

Business white paper

Take control

HP Universal Discovery for Oracle License Management Services



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Executive summary

Many organizations do not have an accurate view or representation of what software is installed across their enterprises, where the software is installed, and whether the software installation complies with licensing rules. The absence of this information can lead to overspending because these organizations may have purchased licenses for software that has not been installed or used. Or they could be inadvertently (or even illegally) using software without sufficient license rights—causing them to face the prospect of significant unplanned and unbudgeted license reconciliation costs. When a large software vendor such as Oracle requests a license reconciliation, organizations need to be prepared. Organizations that understand this problem are faced with the reality that there is no easy, automated way to tackle this challenge—at least until today.

HP—in conjunction with experienced EWC Performance Group consultants—offers a fast, comprehensive, cost-effective, and easier way to understand and document software licenses from Oracle, as well as other software vendors. Instead of taking weeks or even months to complete discovery efforts, data collection, and analysis and reporting, HP Universal Discovery (UD) for Oracle License Management Services (LMS) delivers effective automation of your license reporting within a few days. It also lays the foundation for enterprise-wide software asset management (SAM).

This white paper will discuss the challenges organizations face in dealing with license reconciliation and detail how HP UD for Oracle LMS can help. During your journey toward a world-class IT asset management system, it is critical to your success that you establish a comprehensive view into your software assets through effective discovery and an integrated software asset management tool.

The importance of being prepared for a software reconciliation

Information technology is an investment for business growth, which means that IT leaders need to focus on improving efficiency, controlling costs, reducing risk, and striving for the lowest total cost of ownership. With software costs accounting for nearly one-third of IT budgets, it's vitally important to know:

- What software is installed across the enterprise
- How many licenses have been purchased and deployed
- Where the software is installed
- Who is using the software and how often
- Whether the organization is using the software in a way that complies with licensing rights

Many organizations overlook the importance of having ongoing inventory discovery, reconciling it with purchased licenses, and proactively and continually exercising compliance management. This means that they probably don't have appropriate processes and tools in place to manage software reconciliations. Plus, gathering this type of information has become more complicated and time consuming than ever—largely the result of virtualization, cloud computing, and the commoditization of IT. Other reasons include:

- Decentralization due to corporate structure, mergers and acquisitions, and so on
- Ad hoc or rogue software purchases
- Failure to track or discover installation, use, and renewals
- Not having a federated, central repository strategy
- Communication challenges and limited access to the right data



As a result of these challenges, organizations are often unprepared for vendor audits. This could be problematic when a large software vendor such as Oracle requests a license reconciliation. And, frequently, despite its best intentions, a company could be found to be in noncompliance with licensing agreements.

Many organizations unintentionally breach their contracts because they don't fully understand their applicable licensing terms, may not manage their licenses well, or lack control over the distribution of the software. If a license reconciliation effort uncovers the usage of unlicensed software, organizations are subject to significant unplanned and unbudgeted license reconciliation costs.

All organizations should be able to answer these questions:

- How do we discover all the installed Oracle database instances across our network?
- How do we identify all the options and management packs we use?
- How do we find all the CPU and core details in all servers where Oracle software is installed?
- Do we understand all of the hard and soft partitioning rules in virtualized and partitioned environments?
- Do we understand the dynamic nature of where our Oracle databases reside?

Why are license challenges increasingly complex?

As IT systems and environments evolve, license rules for software usage may be both complex and dynamic for vendors. In addition, infrastructures are changing and becoming more dynamic, making it more difficult to correlate software usage with hardware components. For example, many IT departments may have invested in virtualization to optimize utilization and costs by dynamically adjusting capacity. This process may involve quickly moving software from one resource to another. But this kind of agility makes the existing software licensing models ineffective from a cost perspective because many software licenses are still tied to servers or processors. As organizations struggle with this challenge, the option of paying for an enterprise license agreement often results in overspending and underutilized licenses.

Matching supply and demand with maximum flexibility is a key advantage of the cloud. But this flexibility can also be a nightmare for asset managers because they have to ensure adequate and timely software license procurement. In cloud environments, the biggest challenge is to provide an accurate account of licenses that satisfies both long- and short-term demand. Whether it's a private or public cloud, the use of software needs to be licensed. The cloud service provider may provide the licenses, but it is the responsibility of the organization that uses the software to ensure that the software is correctly licensed.

The software licensing challenges that come with adopting virtualization technologies and cloud computing are also going to be applicable as bring your own device (BYOD) programs are introduced. The drive to make IT more consumable comes with its own set of licensing challenges and risks.

About Oracle License Management Services¹

Oracle's Global License Management Services (LMS) satisfies those concerns by promoting the management, governance, and awareness of the use and distribution of Oracle systems. Oracle LMS helps Oracle clients 1) understand their asset ownership rights and limitations, 2) obtain an insight on client solution management and best practices, 3) monitor and optimize asset utilization, and 4) identify potential needs in meeting regulatory standards.

Organizations around the world use Oracle LMS to:

- Understand Oracle asset ownership rights and limitations
- Learn about Oracle solution management and best practices
- Monitor and optimize Oracle asset utilization
- Plan and budget more accurately for projects
- Identify potential needs in meeting regulatory standards
- Reduce long-term licensing costs

The challenge is that compiling this type of information manually is both time consuming and subject to human error.

How EWC and HP augment Oracle LMS

EWC consulting services, together with HP UD for Oracle LMS, provide an automated inventory discovery program that uses a combination of agentless and agent-based capabilities. This offers organizations a convenient and cost-effective alternative to manual efforts. Based on proven methodologies and defined processes, this solution facilitates Oracle LMS by enabling organizations to run an internal Oracle compliance discovery, which then publishes the results within HP Universal Configuration Management Database (UCMDB) software. From there, organizations can complete a raw data export to send a packaged bundle of technical reports to Oracle for official verification.

EWC provides consulting services that are critical to the successful delivery of the HP solution for Oracle LMS. EWC has deep and unparalleled experience in enterprise software discovery as well as software asset management. As a strategic HP partner, EWC also has expert resources certified in HP tools, who are capable of configuring and implementing the HP applications and modules necessary for your success.

HP UD is the most comprehensive discovery tool that Oracle verifies for clients to collect usage and license metrics and software asset management for Oracle Database, database options, and hardware information. It uses the same SQL query methods that Oracle uses, and reduces the inconvenience and cost of bringing in outside personnel onsite or the need to rearrange an already busy schedule.

By automating hardware and software discovery and dependency mapping of services and applications—and the hardware that supports them—HP UD simplifies and accelerates failure impact analysis, reduces business downtime, improves visibility, and cuts operational expenses. Instead of taking days to complete discovery efforts, data collection, and offsite processing, HP UD provides customers with all the necessary detailed metrics in a matter of hours.

¹ Oracle License Management Services, <http://www.oracle.com/us/corporate/license-management-services/index.html>

HP UD for Oracle LMS eliminates the need for onsite audits and also:

- Lowers the risk of overspending
- Decreases the risk of penalties and fines
- Lowers the total cost of ownership
- Provides a constant state of readiness for responding to audit requests

Software asset management extends the capabilities of HP UD for Oracle LMS

By integrating HP UD for Oracle LMS with HP Asset Manager software's SAM capabilities, organizations will be able to conduct similar discovery initiatives for other software assets across their enterprises. In other words, the value of HP UD for Oracle LMS can be extended beyond the ability to support an Oracle license reconciliation.

SAM is the process by which an organization plans and manages software licenses and enables software vendor management and software compliance. The goal of SAM is to facilitate an organization's control and accountability over their investment in software license compliance.

SAM includes the acquiring, sorting, analyzing, and interpreting of a big volume of data. The objective is to facilitate control and accountability for spending at the department level, and to ensure proper software entitlement, software license compliance and contracts, and inventory management—all based on actual need. This is accomplished through effective discovery of software instances, management of licenses and related contracts, and reconciliation of inventory vs. license entitlements. If executed efficiently, SAM can help organizations reduce costs by:

- Preventing avoidable audit costs
- Rightsizing license purchases
- Lowering software maintenance costs

An effective SAM solution utilizes tool automation to enable the four key processes required for efficiently managing, controlling, and protecting software assets across their lifecycle:

- Inventory management
- License management
- Policy management
- Compliance management



Most IT departments have some form of SAM in place, but often with wide and varying gaps in tools and processes. Many enterprises overlook the importance of having ongoing inventory discovery, reconciling it with purchased licenses, and proactively and continually exercising compliance management. As a result, organizations are not always prepared for vendor audits and often have difficulty effectively negotiating maintenance or enterprise license agreements (ELAs). Without the necessary information to optimize their license spend, an organization's only other option may be to simply renew the existing contract.

Why HP UD for Oracle LMS is right for many organizations

HP UD for Oracle LMS enables organizations to effectively manage their license reconciliation process. Through their partnership, EWC and HP offer a complete solution with the breadth and depth that an organization's IT team needs to effectively manage and control Oracle license usage and compliance. In addition, by integrating HP UD for Oracle LMS with HP Asset Manager software's SAM capabilities, this solution allows organizations to expand the scope of these benefits beyond the Oracle environment to achieve value throughout their software asset and license management journeys.

With effective and efficient SAM capabilities, organizations can avoid:

- Costly, disruptive, or error-prone manual compliance efforts
- Excessive IT spend on licenses, contracts, and support
- Manually reconciling the license inventory with the license rights and internal policies on entitlements
- Manually analyzing application usage, identifying license reduction opportunities, providing the cost of compliance, and calculating projected costs after factoring in planned removal of certain software

This means that organizations can extend the value of HP UD for Oracle LMS far beyond just conducting an Oracle license audit.

Take advantage of a proof-of-value workshop

To introduce qualified organizations to HP UD for Oracle LMS, EWC and HP offer a proof-of-value workshop. This free two-day workshop is focused on uncovering measurable business value associated not only with implementing the HP solution for Oracle LMS, but also with enterprise software asset management. If significant value is uncovered during the workshop, HP and EWC will work with an organization to build the plan and business case to move forward. The workshop includes:

- A rapid review of software license management practices, spend, compliance, and reconciliation issues
- Proof of labor savings through automated discovery and reconciliation
 - Gains in accuracy, speed, agility, and service quality associated with current manual efforts, one-off compliance audits, and eliminating the need to work with inconsistent or incomplete data
 - Collaboration on findings resulting in an executive presentation of potential return on investment and cost savings
 - Key findings, areas for improvement, and an actionable plan
 - Investment analysis, including expected savings associated with HP UD for Oracle LMS

Following this proof-of-value workshop, organizations will be able to:

- Make an informed decision about whether the HP solution for Oracle LMS is the right fit for them
- Understand process and technology best practices to effectively and efficiently support their software asset management objectives
- Identify key gaps in their current processes and supporting SAM technologies
- Identify key opportunities to reduce costs and the risks associated with software licensing

Conclusion

Two-thirds of all organizations are asked to perform license reconciliation processes for compliance every year by Oracle and other software vendors. Customers continue to struggle with these requests, and many have yet to develop a consistent, automated way to respond to them. This leaves them with operating inefficiencies; potential overspending; and the risk of having unplanned, unbudgeted true-up costs. Oracle License Management Services was designed to address these challenges by helping organizations improve the way they monitor and optimize their assets.

HP Universal Discovery for Oracle License Management Services—a joint offering from EWC consulting and HP—delivers Oracle compliance discovery in a fraction of the time. When combined with HP Asset Manager software's SAM management capabilities, organizations will be able to conduct similar discovery initiatives for other software assets across their enterprises. To help qualified customers evaluate whether this solution is right for them, EWC and HP offer a high-value, no-cost two-day workshop to quantify the value of HP Universal Discovery for Oracle License Management Services in their unique environment.

Next steps

For more information about HP Universal Discovery for Oracle License Management Services, or to schedule a proof-of-value workshop, please contact:

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