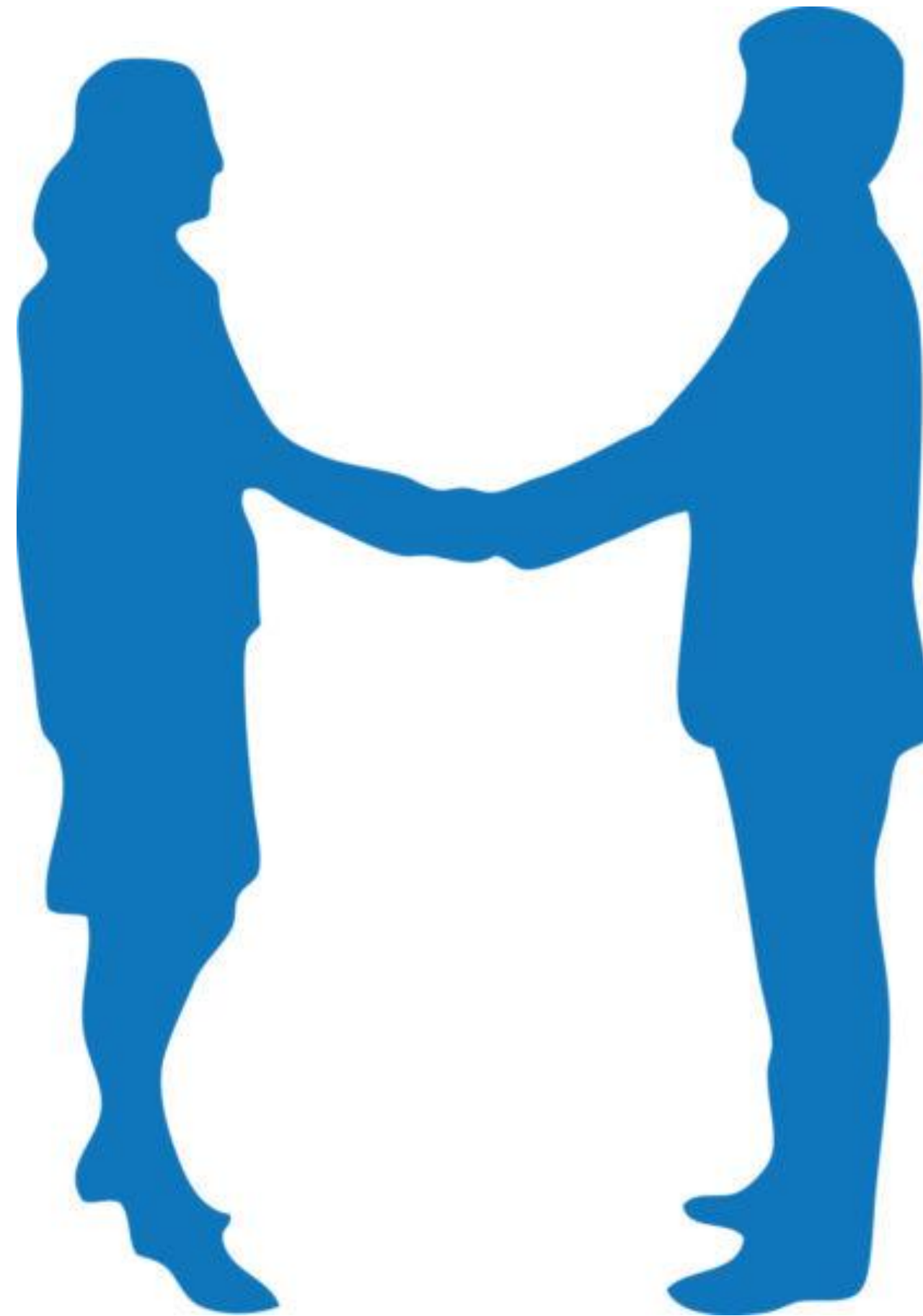


Technology Focus>	Business Outcomes
Episodic Engagement>	Continuous Engagement
Reactive Support>	Proactive Guidance

Roles and Responsibilities

Customer

- Collects software installation data from desktop and/or server environment
- Provides usage data for analysis



Autodesk

- Provide any necessary support throughout AUS engagement
- Oversees the review process – analyzes and validates the data
- Presents the analysis results to the customer
- Make relevant recommendations related to product consumption and potential risk if any

Benefits for Multi-user (network) licensed environments

- In Depth usage data
 - Who is using what license, and how often
- Identify power users / casual users
- Identify areas to optimize workflows
- Provide business case for additional licenses
- Cost Reduction / Savings if over licensed
- Recommendations on more efficient licensing model
- Consolidation of contracts / agreements



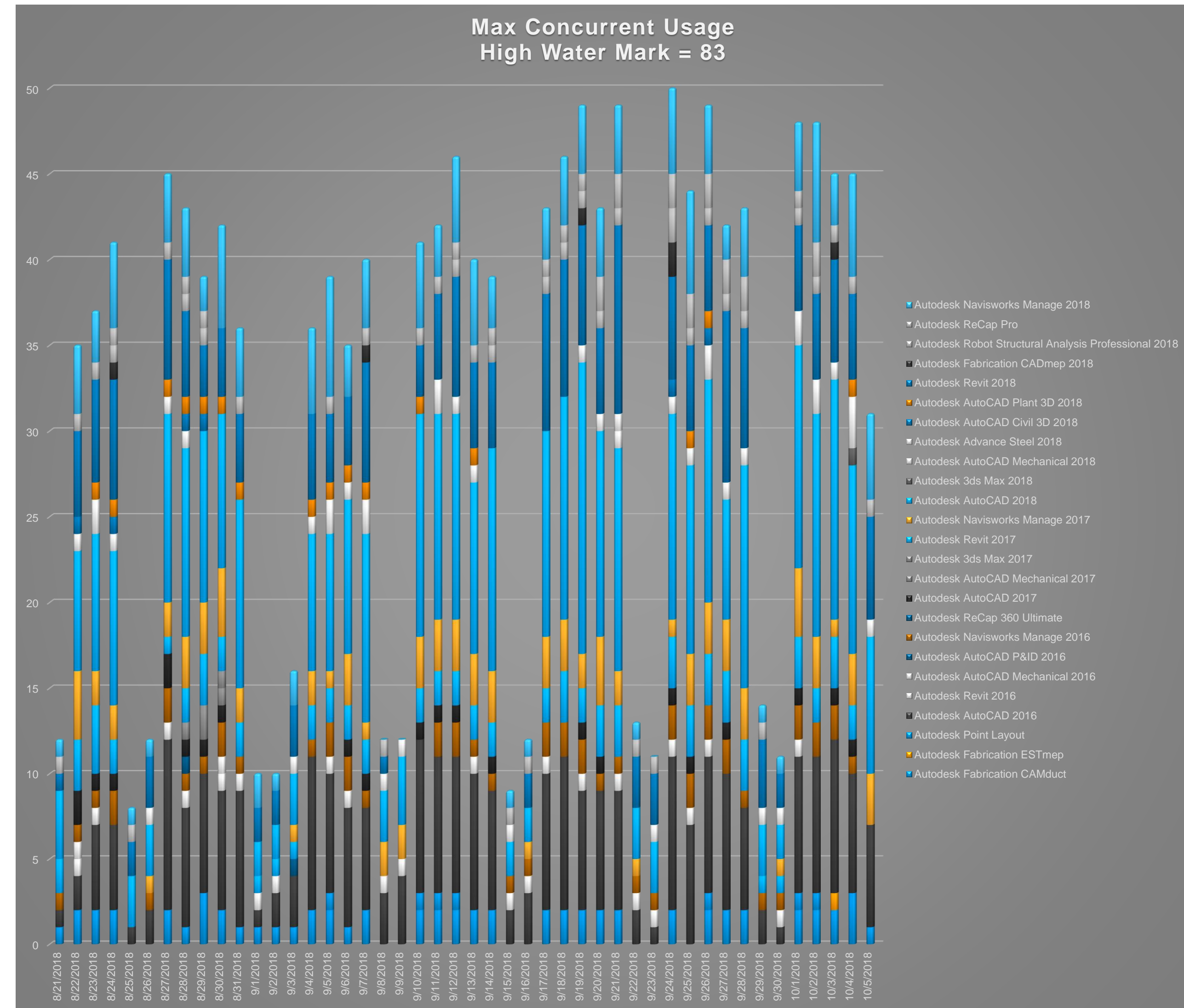
Approach for collecting Usage Data

Needed

- Administrative access to license server(s)
- 5-10 minutes

Process

- Implement or Edit Options File to enable report logging
 - Video instructions provided
- Send debug log to Autodesk rep to confirm logging is enabled
- Allow report to gather 4-8 weeks of data
- Send back Report log and license file from server(s)
- Autodesk prepares analysis and presents to customer



Benefits for Single-User (standalone) licensed environments

- Identify where licenses are installed on your network
- Compliance risk analysis (reduce audit risk)
- Recommendations on more effective license model



Approach for collecting Standalone license data

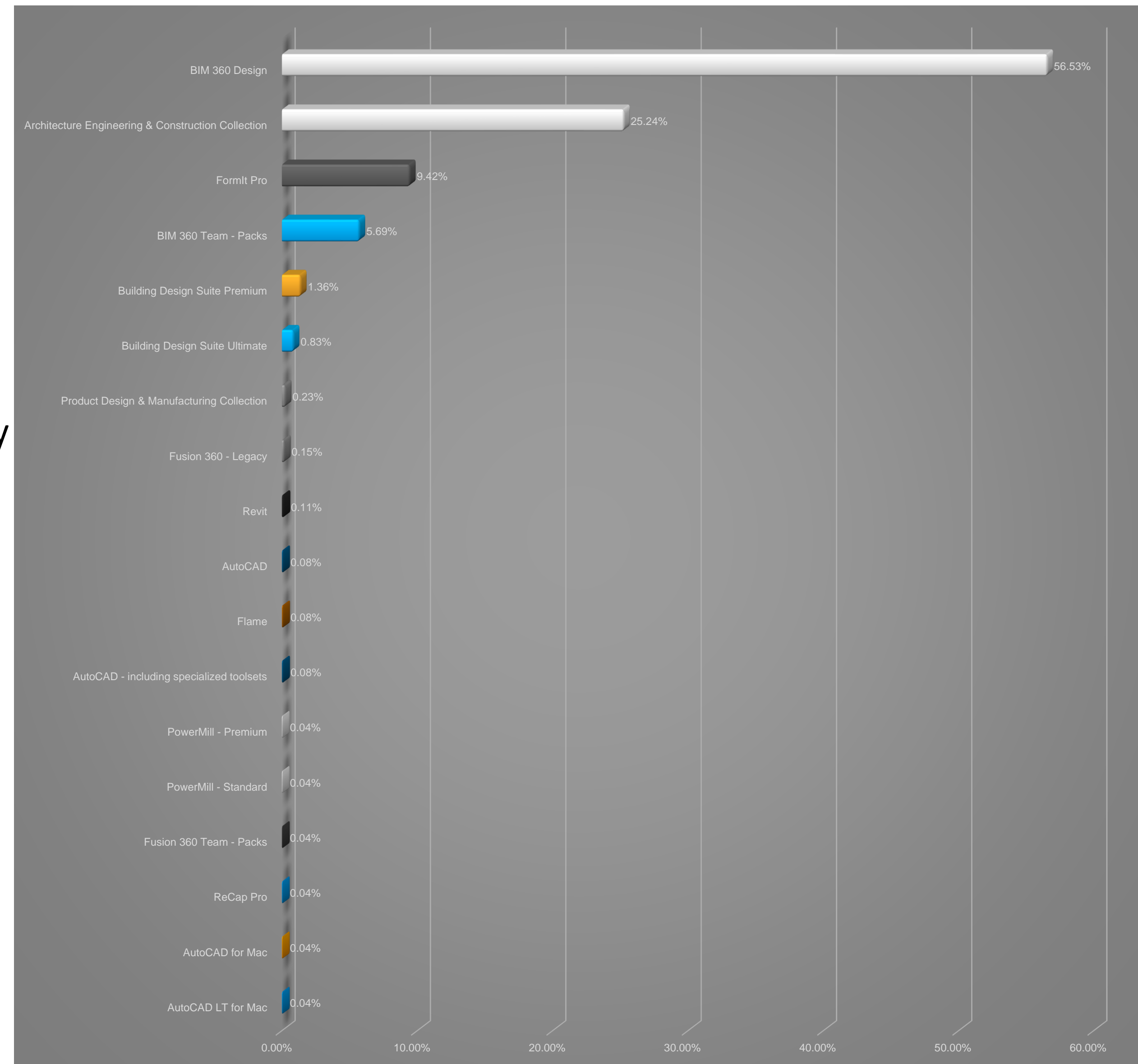
Needed

Administrative access on networked workstation

1-2 hours

Process

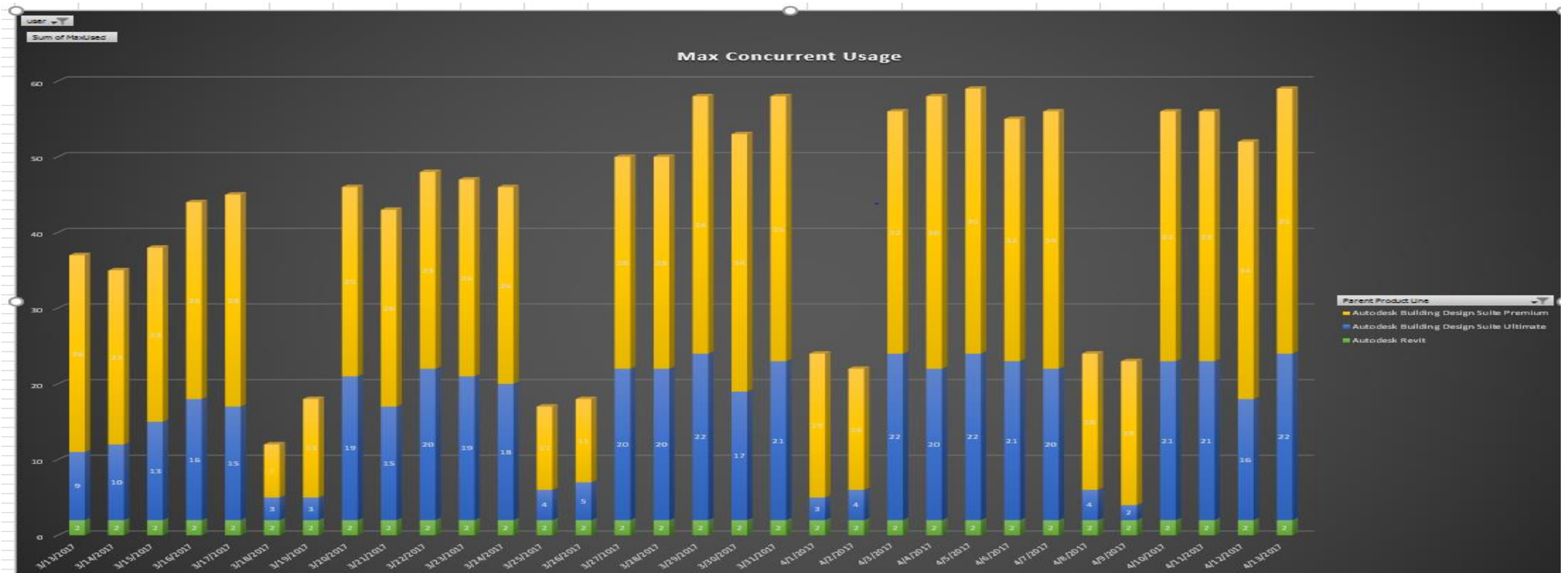
- Download and Install Autodesk ScanWin
- Allow ScanWin to gather information until network is fully scanned
- Export and Send the report to Autodesk representative
- Autodesk Analyzes reports, presents back data and recommendations



Autodesk Utilization Services (AUS) – Sample Report

Key AUS Points

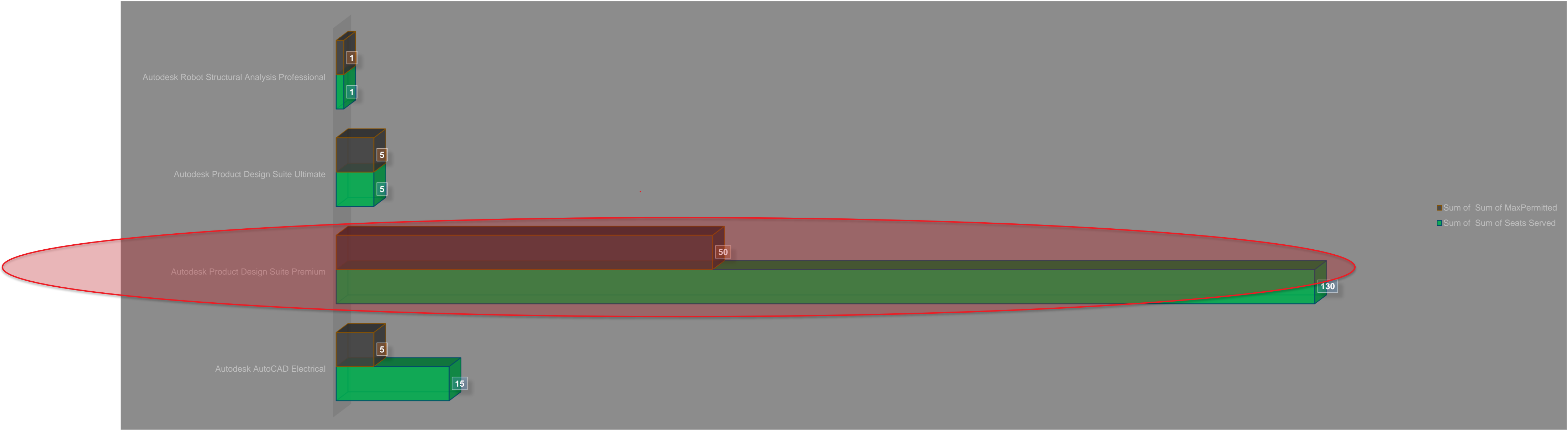
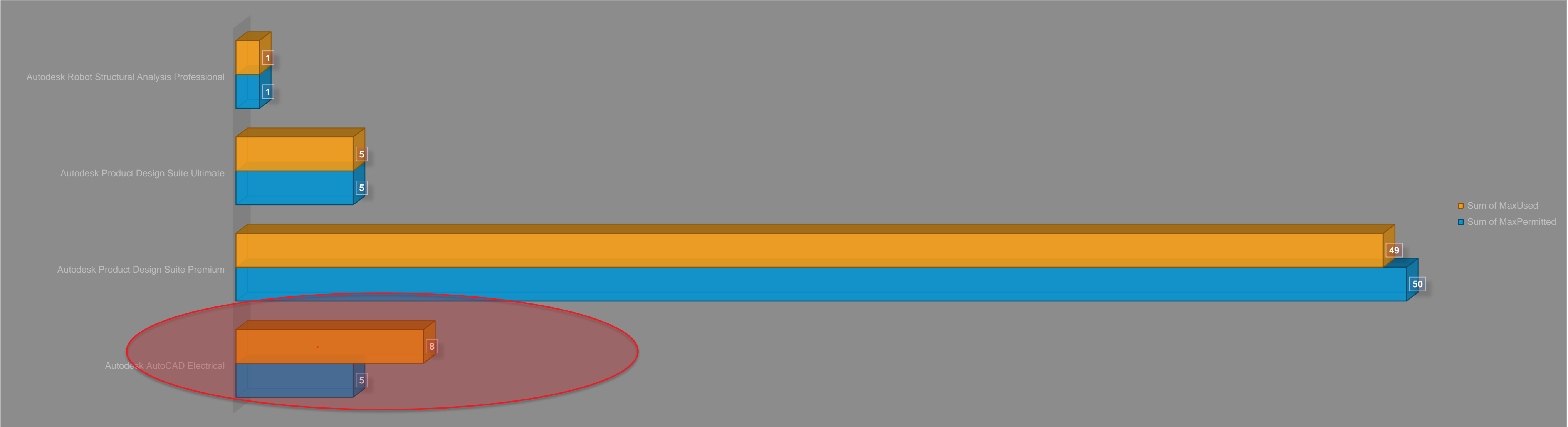
- Real Time High Utilization
- Predict Trend
- ID Compliance Risk

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AUS – Sample Report

Compliance Risk

- ID Over Deployed Ntwk



What Services are Available with AUS?

- **Full AUS Service (Health Check)**
 - Customer provides network and standalone data for analysis
- **Network ONLY Analysis**
 - Customer provides network data ONLY for analysis
- **Industry Collections Pilot or Demand Assessment**
 - Customer provided with unlimited Industry Collection Multi-User licenses for 30-90 days for analysis
- **Mid-Market EBA**
 - AUS engagements to position the EBA as phase one prior to moving to Tflex Pilot. AUS team is involved with the EBA customer for ongoing Health Checks.

Why Consider Working with the Autodesk Utilization Services Team?

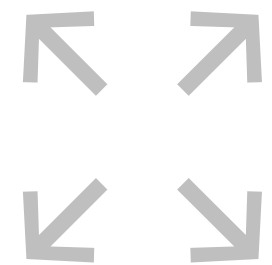
Benefits to customers:



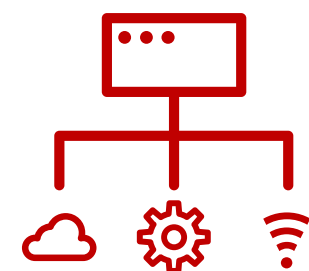
Help validates ROI by understanding user adoption and an accurate view of the “usage”



Obtain insight into current assets, installations, entitlements and spend



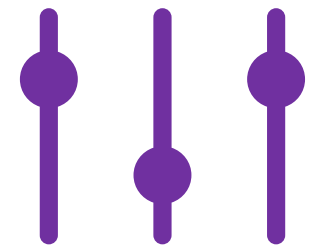
Increased knowledge related to areas of weakness or inefficiencies in the current licensing model.



Manage overall long-term software costs by optimizing and centralizing licenses

Why Consider Working with the Autodesk Utilization Services Team?

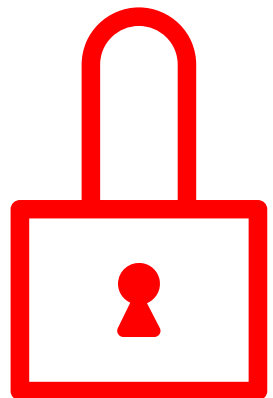
Questions to Consider:



Do you want to know what your usage is by an individual component?



Who is using the software and how often?



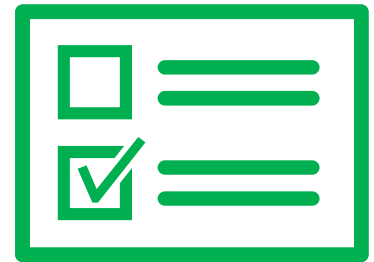
Do you have any risk with your current deployment?



How do you determine current utilization or demand?

Why Consider Working with the Autodesk Utilization Services Team?

Expected Business Outcomes:



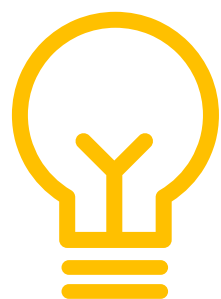
Increased knowledge of asset installations, registrations, usage and spend



Potentially reduce overall long-term software costs by optimizing and centralizing licenses



Simplification and optimization of license management for Autodesk products



Gain insight into technology usage for future growth

Autodesk ScanWin | Overview

User Experience	<ul style="list-style-type: none">• Easy to use application interface• “Set it and forget it” discovery options
Technology	<ul style="list-style-type: none">• Leverages modern technology for effective scanning• Stable• Full command-line support for enterprise implementations• Reduced installation footprint – less than 4MB• Portable• Under the hood customization capabilities
Features	<ul style="list-style-type: none">• License detection for all versions, including 2020• Both install and uninstall data for duration of event log – including who• Full listing of all installed Autodesk software• Multiple scan methods available for use
Support	<ul style="list-style-type: none">• Searchable online knowledge base• Adaptable to multiple infrastructure configurations• Unlimited use for length of AUS engagement

Questions

- **How much does this cost?**
 - ✓ \$0
- **What resources are required on our end?**
 - ✓ IT Resources
 - ✓ Network Admin
 - ✓ Desktop Admin
- **How long does this take?**
 - ✓ Depends on the engagement and the customer resources
 - ✓ Typically 30-90 days
- **What tools are required or provided?**
 - ✓ Customer SAM tool (if in place)
 - ✓ Autodesk ScanWin tool for inventory scanning (or both if applicable)
 - ✓ Report logging is built into FlexLM Just needs to be enabled or started

Contacts

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