5 Effective ESM Practices to Enable Cost Optimization

1. HANDLE GLOBAL LICENSE CONCURRENCY CORRECTLY

Concurrency should be handled on all levels of data, whether it is mapping of features to products, grouping of concurrent values, or reporting across locations / time zones.

2. NEGOTIATE FLEXIBLE LICENSING / PAY-PER-USE CONTRACTS

The best thing about a pay-per-use licensing model is that customers are only billed for the actual usage of the licenses, which is measured at a granular level.

3. TRACK ACTIVE / INACTIVE USE

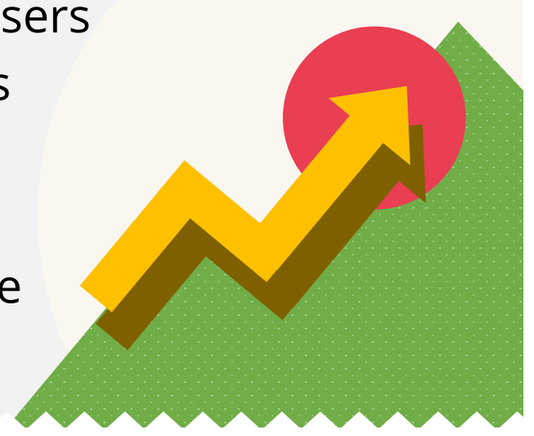
Providing true active/inactive usage data to the management of software assets allows critical insight into true usage to reduce software costs, improve end-user productivity, and optimize IT assets.

4. AUTOMATE LICENSE HARVESTING

Minimize potential issues on policy implementation by automatically harvesting unused and/or underutilized licenses while maximizing savings for the organization's software assets.

5. INTEGRATE USAGE FORECASTING

Knowing when and where users will need to use applications is crucial in license usage optimization, resources allocation, and future license purchases.



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