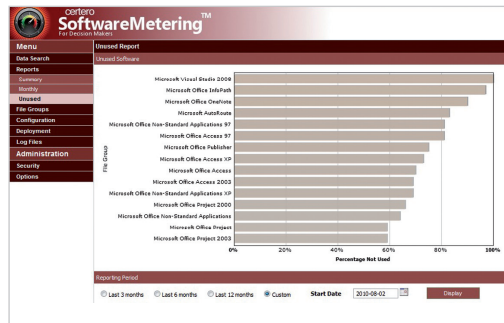


Certero to showcase its latest product range at the Service Desk & IT Support Show

2011 will be defined as the year that public sector budget cuts started to drive changes in public sector services and the resources that underpin them. IT will come under the cost-saving spotlight, in order to illuminate inefficiencies and areas where savings can be made. IT departments in other industries that have gone through similar budget challenges have adopted a virtualisation strategy, consolidating their servers to reduce the hardware needed to run the software the business needs. Virtualisation helps realise further cost savings through the reduction of the physical space that a company needs for its servers or data centres. While the virtualisation model presents a credible solution to many of the IT cost reduction challenges faced by the public sector, there's one substantial hurdle to cross; that of software license management in a virtualised environment.

The problem is compounded because software is not owned but licensed, a model which governs the use and distribution of software. The virtualisation model complicates this model, and has the potential to violate existing license agreements. This in turn, could result in public sector IT departments that have adopted a virtualised model being subjected to large fines from software companies, for



breaching their license terms and conditions.

One way to address the license challenge is to deploy a Software Asset Management (SAM) solution. Recent SAM products such as Certero's AssetStudio™ have made significant advances in their functionality and suitability for purpose in establishing an automated Effective License Position, accommodating dynamic virtualised infrastructures. Building on this functionality – and addressing the challenges of a 'Thin Client' environment with its additional complexities for License Management and Compliance – is Certero's SoftwareMetering for Decision Makers™. It provides all the required information to enable an auditable license compatibility process, and enforces access policies to ensure licensing rules,

a function that is also valuable for PCs.

Many software contracts are complex and varied, from concurrent usage to named user and, increasingly, subscription based models. This complexity often means that negotiations with software vendors can be difficult, as there is little measurement information to hand to negotiate with, resulting typically in over-spending. This capability is imperative to prevent organisations from continuing to purchase software licenses unnecessarily.

The extent of the cuts to public sector spending demands more sophisticated solutions for saving money. With software licensing often accounting for over 30 per cent of the IT budget, public sector IT will be under greater pressure to make tangible savings. While the move to a virtualised environment will drive hardware, software and energy savings, it must be carried out in conjunction with an effective process for ensuring software license compliance.

Certero will be showcasing the latest versions of all products at the Service Desk & IT Support Show, on stand 710.

FOR MORE INFORMATION

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