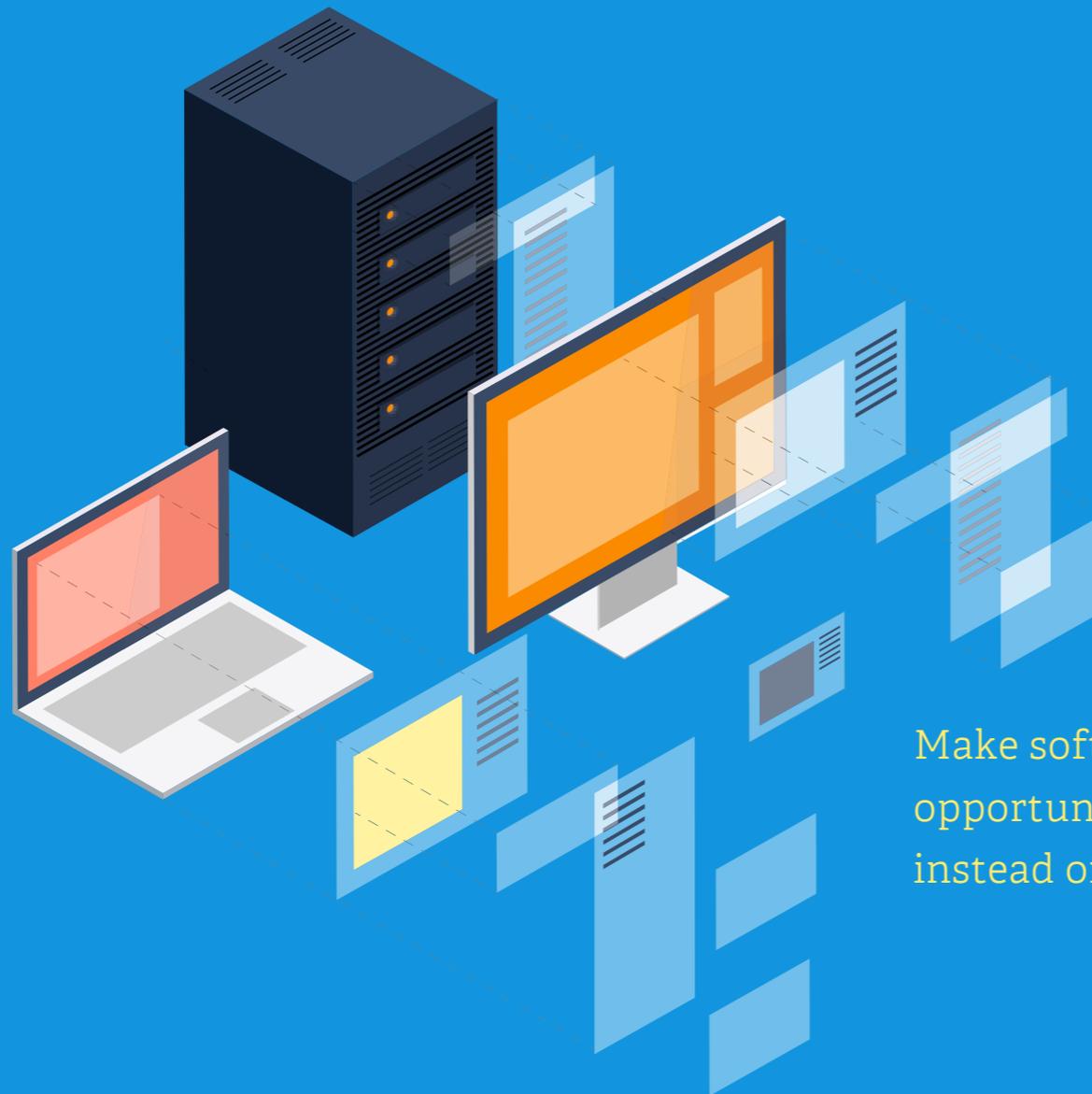


# WE HELP YOU MANAGE YOUR SOFTWARE LICENSES



Make software compliance an exciting opportunity to improve your business, instead of something to worry about

# B.LAY THE LICENSE MANAGEMENT COMPANY

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IT Asset Management and Software Asset Management is a new and emerging services market, characterized by high complexity and a wide range of diverse skills and subjects: from tools and technical infrastructure to data collection processes and legal understanding. Given the broad nature of the market, the skills and experiences required to offer good software asset management services are intensive and hard to obtain.

That's why b.lay has decided to focus on one specific field of software asset management called License Management. By focusing all of our energies on this one aspect of the industry, we became the best in this field, allowing us to strengthen the SAM propositions of our end-users and partners.

## CONTACT US

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Maliebaan 79

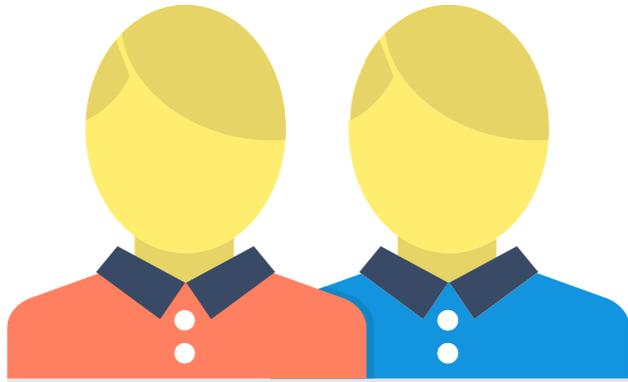
3581 CG Utrecht

Netherlands

[Route](#)

# WHY PARTNER WITH B.LAY?

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At the heart of Software Asset Management is License Management: understanding what rights are obtained and extracting the true software consumption to create a solid compliance statement. This is b.lay's area of expertise and the core industry that we focus on. Many enterprises find it complex and/or time consuming to perform software license management, but with our knowledge and experience, we have developed an effective, efficient model for collecting the necessary information and creating accurate compliance statements. This proven model includes contract management, consumption analysis,

compliance reporting, tooling support, and more. Most of these services can be delivered remotely from our Center of Excellence located in Romania.

When you partner with b.lay, you will get more than just our License Management expertise, unique, proven model, and all the included services. You also get a partner that you can rely on to deliver the highest quality license management, tools, and support.

With us, you will not need to worry about software license compliance, but you can make it an exciting opportunity.



## OUR LICENSE MANAGEMENT SERVICES

A brief overview of our services and tools.

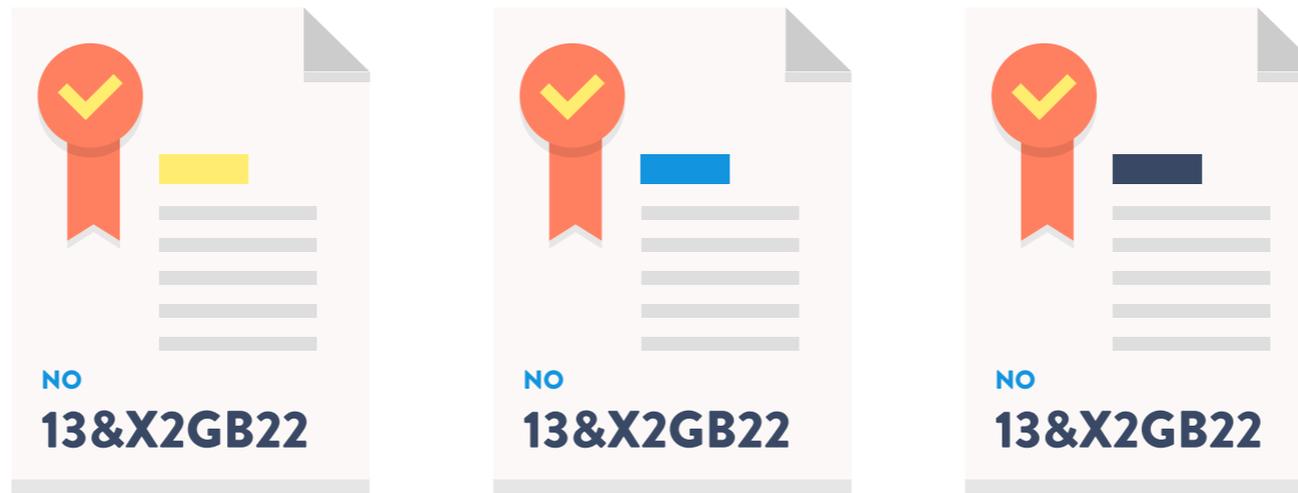


## AUDIT SUPPORT

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The only way to ensure that your company remains compliant with software licensing agreements is to perform a software audit. Whether you run these compliance checks yourself or are subjected to a vendor's audit, audit support services from a premier license management provider like b.lay can make the process less costly and much smoother.

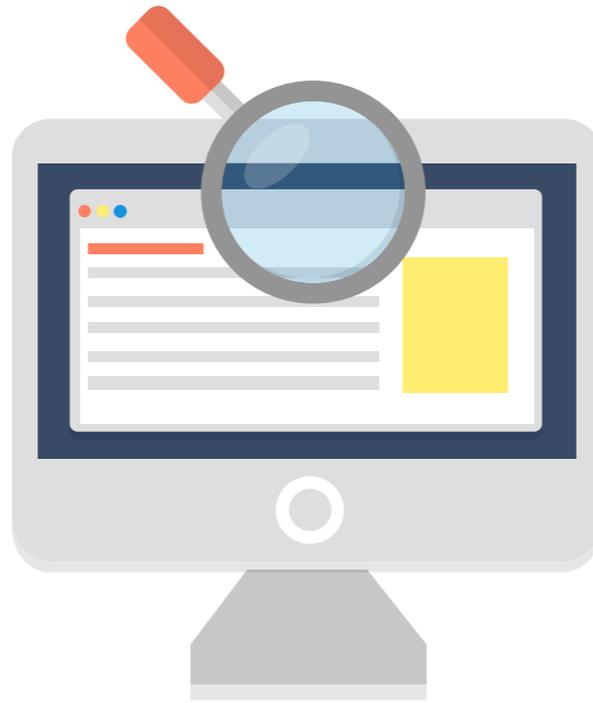
We offer a range of individual and complete audit support solutions to fit your unique situation, whether you are responding to a software publisher's audit or you want to carry out an internal compliance review. Our services can include vendor audit preparation and support, independent compliance audit, technical analysis, or we can train your staff for internal compliance reviews. All of our audit support services when combined equate to a completely outsourced software audit package that saves you time, money, and the headache of doing it all yourself.



## CONTRACT ANALYSIS



We investigate and analyze all of your contracts, rate them against current pricing, track relevant licensing changes, provide transparency on all products and components bundled in your licenses and report new product rights and changes. All purchases are gathered and documented, including the related support history. Sources for purchases can include license agreements & order forms, PO systems, and financial systems (payment history/invoice records) or any other relevant documentation. Based on the product upgrade rights included in the support agreements, we produce you different detailed overviews reflecting the discovered purchases and investment in software products, and showing the current rights & restrictions. Getting clarity on your entitlements is the basis for all other steps in your software license management processes which can even be prepared for uploading to any contract/software asset management tool you may (want to) use.



## CONSUMPTION & USAGE ANALYSIS

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Creating an actual, complete and accurate overview of what software is installed and/or used sounds simple but is typically more difficult than expected. Your entitlements, containing current rights and restrictions, dictate how you need to perform such an analysis. We base our analysis on the output from the information that you can provide manually or via inventory tools and/or our workflow management system Zyncc, if and when needed. We will provide you with the technical commands and/or scripts you can use to gather as much of the required information. But the information that can be gathered through tools and scripts is rarely sufficient to create a complete overview of the software deployment and usage. We will therefore advise and suggest the most efficient way for your organization to gather the additional (technical) information that is required to establish a complete understanding of the software deployment and/or usage.

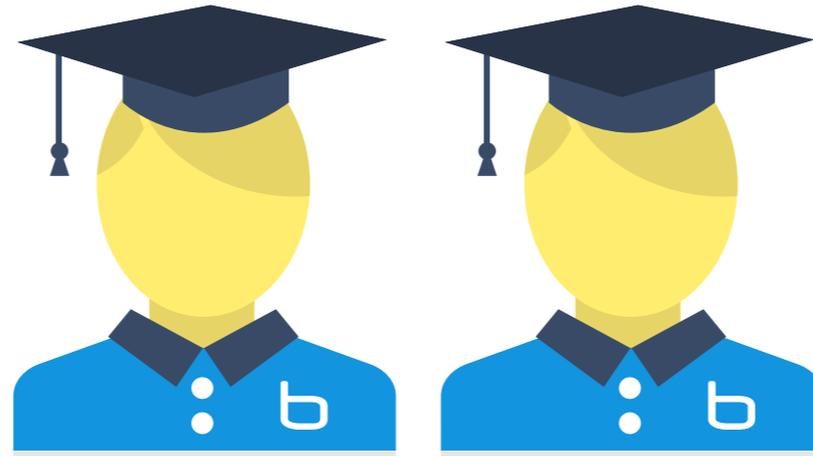


## COMPLIANCE ANALYSIS

4

Understanding your entitlements, your deployment and your actual use of software programs enables us to provide an overview of the differences between them. During a compliance analysis, we take into consideration your currently known and/or most cost efficient allocation of entitlements, in order to determine your true compliance position.

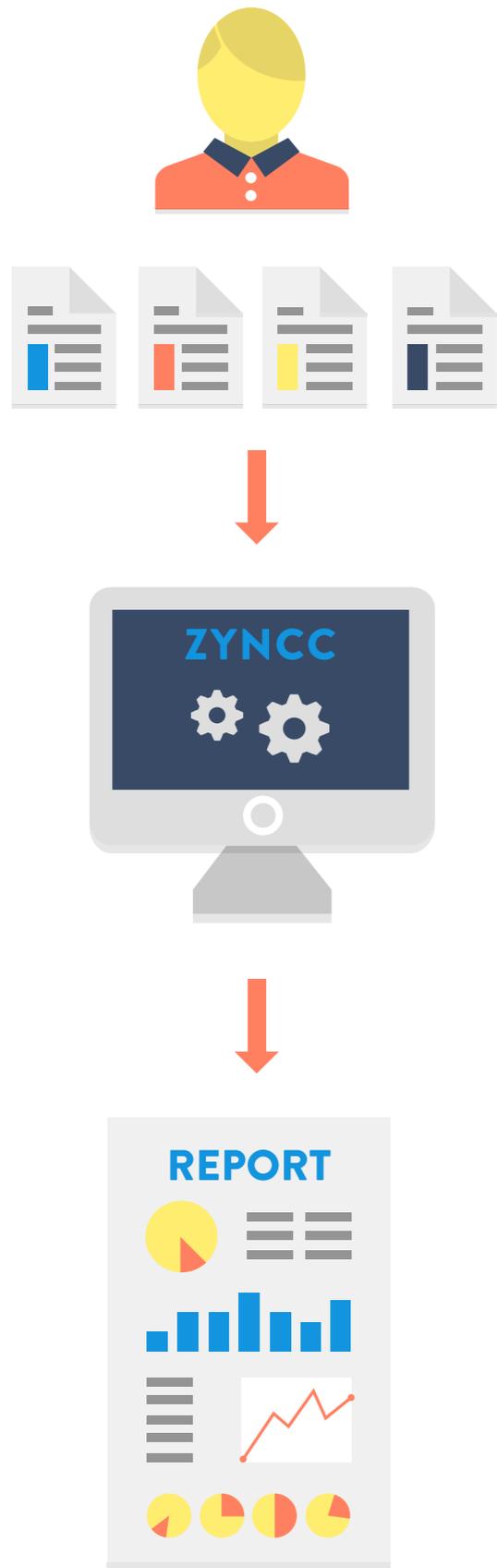
Any gaps between your entitlements, deployment and/or usage of the software programs will be expressed in financial values. Our advise on how to mitigate and/or remediate the identified compliance issues is the next step for your organization to come into full control and to achieve license compliance.



## TRAINING & CONSULTING SERVICES



Apart from the different services as described above, we also offer specialized license management training and consulting services. These training and consulting services can be very diverse, from training your staff on the terms and conditions of your current license agreements that they need to manage, supporting your organization in the creation or validation of RFI/RFP's for software license management tooling, training on licensing rules and definitions for a specific software to onsite consultancy for special situations, and more. Please contact your b.lay representative for further details about the possibilities.



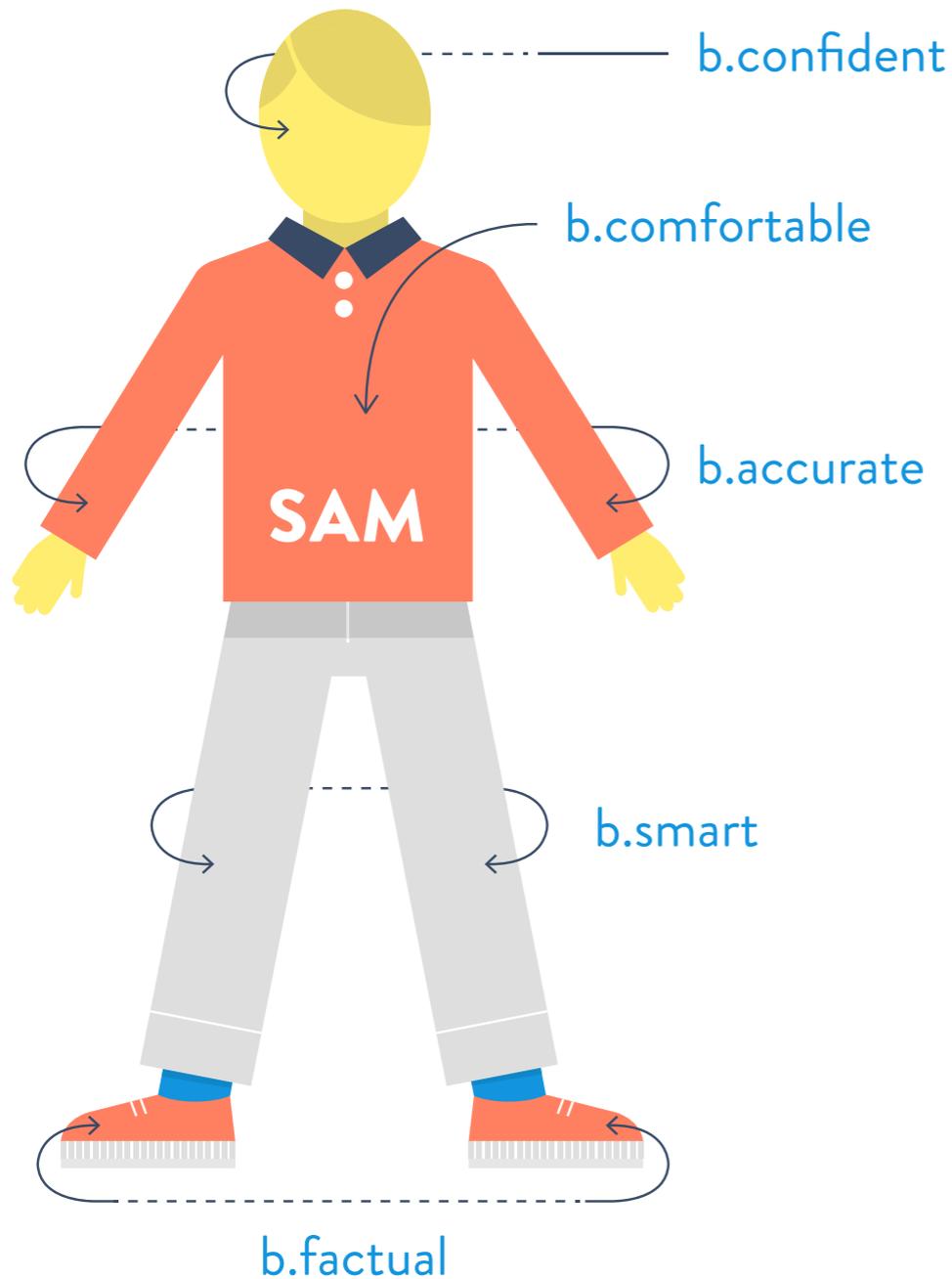
## WORKFLOW TOOLING WITH ZYNCC™

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Proper software license management cannot be achieved by making use of a single data source, collection engine or method; instead multiple different data sources will need to be used. Gathering all the required confidential information in an efficient, structured, secure way is another hurdle that many (large) enterprises need to overcome.

As a result of this challenge, b.lay developed a neutrally branded workflow system called Zyncc™ (available at [your.zyncc.com](http://your.zyncc.com)). The system is simple to use and very effective and efficient in collecting all the required information from an organization. The workflow includes questionnaires and measurement methodologies to obtain the right usage information for specific software programs. With this approach the system allows for rapid incorporation of the best solutions within your organization to gather information for each specific situation. The use of Zyncc is included in a number of our services, but a customized version of the platform can be provided as well. The system will reside in a separate environment and will be hosted by us for the sole use of all our services delivered to you. To conclude, the system can even be set up to match your corporate look and feel.

The workflows in Zyncc have proven to work in many customer cases and have been used by many software vendors as well, including Oracle, Adobe, Progress, Aurea, and Redhat.

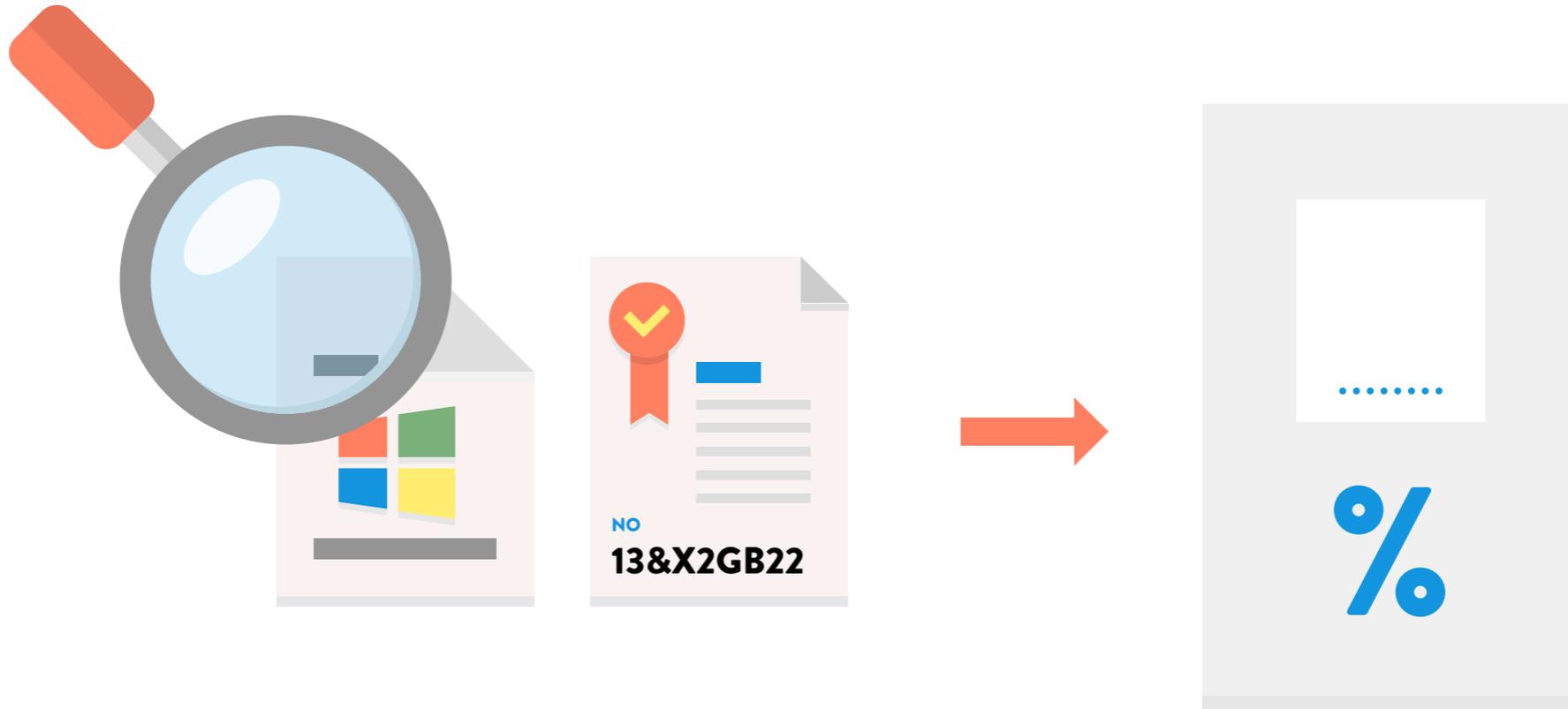


## BASELINE LICENSE MANAGEMENT, OR BLM™



Historically, data collected and stored for software license management processes are not well documented. This causes concerns for quality, transparency, internal security, completeness & accuracy testing, sharing the (confidential) data with the involved software vendor, and knowledge management.

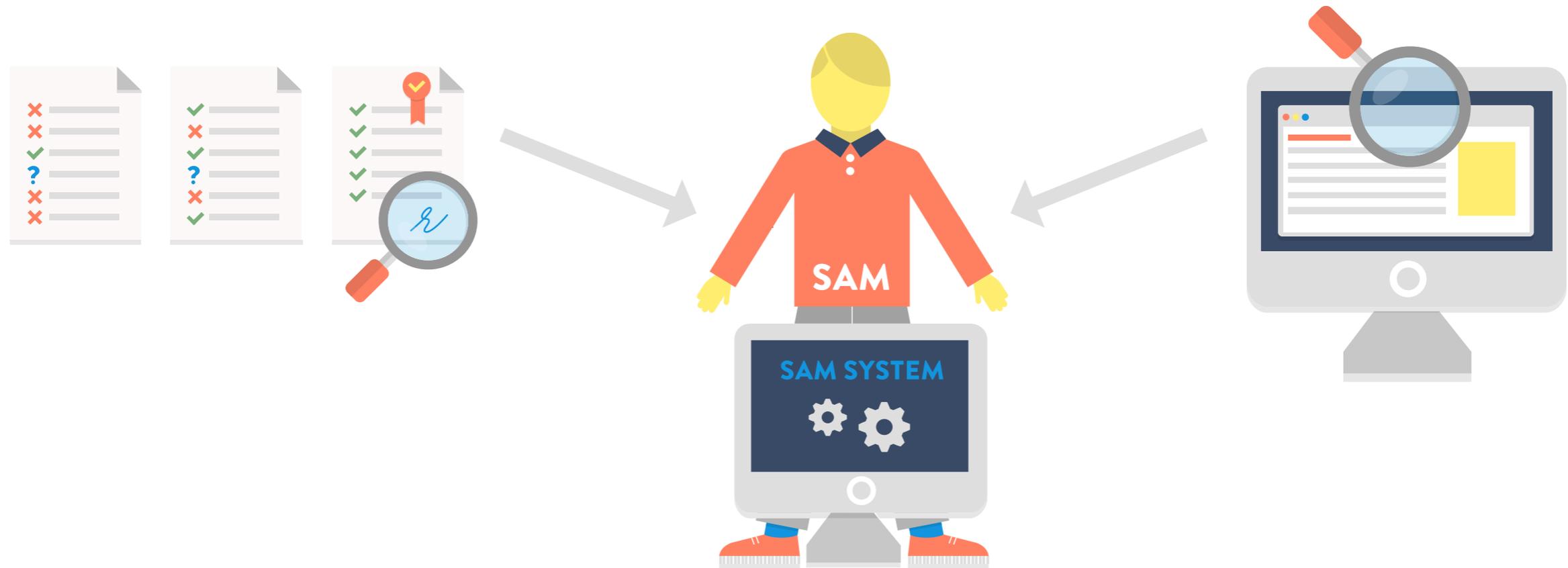
Baseline License Management is a methodology owned and used by us to document the practical procedures of software license management in compliance with the ISO/IEC 19770-1, 4.6 of the Core SAM Process. This service provides a continuous up to date baseline of your license entitlements and software deployments in order to provide you a continuous reliable representation of your license compliance position.



## COMPLETENESS & ACCURACY VALIDATION



Our completeness & accuracy validation services are based on standard financial audit principles, with the objective to validate if your existing software license management processes do meet the required quality, completeness and accuracy that a software vendor expects you to take into account. Our methodology is used to review your existing license management and software asset management solutions. A review of your processes and system functionalities combined with sampling the major license management components is a proven, evidence-based methodology. The outcome of our services will provide your organization a completeness and accuracy score of your current software license management tools and/or procedures and identifies which gaps you will need to address in order to achieve full control of your software licenses.



## SAM TOOLING MAINTENANCE

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The correct usage and configuration of Software Asset Management or Software Inventory tools (e.g. Snow's Software License Manager, Flexera's Flexnet Manager Platform, HP's Universal Discovery, iQuate's iQSonar etc.) requires a lot of subject matter knowledge, manual data input and continuous maintenance. The set up of the right licenses, the mapping of installed and/or used software components to the appropriate licenses, the creation of the appropriate business reports and many other tasks often need to be carried out manually instead of by machines. Utilizing our knowledge and (remote) staff taking care of these tasks will allow you to get more value out of your SAM system.

# B.LAY

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