

# SOFTWARE ASSET MANAGEMENT AUDITS AKA SOFTWARE LICENSING AUDITS

- A Problem ?
- The Challenge !
- Road to Success ...
- Destination → Compliance



## ▶ The Problem ?

### THE CALL

- MICROSOFT SOFTWARE ASSET MANAGEMENT REVIEW DEPT
- WHY US ?
  - VOLUME LICENSE AGREEMENT
  - END USER LICENSE AGREEMENT
  - WHEN YOU INSTALL MICROSOFT SOFTWARE ON YOUR COMPUTERS OR NETWORK YOU WILL BE REQUIRED TO AGREE TO THE TERMS & CONDITIONS OF USE. MICROSOFT CALLS THIS THE EULA, OR "END USER LICENSE AGREEMENT." LANGUAGE INSIDE THIS DOCUMENT WILL INCLUDE THE PROVISION TO ALLOW THEM TO AUDIT YOUR COMPUTING ENVIRONMENT IN EXCHANGE FOR THE USE RIGHTS .

## ▶ The Problem ?

### YOUR OPTIONS

- THIS 1<sup>ST</sup> AUDIT IS NOT COMPULSORY
  - FOLLOW UP AUDITS WILL BE COMPULSORY
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# ▶ The Challenge !

## MANAGEMENT BUY IN AND SUPPORT

- THE 1<sup>ST</sup> AUDIT IS IN A NON ADVERSARIAL RELATIONSHIP
  - THE 2<sup>ND</sup> AUDIT BEGINS THE ADVERSARIAL RELATIONSHIP
  - BETTER TO BE TRANSPARENT FOR THE 1<sup>ST</sup> AUDIT
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# ► The Challenge !

## SOFTWARE LICENSING BEST PRACTICES

- INSTALLATION OF SOFTWARE IS PROHIBITED BY ALL USERS IN THE DEALERSHIP – I.E. NO LOCAL ADMINISTRATOR RIGHTS
- SOFTWARE ASSET MANAGEMENT TOOLS UTILIZED
  - DEPLOYED SOFTWARE WITH AUTO COLLECTION PROCESS
  - SOFTWARE LICENSES AND NUMBER OF SEATS
  - GOOD ANALYSIS TOOLS TO SUMMARIZE DEPLOYMENT VS LICENSES
  - ASMGTDDB™ - [MDFORTECH.COM](http://MDFORTECH.COM) ACCESS DATABASE

# ► The Challenge !



David (Dealership)

Vs



Goliath (Microsoft)

Bring it On!

## ▶ Road to Success...

### MICROSOFT PROVIDES REPORTING STRUCTURE

- Deployment Summary Spreadsheet
- Introduction Letter, SAM Guide and FAQ

### MICROSOFT PROVIDES DEADLINE

- 12 Business Days
  - Can Get Extension
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# ▶ Road to Success...

DEPLOYMENT SUMMARY SPREADSHEET

SUMMARY OF YOUR HARDWARE

EACH PRODUCT USAGE

OTHER LICENSE INFORMATION (OEM)

COMMENTS

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# ▶ Road to Success...

## RESOURCES

MICROSOFT PRODUCT USE RIGHTS – ENGLISH

[HTTPS://WWW.MICROSOFT.COM/EN-US/LICENSING/PRODUCT-LICENSING/PRODUCTS.ASPX](https://www.microsoft.com/en-us/licensing/product-licensing/products.aspx)

- Specifies Licensing Rules across 3 levels
  - Universal Licensing Terms
  - General License Terms
  - Specific Software Licensing Terms

# ▶ Road to Success...

## CURRENT ASSET INFORMATION ON ALL DEVICES

TRACK ALL TYPES OF ASSETS – MICROSOFT AND NON MICROSOFT – TABLETS, MFP, MFG DEVICES, WHEEL ALIGNMENT SYSTEMS, PERSONAL PRINTERS, NETWORK PRINTERS, NETWORK SCANNERS, CELL PHONES ,BAR CODE SCANNERS AND NETWORK TIME CLOCKS

TRACK ALL TYPES OF SOFTWARE – MICROSOFT AND NON MICROSOFT LICENSES – PRODUCT KEYS, SERIAL #'S, INSTALLED VERSIONS PRINTERS, TOTAL NUMBER OF SEATS PER LICENSE, # IN USE PER LICENSES

RUN AN AUTO INVENTORY

RUN A DISCOVERY ON ALL NETWORKS

RUN AUTO HARDWARE INVENTORY ON ALL MS ASSETS

RUN AUTO SOFTWARE INVENTORY ON ALL MS ASSETS

# Road to Success...

ENGAGE 3<sup>RD</sup> PARTY VENDORS

ON PREMISE APPLICATIONS

ON PREMISE SERVERS AND  
HARDWARE

AS SOON AS YOU DETERMINE YOUR RESPONSE TO  
THE AUDIT

CLOUD BASED APPLICATIONS VENDORS NOT  
INCLUDED – THEY ARE SUBSCRIPTION BASED

HOSTED APPLICATIONS VENDORS NOT INCLUDED

# Road to Success...

## MICROSOFT CALS (CLIENT ACCESS LICENSES)

**USER CALS** – RIGHT OF AN ASSIGNED USER TO CONNECT TO MS SERVERS, MS DATABASES AND MS EMAIL (EXCHANGE) OVER MULTIPLE DEVICES – UNLIMITED DEVICES (EMPLOYEE OR NON EMPLOYEE)

**DEVICE CALS** – RIGHT OF A DEVICE REGARDLESS OF THE USER TO CONNECT TO MS SERVERS, MS DATABASES AND MS EXCHANGE - (1 CAL PER DEVICE)

**EXTERNAL CONNECTORS** – NON EMPLOYEE ACCESS (BUSINESS PARTNERS) OF MS SERVERS, MS DATABASES AND MS EXCHANGE - (1 LICENSE PER SERVER)

**DOWNGRADEABLE** – RIGHT OF SPECIFIC VERSION CAL TO BE USED FOR ANY PREVIOUS VERSION OF MS SERVER OS'S, MS DATABASES AND MS EMAIL (EXCHANGE) (ALWAYS DOWN NEVER UP)

WHAT CONSTITUTE A NEED FOR A CAL?

ACCESS MICROSOFT SERVERS FOR ACTIVE DIRECTORY, FILE SHARING, PRINT SHARING, DNS SERVICES, DHCP SERVICES, DOCUMENT SHARING, SCANNING TO MS SERVERS, FAX SERVICES, CONNECTIONS TO EXCHANGE EMAIL (MFP'S, CELL PHONE - WIFI, NETWORK BAR CODE SCANNERS, LOCALLY INSTALLED APPLICATIONS THAT USE SQL SERVER CONNECTING TO AN APPLICATION SERVER, EXTERNAL USERS

WHAT DOESN'T CONSTITUTE A NEED FOR A CAL?

NON NETWORKED DEVICES, CUSTOMER NETWORK DEVICES. ANY DEVICES THAT DOESN'T USE MS DHCP / DNS (STATIC IP AND ISP DNS), ADMINISTRATORS (2 PER DEVICE)

# Road to Success...

LOWER YOUR EXPOSURE BY RECONFIGURING DEVICES TO NOT USE MS SERVICES / SERVERS WHEN NOT NECESSARY

BALANCE.... BALANCE .... BALANCE

SUMMARY NUMBERS MUST BALANCE TO PC / TABLET DEVICES – IF NOT BE PREPARED TO EXPLAIN, EXPLAIN, EXPLAIN

IF YOU ARE NOT LICENSED OR DIDN'T KNOW THE DEVICE NEEDED A LICENSE .... BUY IT BEFORE THE AUDIT RESPONSE IS SUBMITTED

THEY BALANCE YOUR OPEN LICENSE POSITION AGAINST YOUR REPORTED OEM PURCHASES AND THEY MUST BALANCE. IF NOT EXPECT TO EXPLAIN, EXPLAIN... EXPLAIN

IF YOU GET 3<sup>RD</sup> PARTY VENDOR LICENSE INFORMATION, DO NOT ADD IT TO YOUR OPEN LICENSE PORTAL, IT WILL CONFUSE THE AUDITORS ON YOUR VENDOR RELATIONSHIP. MAKE SURE THE VENDOR TRANSFERS THE LICENSE INFORMATION TO YOUR LICENSE AGREEMENT AND YOU RECEIVE A LICENSE SUMMARY FROM MICROSOFT BEFORE YOU TRANSFER

# Road to Success...

ONCE YOU SUBMIT YOUR SUMMARY  
SPREADSHEET

## WHAT TO EXPECT?

AUDITS ARE AN ITERATIVE PROCESS – QUESTIONS / ANSWERS

ABOUT 1 WEEK YOU WILL GET A LICENSING POSITION SPREADSHEET, A FIRST CUT AT YOUR COMPLIANCE GOAL.

COMPLIANT  
NON COMPLIANT STATUS ON SOFTWARE

AUDITORS DEAL IN BLACK AND WHITE. THEY DON'T KNOW YOUR NETWORK, YOUR DEVICES, YOUR VENDOR RELATIONSHIPS ETC. THEY DON'T THINK OUT OF THE BOX TOO WELL. YOUR GOAL IS TO MAKE THEM UNDERSTAND YOUR LICENSE POSITION

Destination → Compliance

CAN TAKE UP 3 + MONTHS, TO RECEIVE A FULLY COMPLIANT STATUS.



Q AND A?