

Worth Your Weight in Gold

Becoming the Asset Your Investors Crave with Novell ZENworks Asset Management

What is an asset? It depends on who you're asking. The dictionary defines an asset as "a useful or valuable quality, person or thing; an advantage or resource." If you ask a business manager, an asset could be the employees who do the work—especially the most productive ones.

If you're asking an investor, it could mean the stocks and bonds in a portfolio—especially the best performing ones. If you're asking an IT administrator, the answer is likely to be the hardware and software that is owned, licensed or leased by the enterprise—especially those products that provide the best return on investment.

What is asset management? Basically, it's ensuring that you're getting full value from your assets. That can mean finding ways to help employees work more productively, or fine-tuning your investment portfolio to minimize risk while maximizing return.

But in the IT world, asset management too often means just making a list of what you have and e-mailing it to the person asking for it—whether it's the purchasing department, a software auditor or the poor soul who has to reconcile licenses against actual installations.

Making lists, however necessary it may be, doesn't help you get more value or usefulness from your IT assets. Even if you have an automated inventory system, the resulting lists don't necessarily give you the information you need to make smarter purchasing decisions, streamline lifecycle transitions, satisfy auditors and so on.

To add value, you need to add intelligence. And in most companies, that also means adding a lot of manual labor to extract meaningful information from the raw data.

Sure, not getting busted by the software cops could

be considered a value, but shouldn't asset management be easier—and more rewarding—than making and comparing lists?

> Next-Generation Inventory: Novell ZENworks Configuration Management

With Novell ZENworks Configuration Management, and the fully integrated ZENworks Asset Management, you get a lot more value for your management efforts. For starters, you get next-generation discovery and inventory capabilities as a standard feature of ZENworks Configuration Management.

What is asset management? Basically, it's ensuring that you're getting full value from your assets.

What that means is you have a single, fully automated system for identifying and categorizing all the IP devices on your network, distributing the ZENworks Adaptive Agent to all managed devices, and collecting details of all the hardware and software installed on managed devices.

That's a big change from the way you're probably used to doing asset inventory—collecting raw and incomplete data using a disjointed combination of tools, technologies and manual processes, and trying to "triangulate" to the truth of what you actually have in your environment.

Figure 1: *Understand not just what licenses you have, but also how many you need, how many are going unused and how much you're overpaying.*

 Software Applications	 Annual License Cost	 Quantity Purchased	 Quantity Installed	 In Active Use	 Purchase Gap	 Cost of Unused Licenses	 Cost of needed Licenses	 Compliance
MS Office Professional	\$357.00	5000	5000	4790	213	\$76,041		NO
MS Project	\$130.00	400	342	339	58	\$7,540		NO
Visio 2002 Standard	\$149.00	5000	5160	1157	160	\$23,840		YES
Lotus Notes	\$119.00	5000	5213	1407	213	\$25,347		YES
Visual Basic Standard	\$120.00	600	875	692	(276)		\$33,120	YES

For most IT departments, collecting the raw data, corroborating the results, reconciling discrepancies, discarding duplications and getting to the point where you have a reasonable approximation of the truth is a productivity-sapping burden.

ZENworks Configuration Management automates these processes, with dozens of integrated methods for discovering, normalizing, assimilating and presenting inventory information effectively. And instead of exhaustive lists of inventory data that few people can understand or use, it provides standard and custom reporting capabilities that let you give your internal customers exactly the information they need—whether its help desk support, compliance reporting, vendor negotiations or any other activity that requires accurate, detailed insight into your IT environment.

Next-generation inventory capabilities in ZENworks Configuration Management include:

- **Network discovery.** Poll network segments for IP devices, categorize them according to type (e.g., router), and identify potentially managed devices for deployment of the ZENworks Adaptive Agent.
- **Hardware and software inventory.** Scan managed devices to retrieve hardware and software details.
- **Scheduling.** Schedule inventory scans to meet your

- management needs and preserve bandwidth.
- **History.** Dynamically track inventory changes over time, rather than taking individual “snapshots.”
- **Demographics.** Include site, user and other demographic data in your inventory, either by entering the information in ZENworks Control Center or on a data-entry form you can display directly on managed devices.
- **Extensible attributes.** Define your own fields to extend and customize the inventory data you collect.
- **Extensible Knowledgebase.** Extend the ZENworks Knowledgebase of IT products to include in-house or specialty applications.
- **Reporting.** Extensive standard and custom reporting capabilities include drill-down, tabular and graphical display, multiple output options, scheduling and alerting, and much more.

> Beyond the Next-Generation: ZENworks Asset Management

When you add ZENworks Asset Management Services you’re adding deep intelligence to the data collected by ZENworks Configuration Management. You’re able to give every stakeholder exactly the information they need to do their jobs, while ensuring accuracy and consistency

Figure 2: Usage reports provide detailed information about how your assets are actually being used, so you can make better decisions.

Novell ZENworks		Local Application Usage by Product							
Report Time Period: All History in Database		Run Date: 1/30/08							
Manufacturer: Microsoft		This data is collected only from Windows platforms.							
Used Applications (136)									
Product	Version	Current Installations	Total Used	# Not Last Used	Used Date	# of App Starts	Hours Used	Hours Active	Ave. Usage Days
Excel 2002	10.0	5	5	0	10/30/07	7,791	1,882	412	89
Excel 2002	10.0 SP-1	7	6	1	10/13/06	475	693	71	39
Excel 2002	10.0 SP-3	17	13	4	11/2/07	2,276	2,103	185	34
Excel 2002	10.0 SP-3 (PL)	2	1	1	5/7/07	1	0	0	1
Excel 2003	11.0	11	3	8	11/6/07	1,048	167	49	65
Excel 2003	11.0 (TH)	1	1	0	9/25/06	1	0	0	1
Excel 2003	11.0 SP1	4	1	3	7/26/06	124	79	60	21
Excel 97	8.0 SR-1	14	3	11	2/14/07	6	1	0	1
Excel 97	8.0 SR-2	5	2	3	2/10/05	250	347	67	49
FreeCell	-	107	7	100	11/6/07	591	278	55	26
FrontPage 2000	4.0 SR-1	5	1	4	5/14/03	1	0	0	1
FrontPage 2002	10.0 SP-2	1	1	0	10/31/07	38	217	8	29
FrontPage 2003	11.0 SP2	1	1	0	2/27/07	20	6	4	9
FrontPage 98	3.0	2	1	1	5/14/03	1	0	0	1
Hearts Network for Win32	-	65	3	62	4/9/07	15	4	1	2
Internet Explorer	5.5 SP2	10	8	2	8/16/05	696	5,043	66	34
Internet Explorer	6.0	86	57	29	12/6/07	14,296	19,262	3,980	17
Internet Explorer	6.0 SP1	40	36	4	11/20/06	7,957	67,678	4,592	20
Internet Explorer	7.0	122	17	105	11/6/07	1,165	880	354	11
Internet Explorer 5	5.0	15	5	10	1/25/07	497	4,020	1,367	59
Internet Explorer for Win32	4.01 SP1	5	1	4	1/28/05	1	0	0	1
Internet Information Server	5.0	12	6	6	11/21/06	4,006	44,173	0	238
Internet Information Server	6.0	14	13	1	11/7/07	4,551	24,638	0	81
Live Meeting 2005 Console	2005	8	6	2	6/18/07	37	36	3	1
Microsoft AntiSpyware	Beta 1	2	2	0	7/29/05	31	333	0	12
Microsoft Data Engine	1.0	6	5	1	8/15/05	984	9,308	0	74

across the enterprise. And most important, you're better able to manage devices throughout their lifecycle to control costs, track accountability, ensure compliance and derive full value from your IT investments.

ZENworks Asset Management offers unprecedented control and automation for:

- Tracking software usage
- Managing licenses
- Managing vendor contracts

Let's take a closer look at each of these capabilities and how ZENworks Asset Management can improve the way you do IT—and the way your company does business.

> Software Usage Tracking and Analysis

It's one thing to know what software is in deployment. But knowing exactly what software assets are actually being used, on which devices, how frequently and by which users takes the power of asset management to a whole new level.

With ZENworks Asset Management, you know what assets you've been paying for but don't actually need. (See Figure 1.) For software that's provided under a floating license, you know exactly how many licenses you require. You have the fine-grained visibility you need to maintain license compliance without overspending on products and support. You have the information you need to enforce corporate standards against the use of nonstandard and rogue applications. And above all, you gain powerful leverage for negotiating with vendors—with detailed usage reports that document exactly what you do and don't need from them.

Software usage tracking and analysis features in ZENworks Asset Management include:

- Detailed usage reports for desktop, Web-based and

server-side applications over selectable time periods (See Figure 2.)

- Tracking for both foreground and background application runtimes—so you can tell whether open applications are actually being put to productive use
- Usage tracking even when devices are disconnected from the network
- Identification of seldom-used and unused software that could be reclaimed and reallocated
- User and device information associated with application usage—even for multiuser devices
- Aggregate views of usage levels across departments and sites

> License Management

Managing software licenses can be like trying to find your way through a jungle with no map. Your software library probably includes a baffling mix of suites, components, freeware, shareware, evaluation software, free and commercial open source software, and more.

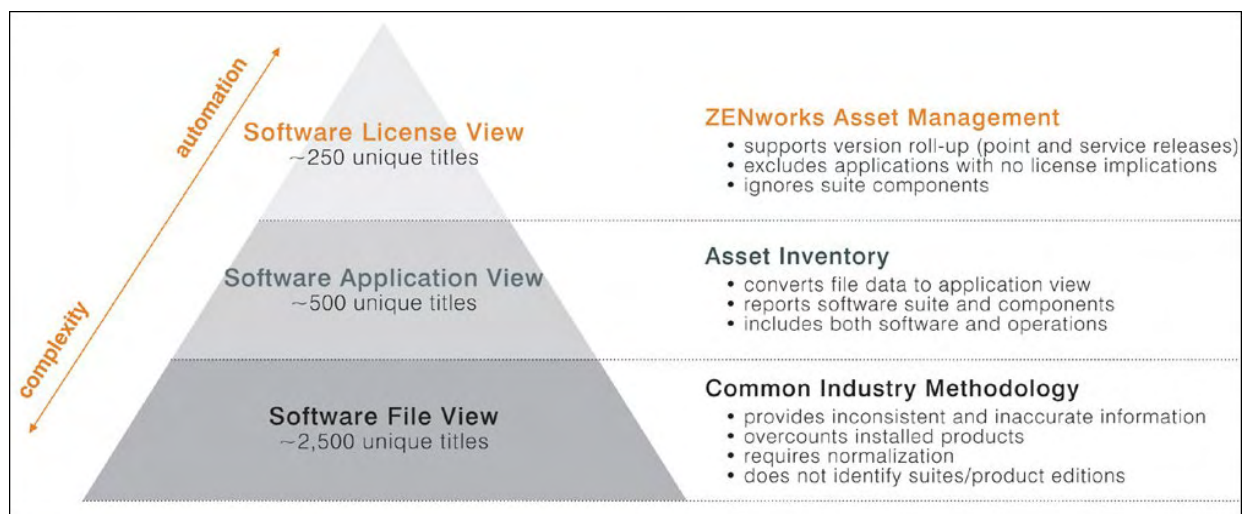
But most asset management solutions can collect only raw data scans on executable file headers, leaving it up to you to corroborate and collate the data gathered by various methods, and then make some kind of sense of it.

To ensure a full and accurate accounting, ZENworks Asset Management uses a wide variety of methods for discovering and normalizing licensing information, and presenting it in a unified and useful way.

One technique, for example is to match metadata characteristics of installed software with the license information in the ZENworks Knowledgebase—which always has the latest information thanks to Novell technology analysts who examine hundreds of products every month for key identifiers.

Other tests to ensure an accurate view of your asset licenses include analyzing metadata for:

Figure 3: *True license view automates the process of correlating individual executables, named software packages and license entitlements.*



- **Software identification and classification**, including normalized manufacturer and product names, software suites and components, distinct product editions and versions, service packs, serial numbers, virtual machine images and software installations, language editions, virus and spyware definitions, malware identification and many other software characteristics.
- **Hardware identification and classification**, including normalized manufacturer names, normalized product names, serial numbers, models and memory slot details.
- **License view**, including the ability to exclude applications with no licensing implications; roll up incremental releases to the next major version number; itemize suites and components; and add distribution tags, license types and current manufacturer tags to ensure current and consistent identification of licenses.

ZENworks Asset Management gives you the tools you need to manage licenses with confidence. It provides a single repository for all types of licenses on all your platforms—including the most complex licensing scenarios—and automatically reconciles licenses against the products that are discovered on your network.

Easy-to-use dashboards and real-time reports let you evaluate agreements, costs, consumption and compliance for any part of your environment at a glance. You have all the information you need to document compliance and avoid legal fees and penalties—while also avoiding overpaying for licenses and maintenance that you don't need.

License management features of ZENworks Asset Management include:

- **True license view.** In addition to lists of executables (file view) and named versions of software (application view), you can see your installed software in a one-to-one relationship with the relevant software entitlements (license view). (See Figure 3.)
- **Complete view across license models.** In addition to viewing per-desktop installations, you can track license models based on inventory information (per

installation, OEM and machine models) as well as models based on external data sources (qualified desktops, CPU, user, named user, server, client access license (CAL), site, enterprise and user-defined models).

- **Purchase record importing.** Automatically import licensing data from top resellers such as CompuCom, SHI, Software Spectrum and Softchoice, as well as from a wide array of systems such as Oracle and PeopleSoft. Then, automatically build a product catalog reconciling all your purchased and discovered products.
- **Perpetual and term license tracking.** You have a complete picture of licenses and compliance, including the status of subscriptions that are subject to expiration.
- **Tracking of multiple entitlements per product.** Different departments might have different licensing arrangements for the same product. For example, you might need to account for entitlements on a per-server model in one department and a per-client model in another. ZENworks Asset Management makes it easy to track all the entitlements that may apply.
- **Tracking upgrade and downgrade rights.** No more need to manually factor in upgrade and downgrade rights on top of your base entitlements—ZENworks Asset Management tracks these rights for you automatically.
- **Flexible license tracking.** Record individual purchases, summary purchases that represent a block of licenses purchased over time, bulk purchases and special circumstances such as pilot installations that shouldn't consume a license.
- **Simplified audit preparation and protection.** Eliminate manual inventories and reconciliations. ZENworks Asset Management does it all for you, reliably and cost-effectively. You can even upload the documents associated with each license, so there's no need to sort through file cabinets to find the audit documentation you need.

> Contract Management

Beyond license management, you also need to manage your vendor contracts to support business planning, control costs and avoid penalties. ZENworks Asset Management goes beyond license management to track the details of all your IT contracts—including maintenance agreements, leases, warranties, service-level agreements and other types of contracts. (See Figure 4.)

Integration of contract management with inventory management makes it easy to plan for hardware refreshes as leases approach their expiration. The ability to associate contracts with software licenses, assets, users and organizational units makes it easy to manage contracts and assign internal costs. Early warning notifications let you know when contracts need to be

renewed. You can even upload copies of your contracts directly into the ZENworks Asset Management database for easy reference—so you never have to root around in filing cabinets to find the contract details you need.

> Don't Just Manage Your Company's Assets—Be One!

By effectively managing IT assets, you offer your company an eminently “useful or valuable quality, person

or thing; an advantage or resource.” Well, maybe not a “thing,” but ZENworks Asset Management can fill that role. Working together, you and ZENworks Asset Management can be among your company’s most valued assets—providing the productivity that makes business managers smile, the performance that your company’s investors crave, and the return on investment that makes you, the IT administrator, golden. **N**

Figure 4: Licenses represent just one type of contract you have to manage. With ZENworks Asset Management, you can also manage leasing, maintenance, SLA and other types of contracts.

Contracts							
New ▾ Move... Delete							
<input type="checkbox"/>	Contract ID	Name	Type	Status	Start Date	End Date	Parent Contract ID
<input type="checkbox"/>	109.977	Novell Master License Agreement	Software Maintenance	Expired	10/30/04	10/30/07	
<input type="checkbox"/>	120.001	GE Lease Schedule A	Lease Schedule	Active	11/7/06	11/6/09	190.971
<input type="checkbox"/>	190.190	Microsoft Select	Software Maintenance	Active	6/30/05	6/30/08	
<input type="checkbox"/>	190.971	GE Master Equipment Lease	Master Lease	Active	12/31/04	Evergreen	
<input type="checkbox"/>	452.010	Symantec Enterprise Options	Software Maintenance	Expired	12/14/04	12/14/06	
<input type="checkbox"/>	876.190	Adobe Transation License Program	Software Maintenance	Expired	11/30/03	11/30/07	
<input type="checkbox"/>	901.190	Dell Server Maintenance	Hardware Maintenance	Active	6/29/06	6/29/08	
<input type="checkbox"/>	901.891	IBM Passport	Software Maintenance	Expired	12/31/05	12/31/06	

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