

# USU Software Asset Management Certification Survey

Focus Area / #Item	Question	USU's Answer	Comments
<b>1. Visibility</b>	<b>IT estate visibility - The ability to discover, audit, manage Inventory and demonstrate accuracy. Key competencies in this area: Audit assets, collect inventory, discover devices that have not been audited, verify the accuracy of inventory to build trustworthy inventory.</b>		
1.1	How does your product or service help clients maintain an accurate and up to date view of their IT assets and users of those assets?	Scanning processes, data imports, and data processing can be scheduled accordingly to have up to date data available. Dashboards show the accuracy of data import and data processing.	
1.2	How can a customer tell if they are getting adequate coverage and regular auditing of their estate? What operating coverage is available? What types of devices?	Accurate and up-to-date data is the key to effective Software Asset Management. To monitor whether all systems have been inventoried, USU Software Asset Management offers a "last inventory date" report showing critical servers that have not been inventoried over a certain period of time. With our fully integrated USU Discovery solution we offer full coverage over all major operating systems (Windows, Linux, Unix, MacOS) using Zero-Touch inventory over SSH and WMI, as well as Agents that run permanently or temporarily on individual machines. These inventory methods all together, combined with strong reporting functionality on overdue clients ensure clear insights into the currentness of the discovery data and allow for target-oriented steering.	
1.3	If an inventory solution is provided - How does the inventory tool communicate with assets? (Agents, Agentless, etc.)	The USU Discovery solution allows both agentless communication and the use of a scan agent.	

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1.4	If an inventory tool is NOT provided - how does your product or service deliver inventory accuracy using existing customer inventory sources?	USU Software Asset Management can connect to nearly any data source by using a direct database connection or an existing API. The gathered data is processed in the same way the USU Discovery data is. The following product recognition is using signatures and recognition rules to normalize the gathered raw data. There are specific reports available that show the success rate of the product recognition and unmapped raw data.	
1.5	How does your product or solution identify duplicate records, retired machines or machines that have gone missing?	Duplicates are identified within the data processing by data consolidation. Retired machines can be identified by the last logon data or similar data. It can be configured after how many days of inactivity a device should be treated as inactive (individual by customer).	
d	How can customers identify when new devices are added to their environment or new users are detected?	Based on the data import, USU Software Asset Management can show the number of newly added data like new devices or new users.	
1.7	What is the process for discovering new machines / platforms / users to the customer's network? How does your product or solution help to classify and manage them?	USU Discovery can use various discovery methods to identify assets like device or users (AD connection, network scan, scanning databases,...).	
1.8	How does your product or service track and manage the existence and usage of virtual platforms & operating systems? How does your product or service help customer manage the relationships between virtual machines or services, physical devices, users and locations?	The metric engines in USU Software Asset Management calculate the effective demand for any type of topology (physical devices, virtual machines on physical devices, and virtualization clusters). Data from virtualization platforms like Microsoft Hyper-V or VMware vSphere are imported and processed to consider the linkage between virtual machines, physical devices, and logical clusters.	

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1.9	How does your product or service provide visibility of public cloud deployments (e.g. AWS, Azure, GCP)? Which public cloud providers can you discover?	Connector using the API capabilities for AWS, Azure, GCP are available (Alibaba, IBM Cloud, and Oracle Cloud are planned).	
1.10	How does your product or service provide visibility of SaaS applications?	The visibility of SaaS application usage is available in USU Software Asset Management in the normal software inventory where the usage per user/account is displayed. For SaaS application optimization scenarios, the integrated SaaS Optimization solution is available.	

<b>2. Identification</b>	<b>Identifying customer IT assets - recognising software, interpreting product use rights, managing license types, procurement records. Key competencies in this area: Recognise software titles from raw technical data. Identify the product use rights for each software title, manage entitlement statements from software publishers and integrate with procurement systems. Manage complex license types and bespoke negotiated clauses.</b>		
2.1	Describe how your product or service recognizes the software installed and in use within a customer environment? Does this require use of additional technology or leverage existing sources?	The product recognition in USU Software Asset Management is using signatures and recognition rules to normalize the gathered raw data from any data source (ARP, File, MSI, Tag, and generic raw data). The content is delivered with USU Software Asset Management. Therefore, no additional technology is needed.	

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2.2	How does your technology or service allow customers to prioritize risk and sort software?	Potential risk e.g., in case of underlicensing can be shown in reports or dashboards. In addition to that, several product status attributes are available that can be used to classify the software products based on the customer's need.	
2.3	Does your product or service supplement discovered software with any additional intelligence? (SKU, Price, Category, Risk etc.)	USU Software Asset Management's powerful CatalogPlus is containing additional useful information like SKUs, linked product use rights, and software classification based on the internal UNSPSC standard.	
2.4	How does a customer reconcile their entitlement data with discovered software?	One of USU Software Asset Management's strength is the data normalization. This means, that commercial software products and technical software products are brought together, so that the customer can easily see the compliance status for the different products.	
2.5	What approach is suggested for making use of multiple procurement systems to aid the reconciliation process?	In case of importing and processing data from several procurement systems, USU Software Asset Management can help with a configurable duplicate detection. This helps to not have the same licenses multiple times in the license inventory, which would lead to complete wrong compliance situation.	
2.6	How are different license types & usage rights managed within the reconciliation process?	Different license types and usage rights are covered based on the software manufacturer's conditions. Standard conditions like handling license updates only on top of existing base licenses are available as well as the possibility for individual agreements with the software manufacturer.	
2.7	How does your product or service maximise the product use rights of a customers' investment in software?	Whenever a compliance check is executed, USU Software Asset Management is always calculating the best possible situation for the customer. This includes consideration of possible downgrades and other licensing options like secondary usage rights or parallel usage options. Furthermore, USU Software Asset Management offers the possibility to make most out of	See 3,4

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		special licensing options like unlimited virtualization usage rights.	
2.8	What approach is suggested for storing license records, contracts and additional information associated procurement records with your product or service?	For building an audit-proof license inventory, the standard approach is, to store any purchasing activity and the linkage between licenses and contracts. Based on that commercial data, the license history can be built by assigning update licenses to the appropriate base licenses. Or to find out, that purchased update licenses can't be used, because of missing base licenses.	
2.9	How does your product or service handle the nature of a customers's global agreements? (Global agreements, local agreements, multiple territory, multiple language, parent / child / other dependencies etc.)	Contracts and enrolments can be connected to each other, so that a hierarchy can be built. Furthermore, this can be shown in a so-called topology graph. It is also possible, the consider the contract history over time by defining predecessor and successor contracts. In addition to that, geographical and/or organizational scope can be used, to ensure, that specific licenses are only in that country and/or legal entity, where this is allowed.	
2.10	Does your product or service directly integrate with publisher sources of entitlement data? If so, which publishers are supported?	As long as there a possibility to gather data from publisher sources, this data gathering process can be automated. Currently available sources are the Microsoft 365 portal and the Adobe Admin Console.	

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<p><b>3. Risk</b></p>	<p><b>Software portfolio risk - reconciliation, risk and compliance, prioritization, accuracy. Key competencies in this area: Management reporting on compliance risk. Prioritising risks. Suggesting remedial action or most pressing issues to address.</b></p>		
<p>3.1</p>	<p>What intelligence is provided to a customer to assess their compliance position, negotiate contracts and remove risk?</p>	<p>The compliance check can be executed with various options, especially considering specific geographical, organizational and/or product scopes. Based on that, the customer can derive action alternatives how to deal with that results. The given transparency will also help the customer to better negotiate further contracts.</p>	
<p>3.2</p>	<p>How does your product or service cater for different levels of authority and access to a customer's global software risk profile?</p>	<p>USU Software Asset Management provides a detailed permission concept. By creating user profiles, it can be ensured, that a specific can only access the corresponding data (on product and legal entity level). This permission concept applies throughout USU Software Asset Management in general (for dashboards as well as for specific data like devices or users).</p>	<p>See 7,2</p>
<p>3.3</p>	<p>How does your technology cater for multiple stakeholders in terms of risk management? For example, does it enable department level risk profiles to be shared with department heads?</p>	<p>Based on the permissions concept described, relevant data like the current compliance situation can be shared with other stakeholders. Either directly in USU Software Asset Management or by defining reports that are sent out automatically as XLSX or CSV file via e-mail to the stakeholder.</p>	
<p>3.4</p>	<p>How does your product or service support the optimal use of software across cost centres and business units? How does your product or service account for internal accounting of software versus external auditor accounting of risk?</p>	<p>Whenever a compliance check is executed, USU Software Asset Management is always calculating the best possible situation for the customer. This includes consideration of possible downgrades and other licensing options like secondary usage rights or parallel usage options. Furthermore, USU Software Asset Management offers the possibility to make most out of special licensing options like unlimited virtualization usage rights.</p> <p>In addition to that, the compliance calculation can be configured to take all legal entity into account (best for external auditors) or to limit the calculation on defined legal entities (to see the real intern situation and to support internal cost charging scenarios).</p>	<p>See 2,7</p>

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3.5	How are customers alerted to specific risk thresholds or made aware of progress with your product or service?	Alter e-mail for several situations can be configured (e.g. for reached thresholds or before the maintenance of licenses ends).	
3.6	What information or support is provided to improve their risk position on an on-going basis (Rather than just presenting the current risk position)	The goal of Software Asset Management is to reduce licensing risk in the form of underlicensing and overlicensing. This is achieved by the Compliance module of USU Software Asset Management. Optimization follows as a direct consequence of an uneven license compliance by either reducing the demand (e.g. uninstallation of unused software) or increasing the effective license position (purchasing additional licenses, renewing contracts, ...). The Optimization function of USU Software Asset Management offers optimization hints to find the optimal license model and to cut costs. For forecasts and trend analysis we offer the optional module "SAM Intelligence". With BI functionalities it offers flexible reporting of historical data.	
3.7	How does your product or service support identification of risks other than license compliance risk? For example, patch levels, support status, vulnerability reporting	End of life, end of support, and end of extended support information are delivered with CatalogPlus. In the USU Discovery solution, vulnerability reports can be used to identify such risks.	

<b>4. Efficiency</b>	<b>Ensuring efficient spend - redundancy, overlap, cheaper alternatives, spend analysis, contracts preparation. Key competencies in this area: Reporting on what applications are not being used, initiating work flows to remove software based on usage, identifying suite or functional overlap, suggesting cheaper alternatives, helping make smarter decisions on maintenance or subscription renewals, benchmarking spend against peers.</b>		
4.1	How does your product or service deal with usage (users making use of software versus those which are unused) How is usage calculated? How is the usage of software linked to users and / or devices?	Based on metering data, the effective last usage data for a software installation can be considered. The metering data is directly linked to a specific device and installation on that device. The same applies for users.	

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4.2	What does your solution offer to support the removal of unused software?	If last usage information for users is available, USU Software Asset Management can process and consolidate that data and report e.g. all users that haven't been active for 90 days or more. Re-harvesting of SaaS subscriptions is covered by the integrated SaaS Optimization solution. Deinstallations of unused software installations like Microsoft Office, Visio, or Project, can be supported by USU Software Asset Management (e.g. providing a list of all Microsoft Office, Visio, or Project installations, that haven't been used for more than 120 days). This list can be pulled by software provisioning solutions to execute the uninstallation process.	See 5,4
4.3	How does your technology support maintenance renewals, contract negotiations and ensuring customers are deriving best value from subscriptions?	USU Software Asset Management is the solution for the creation and management of license and contract data against the background of complex organizational structures. USU Software Asset Management automates data extraction from ERP systems and manufacturer/reseller reports. As a core process, its CatalogPlus independently validates and completes all required data regarding license metrics, product usage rights and maintenance characteristics. On this basis, an audit-proof license inventory is created that leaves no questions unanswered with preconfigured reports that can be created individually using the integrated BI engine. In addition, the email notification server proactively informs about upcoming maintenance renewals and the expiry of temporary licenses.	
4.4	What information does your offering provide to assess if customers have architected their environment in the optimal way to ensure the most efficient spend whilst meeting technology / business service goals? i.e. could a customer re-architect certain systems to reduce spend whilst meeting business objectives and staying compliant with license terms?	USU Software Asset Management offers specific reports on that. One example: By using the cost of installation report, it can easily be identified the average cost for an installation of Microsoft SQL Server. Disproportional software installations can be identified (one Microsoft SQL Server installations within a huge cluster without dedicated limitations to physical devices).	
4.5	What information does your product or service provide to benchmark software spend and negotiated terms against industry peers?	USU Software Asset Management allows reporting on your software costs. These costs can be compared between different entities of your organization. External comparison is not supported by the tool, but of course you can use the provided data for talking to your peers or comparing manually with publicly available data.	



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4.6	What intelligence does your product or service provide to help customers consolidate, reduce or optimise agreements?	USU Software Asset Management offers contractual overviews that help customers to consolidate, reduce or optimize their contracts. Comparing contracts by Organizational Scope, Geographical Scope and Contract Class, customers can identify optimization potential and following from this reduce complexity and cost. Further capabilities can be demonstrated by USU (formerly Aspera) as part of a service.	
4.7	What intelligence does your offering provide to highlight inappropriate product suite usage e.g. using a more expensive edition or version when a cheaper version or edition would suffice.	For SaaS applications, this is covered by the integrated SaaS Optimization solution. For on-premises installations, USU Software Asset Management can indicate the product suite usage, but not fully optimize it.	
4.8	What intelligence does your product or service provide to help consolidate a customer software portfolio and remove redundant or duplicate applications?	By using the UNSPSC standard, USU Software Asset Management can deliver reports based on the software inventory that show all different software products for e.g. photo editing. By creating this transparency, the customer can use these reports for cleaning up the entire software portfolio (to have only one software product for photo editing to be able to negotiate one central contract with bigger discounts at all, instead of having dozens of small contracts with various software manufacturers).	
4.9	What functionality is provided to enable clients to identify options for optimising spending on public or hybrid cloud? For example, Cloud BYOL	USU Software Asset Management takes BYOL scenarios into account. For example, Microsoft Azure Hybrid Benefit are tracked in the compliance to see, whether there are such usage rights left (or even if the customer has activated more Microsoft Azure Hybrid Benefit than he is eligible for).	
4.10	What functionality is provided to enable clients to identify options for optimizing spending SaaS applications? E.G. downgrading to lower/cheaper editions based on feature usage	Based on the usage information, optimization potential for SaaS applications are calculated in the integrated SaaS Optimization solution. Which user can be right-sized from Microsoft 365 E5 to Microsoft 365 E3 or even Microsoft 365 E1 based on the real usage?	

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<p><b>5. Agility</b></p>	<p><b>Helping customers become more agile in delivery and management of software via service request automation, financial transparency, ITSM integration, scenario modelling and levers for change. Key competencies in this area: Service request automation, approved software catalogues, automated approval and removal processes, change management integration and awareness, ITSM lifecycle integrations, Asset register, management of full lifecycle, scenario modelling, advanced reporting, internal markets, charge back / show back features.</b></p>		
<p>5.1</p>	<p>How does your product or service support architectural decision-making process and deployment of new projects? (Scenario modelling, whatif analysis)</p>	<p>With the simulation option in USU Software Asset Management, what-if-scenarios can be calculated. What will happen, if the database technology on a specific virtualization cluster will change from Oracle DB to Microsoft SQL Server?</p>	
<p>5.2</p>	<p>Does your product or service provide a service catalogue, automated approvals process or online shopping cart/app store facility?</p>	<p>The integrated CatalogPlus offers the possibility to also manage services (and not only software products). Software shop systems like from ServiceNow or USU Valuation can be integrated to consider the current compliance and to make use of an approval process.</p>	
<p>5.3</p>	<p>Does your offering integrate with or complement existing service desk systems? Does it integrate with other systems such as Contract Management or Finance?</p>	<p>USU Software Asset Management is integrated with USU Valuation which covers the mentioned areas. In addition to that, SmartTrack can integrate very flexible with other solutions (gathering data and/or providing data).</p>	

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5.4	How does your product or solution integrate with customer joiner, mover, and leaver (JML) processes? How does it track the live status of users and customers of IT? Does it enable automated deployment and harvesting of software based on JML inputs?	If last usage information for users is available, USU Software Asset Management can process and consolidate that data and report e.g. all users that haven't been active for 90 days or more. Re-Harvesting of SaaS subscriptions is covered by LicenseControl for Cloud. Deinstallations of unused software installations like Microsoft Office, Visio, or Project, can be supported by USU Software Asset Management (e.g. providing a list of all Microsoft Office, Visio, or Project installations, that haven't been used for more than 120 days). This list can be pulled by software provisioning solutions to execute the uninstallation process.	See 4,2
5.5	How does your product or service track the lifecycle of assets through the whole lifecycle (hardware and software) from request to retirement, destruction or removal?	Specific lifecycle attributes can be used to track the lifecycle status for devices and software products.	
5.6	Does your product or service enable automated optimization of public cloud and/or SaaS deployments?	Optimization potential for SaaS applications are covered by the integrated SaaS Optimization solution. Optimization potential for IaaS/PaaS can be partially handled with USU Software Asset Management, e.g. identifying unused Microsoft Azure Hybrid Benefit to reduce the software cost on Microsoft Azure.	

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6. CSI	<b>Continual SAM Service Improvement. Process Performance, Root cause analysis, business plan performance. Key competencies in this area include monitoring process performance and governance, root cause analysis, business plan performance, KPI dashboards and management reporting.</b>		
6.1	How are exception reports generated against agreed thresholds?	Depending on data the thresholds are aiming on, customized reports can be created and sent out automatically. During the data import, thresholds can be defined to avoid potentially undesired imports. To give one example: If the number of imported devices from a single data source differs by 20% compared to last import, the import can be configured to be skipped in that case.	
6.2	How does your solution help customers monitor their progress against their SAM plan?	The powerful connections between USU Software Asset Management and SAM Intelligence can be used to monitor progress over time, for example the progress for the percentage of not inventoried but discovered device over the last 90 days.	
6.3	What intelligence is provided to customers for identifying root causes which might be causing underlying compliance issues?	The effective demand calculation in USU Software Asset Management offers the possibility to identify, which installations and usages led to that effective demand. It can be seen, what installations in virtual machines caused what effective demand for the physical servers of a virtualization cluster.	
6.4	What intelligence does your product or service provide to highlight a customer's current SAM maturity and make progress?	Based on the level of automation, the completeness of data, and the number of managed software manufacturers, the SAM maturity can be estimated. As this can be very customer specific, there is currently no objective benchmark value to be compared with.	
6.5	How can a customer tell if their SAM processes are working and whether leaks are occurring?	Dashboard with success rates for data imports and the internal data processing can be used to monitor, how good these SAM processes are running.	

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<p><b>7. Stakeholders &amp; Reporting</b></p>	<p><b>ITAM teams now have an increasing number of stakeholders to manage. This increases the need for accurate reporting &amp; dashboarding. Increasingly, as C-Suite take a greater interest in the outputs from an ITAM team dashboarding &amp; Business Intelligence becomes important.</b></p>		
<p>7.1</p>	<p>How does your product or service account for the need for department or stakeholder-level SAM reporting?</p>	<p>USU Software Asset Management offers different reporting options. Nearly any area in USU Software Asset Management offers the possibility to create relevant views on data like devices, users, software inventory, license inventory, compliance, and so on. These views can be used for a scheduled report, that is sent out automatically as XLSX or CSV file via email to the stakeholder. USU Software Asset Management is delivered with several pre-configured dashboards. In addition to that, dashboards can be configured very flexibly based on almost any data available in USU Software Asset Management</p>	
<p>7.2</p>	<p>How does your product enable stakeholders to self-service, noting the need for confidentiality between stakeholders and authority levels? e.g. providing departmental dashboards</p>	<p>USU Software Asset Management provides a detailed permission concept. By creating user profiles, it can be ensured, that a specific user can only access the corresponding data (on product and legal entity level). This permission concept applies throughout USU Software Asset Management in general (for dashboards as well as for specific data like devices or users).</p>	<p>See 3,2</p>
<p>7.3</p>	<p>How does your product make SAM data available to external reporting tools such as PowerBI or Tableau?</p>	<p>USU Software Asset Management offers a standardized REST API, which can be used to gather data and to use in other applications.</p>	
<p>7.4</p>	<p>Does your product have a reporting API available?</p>	<p>By using the existing REST API relevant data can be gathered from USU Software Asset Management.</p>	
<p>7.5</p>	<p>Are users able to generate their own custom reports? Are these reports saved for ongoing use?</p>	<p>Yes. It is possible to create reports in a very flexible manner. These reports can be shared with other users or be used as scheduled reports or for own dashboards.</p>	
<p>7.6</p>	<p>Are reports and dashboards available that provide insights based on baselines and trend information?</p>	<p>Yes. Such reports and dashboards available. When it comes to trend information, USU offers an additional solution called SAM Intelligence for more historical data use and SAM BI reporting.</p>	

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<b>8. Commercial</b>	<b>General &amp; Commercial Information</b>		
8.1	Proposed Product or Service Name	USU Software Asset Management (formerly SmartTrack)	
8.2	Proposed Product or Service Version( if applicable)	4.5.3	
8.3	Date when this version was released (if applicable)	October 2020	
8.4	Annual turnover	Redacted	
8.5	Number of employees	Redacted	
8.6	Year Company Founded	Aspera: 2000 USU: 1977	
8.7	License types available to customers: e.g. perpetual, term/project (6 – 12 months), subscription	Perpetual, subscription, project-based (length can be agreed individually)	
8.8	Define the support services and training options before, during and after implementation	USU (formerly Aspera) offers various support services and trainings before, during and after the implementation. Support services can be chosen from a service catalog up to a full service (i.e. the customer gets defined results with any interaction). There are dedicated trainings for USU Software Asset Management in general and for the main working areas just like the software inventory, the license inventory, and the data importing. In addition to that, there are also general SAM related trainings available.	
8.9	Do you provide in-house SAM Managed Services? Either as an add-on to this product or a standalone service	Yes, usually together with USU Software Asset Management. Standalone services are a quite rare case, but possible.	
8.10	What is your sales model? e.g. Direct, Reseller, Partner, White Label?	Direct, Partner (white labeling if needed)	

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9. Publishers	Please detail your experience and competency relevant to these Software publishers.	
9.1	Adobe	<p>All mentioned software publishers are "Managed Vendors".                      USU (formerly Aspera) defines "Managed Vendors" as:</p> <ul style="list-style-type: none"> <li>• Vendors that have a high prevalence among USU's (formerly Aspera) customers independent of their industrial sector.</li> <li>• Vendors with reliable, and easy to access public available information.</li> <li>• USU proactively generates up-to-date content for Managed vendors depending on available public information.</li> <li>• USU assures that customer provided content for Managed Vendors will run through content supplementation process.</li> </ul> <p>Please see Appendix "USU Managed Vendors" for a full list of Managed Vendors.</p>
9.2	Attachmate / Microfocus	
9.3	Autodesk	
9.4	IBM	
9.5	Microsoft	
9.6	Oracle	
9.7	Quest	
9.8	Salesforce.com	
9.9	SAP	
9.10	ServiceNow	
9.11	Symantec	
9.12	Veritas	
9.13	VMware	
9.14	Zoom	