

# certero

for certain for sure

“Providing innovative products and solutions to help organisations remove complex processes to drive efficiencies in their IT Investments”

**certero AssetStudio™**  
Enterprise Software Asset Management  
Today's solution to address the complexities of Software Asset Management, using unique automation to enable a real time Effective License Position.\*  
[Read more...](#)

**certero SoftwareMetering™**  
For Decision Makers  
A real-time application monitoring solution that generates up to date information on unused software, critical when negotiating expensive Large Volume License Agreements.\*  
[Read more...](#)

**certero SAM**  
Software Asset Management Services  
Software Asset Management, or SAM, is defined by ITIL as all of the infrastructure and processes necessary for the effective management, control and protection of the software assets within an organisation, throughout all stages of their lifecycle. Certero is a Gold Certified UK Microsoft SAM Partner.  
[Read more...](#)

**certero PowerStudio™**  
PC Power Management Solution  
PowerStudio™ Saves energy, reduces CO2 and quickly lowers electricity bills for PC's, laptops and thin clients  
[Read more...](#)

**certero Passworks™**  
Self Service Password Management  
is an easy to use self-service password reset solution for Windows that significantly reduces costs and improves service for end users  
[Read more...](#)

## About Certero®

Certero® is a specialist Independent Software Vendor of Software Asset Management and PC Power Management solutions. With public and private sector experience, Certero® delivers innovative solutions to help organisations remove complex processes to drive efficiencies in their IT Investments.



Working closely with many of the world's leading names in IT, including Microsoft, VMWare, Citrix and Sophos, Certero offers simple yet powerful solutions with high-end functionality at affordable prices.

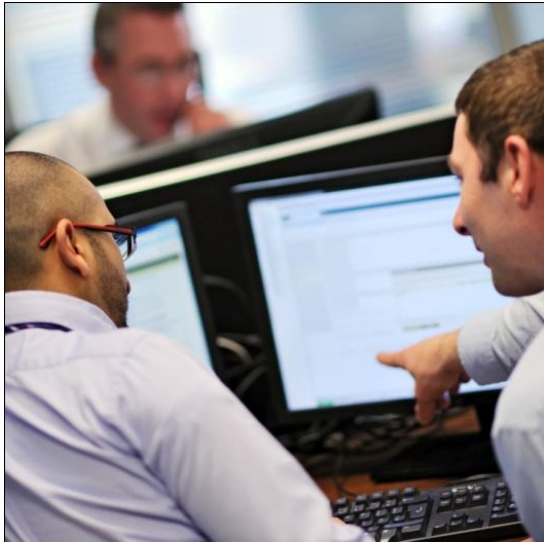
Since its formation Certero® has created a suite of products and solutions including Software Asset Management.

With Software Licensing often accounting for over 30% of the IT budget, organisations recognise the need to manage their software and identify unnecessary, unused or underutilised software investments and take action. AssetStudio™ and SoftwareMetering for Decision Makers™ address these challenges.

With the Green IT agenda becoming more relevant by the day, Certero PowerStudio™ is a leading solution that saves energy, reduces CO<sub>2</sub> and lowers electricity bills for PC's. With a return on investment in the region of 4-6 months, PowerStudio™ gives organisations the ability to implement a quick, relevant and simple solution.

Our continued success in the UK has led to expansion in Australia and South Africa and our expansion plans intend to take our leading solutions to the global market.





## Our Promise

We deliver on our promises and don't believe in excuses. By getting to know our customer's needs and working with them, we are able to deliver the right product and service at the right time, at the right price.

Our products and services provide significant economic and environmental benefits to our customers, helping them to reduce their carbon footprint, reduce costs and improve their overall productivity. We care passionately about all our products, services and the environment and communities in which we live and work, demanding the utmost precision from our people in everything they design and implement.

## Environmental Statement

Certero® is committed to achieving the highest standards of environmental performance and recognises its corporate responsibilities to the environment. Certero® acknowledges that its operations have a direct and indirect environmental impact and its objective is to minimise that impact and operate in an environmentally responsible manner.

We will achieve this by designing products and services which reduce environmental impact, ensuring that environmental risks are properly identified, prioritised and managed in an appropriate and timely way. We will focus on making efficient and environmentally responsible use of energy and water and exploiting opportunities to maximise efficiency, developing an HR policy to raise and maintain awareness amongst staff, promoting individual good practice and encouraging team participation.

## Corporate Social Responsibilities

At Certero®, we recognise that the way we conduct our business is vital to earning and retaining the trust and confidence of our many stakeholders and that responsible business practice is central to our future success. We aim to get things right first time every time and recognise the impact of our delivery on our own and our customer's business.

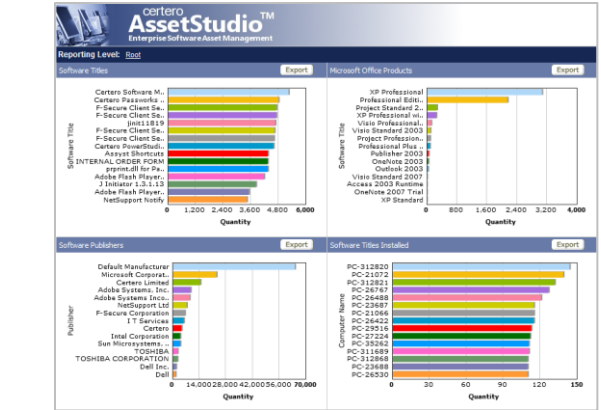
## Software Asset Management – A New Solution

With the value proposition of IT Assets changing from hardware to software, organisations can find it difficult to adjust to the traditional approach of 'Discover/Inventory' to accommodate the new challenges they now face, namely the inclusion of software licensing, the adoption of Software Asset Management (SAM) best practices and ISO 197770.

Traditional solutions may struggle with legacy architecture and can only adapt by providing functionality which can be comprised by the limitations of integration.

**With AssetStudio™**, organisations have **today's solutions** to address the **complexities** of **Software Asset Management** by using **unique automation** to enable a **real-time Effective License Position**.

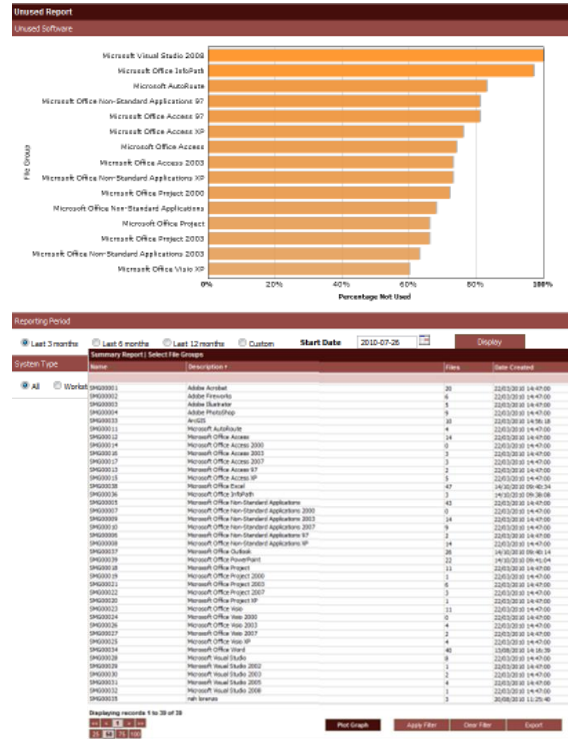
Description	Type	Purchased	Used	Others	Available
Microsoft Office Professional 2003	Corporate	2857	2404	252	715
Microsoft Office Professional XP	Corporate	2714	2714	0	0
Microsoft Office Professional 2003	Corporate	1674	0	0	1119
Microsoft Office Professional 27	Corporate	320	0	0	232
Microsoft Office Professional 2003	Corporate	1	0	0	48
Microsoft Office Professional 4.30	Corporate	50	0	0	28



## Purchasing unnecessary Software Licenses?

It is estimated that around 30% of deployed software is underused or unused. This can account for a significant proportion of IT expenditure. Software Metering for Decision Makers™ will provide you with the necessary information to reallocate or remove unused software. Without such a capability organisations will continue to purchase software licenses, unnecessarily increasing a businesses cost base year on year with no return.

**Software Metering for Decision Makers™** provides organisations with a **real time applications monitoring** solution that generates **up to date information on unused software**, critical when negotiating expensive **Large Volume License Agreements**.

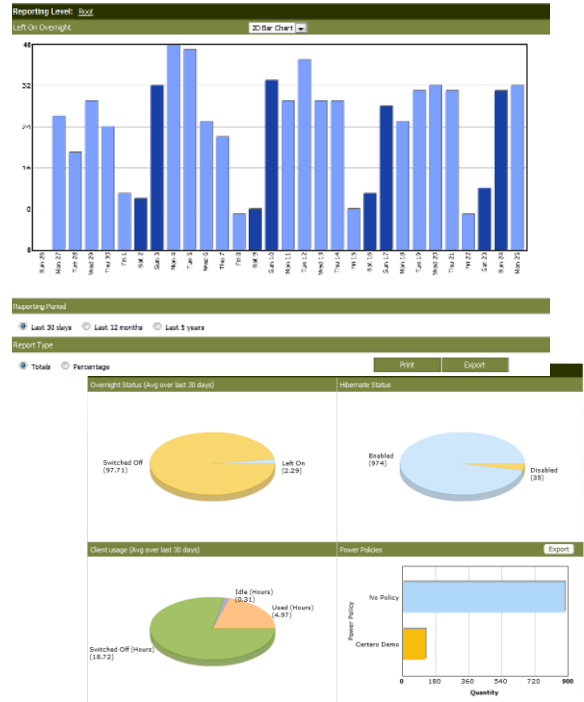


## Return On Investment in Months

With **PowerStudio™** organisations can **save energy**, **reduce CO<sub>2</sub>** and **quickly lower electricity bills** for PC's, laptops and thin clients.

It is generally accepted that it is common practice for organisations to leave their PC's switched on overnight (UK average is 30%) and even during weekends and holiday periods. With the economic challenges that organisations are facing they are continually looking for opportunities that will save money and improve efficiencies. When you also add the "Green Agenda" with targets being set by Department of Energy and Climate Change (DECC) via CRC Energy Efficiency Scheme, then the challenges look so much greater.

PowerStudio™ is designed to automatically power down PC's when not in use in a way that keeps everyone in the organisation happy; the user, the IT Department, the CFO and the CEO.

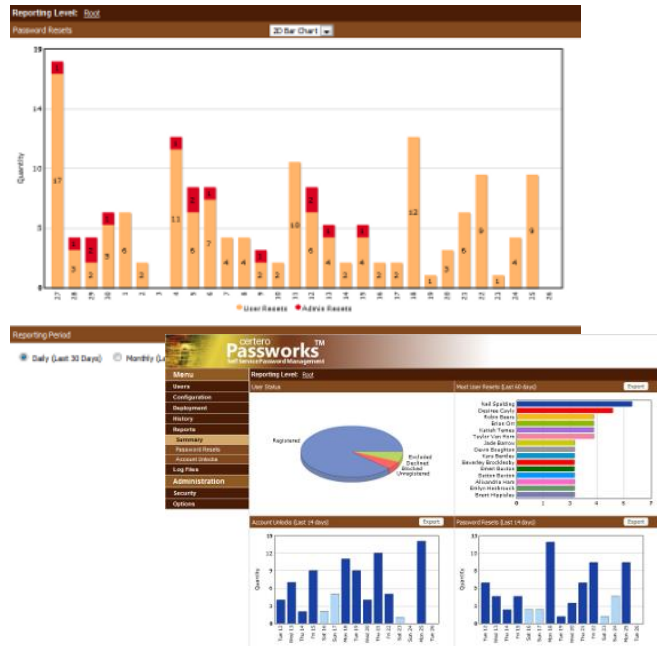


## Reduce calls to the Service Desk and improve service to users with Passworks™

On average, password reset requests make up 10-30% of all help desk calls, with each request costing from £32 to £93 in Labour costs (1).

Many of these calls are from users who have forgotten their Windows password and are unable to logon to their PC. Unless they can speak to a representative quickly and identify themselves they could be without a computer and unable to work for a significant period of time.

**Passworks™** is an **easy to use self service** password reset solution for Windows that significantly **reduces costs** and **improves service for end users**.



(1) Password Reset: Self Service That You Will Love (Gartner Research T-15-6454)



certero  
**SAM**  
Software Asset Management Services

Software Asset Management, or SAM, is defined by ITIL as all of the infrastructure and processes necessary for the effective management, control and protection of the software assets within an organisation, throughout all stages of their lifecycle. Certero is a Gold Certified UK Microsoft SAM Partner. [Read more...](#)

## Certero® is a Gold Certified Microsoft SAM Partner

Software Asset Management, or SAM, is defined by ITIL as all of the infrastructure and processes necessary for the effective management, control and protection of the software assets within an organisation, throughout all stages of their lifecycle.

Software is a business-critical tool in today's business world. So it is surprising that such little attention is given to its management, documentation and upkeep after purchase. People think of software as a commodity, something you buy off the shelf i.e a CD or a book.

Software is not a commodity and cannot be bought. A license is the right to use the software, however, the software still belongs to the software provider.

With a SAM process, you can streamline management, reduce costs and enhance reliability and security. Without this process you will struggle to fulfil legal and contractual obligations that are required by software copyright owners.

Certero can help organisations with compliance reviews/audits and implementation of SAM best practice processes.

## ITIL Holistic Solutions

Two core products of an ITIL solution are ITSM and ITAM (also known as SAM)

Certero® can integrate with any ITSM/SAM product that is ODBC compliant thus enabling an holistic solution that meets today's requirements.

It is no longer enough to have ITSM or ITAM/SAM solution in isolation, bringing the two solutions together really excels the ITIL capability at many levels

ITSM – Information Technology Service Management

ITAM – Information Technology Asset Management

SAM – Software Asset Management

# What Our Customers Say About Us



Steve Moffat, Principal Strategic Infrastructure Officer at Hull City Council, explains

“Over time we have adopted a full suite of Certero products and could not be happier. We used the AssetStudio™, to replace our existing Asset Management Software, as it demonstrated more functionality and we were very impressed.

Since then we have successfully used SoftwareMetering for Decision Makers™ and rolled out PowerStudio™ because it ‘does what it says on the tin’. We chose the Passworks™ product above others, when we needed to increase security for passwords without increasing the calls to the help desk, because it was extremely strong on the reporting side.

We find all the Certero products simple and easy to use and extremely effective and the Certero team professional and helpful, what more could we ask for?”



**Manchester**

Gary Pomfret, IT Support and Logistics Manager says ‘When I first discussed the project with Certero they were completely unfazed by the requirements and deadlines. They filled me with confidence in their ability to deliver. Their communication was excellent. Certero managed the project on our behalf and the bi-weekly project status update report kept us completely informed of progress. The project was signed off more than a week ahead of schedule, I certainly know who to call in future.’



Paul Baxendale, Diodes’ IT Group Manager for Communication across UK and Europe says, “We have been very impressed with Certero. We look forward to working together in the future as Certero continues to expand its asset management offering.”



**‘We now have the added confidence to know that LINPAC’s assets are being managed’**

Simon Warrington, VP of IT



**Wiltshire**

**‘Certero as an organisation have impressed us as much as their products’**

Catherine Dampney, Head of IT



**‘AssetStudio will ensure our software is compliant’**

Steve Baxter, Head of Service Delivery



**“Certero were a real find. Their products and capabilities are excellent”**

Damian Ghee, IT Director



**‘AssetStudio is not just restricted to the experts’**

Nick Dutton, Service Manager

# certero

for certain for sure

**Certero: UK**

Sedgefield House  
Trident Business  
Park  
Daten Avenue  
Warrington  
Cheshire  
WA3 6BX  
+44 (0) 1925 868970  
[www.certero.co.uk](http://www.certero.co.uk)

**Certero: Australia**

PO BOX 799  
Avalon  
NSW 2107  
Australia  
+61 (2) 9973 1849  
[www.certero.com.au](http://www.certero.com.au)

**Certero:**

**Johannesburg**

1<sup>st</sup> Floor  
Block D  
Sandton View Office  
Park  
Conduit Street  
Lyme Park  
0115610900  
[www.certero.co.za](http://www.certero.co.za)

**Certero: Cape Town**

Telephone: 0861 711  
111  
Fax: 0861 733 333  
[www.certero.co.za](http://www.certero.co.za)