HP Software Licensing and Management Solutions (SLMS)

Helping organizations maximize their software investment.

Three smart reasons to choose HP SLMS as your organization's software provider

1 Acquire software cost effectively

Software procurement often requires buying from multiple vendors. HP SLMS saves you time and money, enabling you to reduce costs by using HP's infrastructure and vendor relationships.

2 Gain control of the software running throughout your organization

Many companies lack software product standardization throughout their organization, and sometimes employees use different products to accomplish similar tasks. HP SLMS can help you understand the benefits of standardizing the software you purchase across your enterprise.
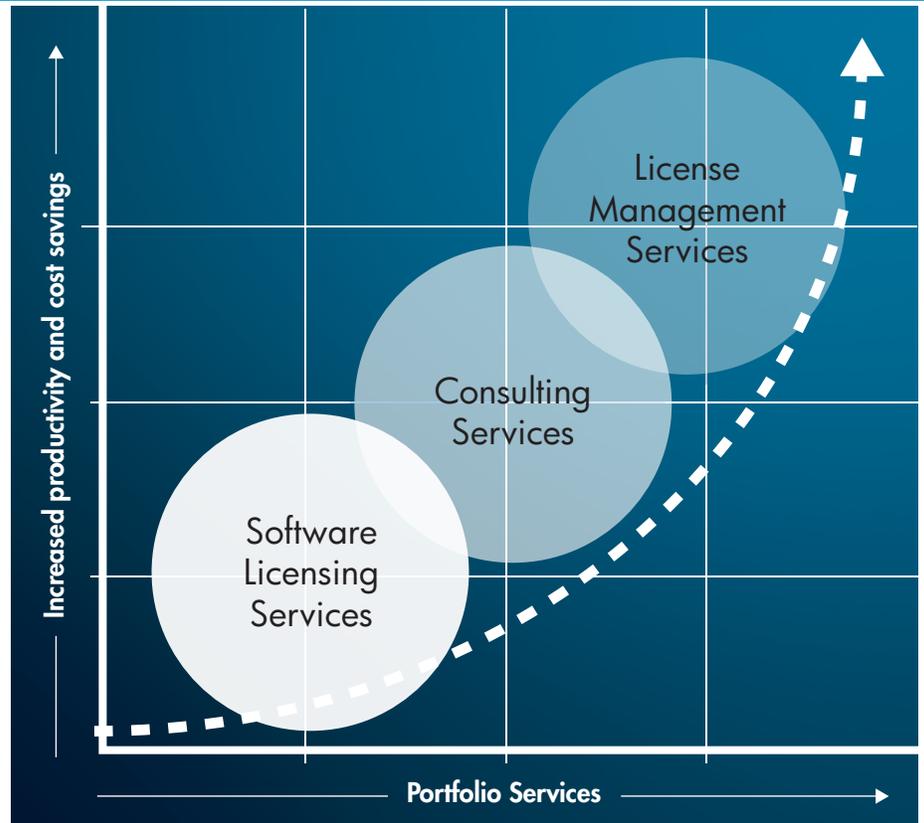
3 Comply with vendor licensing requirements

Reporting software usage is a legal requirement for all software publishers. HP SLMS provides you options to enable compliance with licensing agreements through our Software Licensing and License Management services.

SLMS solutions

For more than 30 years, HP has helped organizations maximize their software investments.

Today, companies make substantial investments in software needed to run their businesses efficiently, but surprisingly few take control of their software environment. This leads to unauthorized purchases, and incomplete knowledge of the software in use, an inability to track compliance, and knowledge of when to renew licenses. The complete HP SLMS portfolio will help solve these issues.

Increased productivity and cost savings →

License Management Services

Consulting Services

Software Licensing Services

Portfolio Services →

Regardless of your need, HP has the ability to help at any step of the process and save you time and money.

Software licensing relationships

Through HP's strategic partnerships with hundreds of leading industry software publishers, HP SLMS works with each software provider to obtain the most appropriate licensing solutions to meet their customers' needs.

Adobe™   ORACLE®   vmware™   redhat.

CITRIX   McAfee®   symantec™   Novell®

AbsoluteSoftware   Verdiem®   Microsoft®

The complete list of the software publishers HP represents can be found at www.hp.com/go/slms.

Worldwide coverage

HP SLMS offers worldwide contacts and support for a truly global infrastructure. With a sales presence in more than 80 countries, SLMS provides local contacts so your organization can enjoy regional access to a fully trained, dedicated staff that supports best-in-class business practices—as evidenced by our ISO 9002 certification.

Our Centers of Expertise will assist you with:

▶ **Multi-lingual support**
Each HP regional Software Center of Expertise has a multilingual staff to converse with your company's personnel in their language.

▶ **Ordering and billing**
Organizations can place orders in more than 161 countries so each team receives only the software they need anywhere in the world.

▶ **Invoicing in local currency**
HP offers invoicing in 62 different currencies for transactional efficiency.

= Global center of expertise

Galway, Ireland

Tokyo, Japan

Omaha, NE

Sao Paulo, Brazil

Sydney, Australia

"By reducing the number of suppliers, you will make your sourcing operations—and your business as a whole—more efficient."

— *"Consolidating Vendors Brings Operational Benefits As Well As Dollar Savings",
Forrester Research, Inc., June 2008*

SLMS solutions

HP SLMS offers a comprehensive portfolio of solutions to help you acquire and manage software. Our portfolio is divided into three services:

1 HP Software Licensing Services — one-stop shopping

HP Software Licensing Services provides enterprise organizations—global or domestic—with the ability to source hundreds of software solutions from one trusted advisor. Our consultants work closely with your organization and each software publisher to quickly, efficiently and cost-effectively acquire software.

Your HP account team will host quarterly briefings to review your purchasing transactions, review trends and provide you advice on future investments. The HP SLMS Connect Program ensures you are informed on the latest products and solutions through our webcast, podcast and newsletter programs.

As a worldwide leading information technology company, HP applies new thinking and ideas to create simple, valuable and trusted experiences with technology. Simplifying where you buy your software saves you time and money and reduces risk.

In addition, consolidating your vendors will:
- Deliver operational efficiency
- Lower costs in relationship management
- Reduce administration costs
- Provide less risk to the business
- Increase quality and speed in delivery
- Enable you to access accurate reporting of all of your software purchases

LICENSING ROI

FROM:	Spending time negotiating solutions with multiple vendors and publishers
TO:	Working with industry experts to consolidate all of your software purchases

Microsoft®
Awards & Certifications

- *Operational Excellence* award – U.S.

- 5 time winner of Microsoft Enterprise Partner of the year award

- *Large Account Reseller (LAR) of the Year* and *Enterprise Partner of the Year* – HP Singapore

- *Pan-EMEA Large Account Reseller* award for operational compliance

- Microsoft Certified in Software Licensing, Software Asset Management and Volume Licensing

"The main reason for consolidating your supply base should be operational efficiency: lower costs in relationship management, lower administration costs, less risk to the business and increased quality and speed in delivery."

— *"Consolidating Vendors Brings Operational Benefits As Well As Dollar Savings", Forrester Research, Inc., June 2008*

2 HP Consulting Services—pro-active software management

HP Consulting Services delivers multiple services within the various stages of the software lifecycle and leverages years of best-practice scenarios.

Licensing Efficiency Study—
Our consultants will work with you to identify the best licensing program for your needs. If your organization is global, our experts will advise you on important issues like taxation, currency exchange rates and benefits of utilizing a centralized infrastructure for reporting and ongoing management.

To help ensure you have an effective software asset management strategy, our consultants will work with you to establish a comprehensive software asset management approach. Our solutions are broken into modules:

Software Asset Management (SAM) Review—
The SAM Review is an investigation service to map the As-Is processes that make up the SAM lifecycle and provide recommendations for change based on best practices.

SAM Savings Analysis—
The SAM Savings Analysis builds on the SAM Review to detail a financial business case for improving SAM.

Business Process for Effective SAM—
The Business Process for Effective SAM is a service designed to help an organization develop and implement To-Be processes based on the findings of the SAM Review.

CONSULTING ROI

FROM: Trying to guess what software is the best for your business

TO: Knowing that you have a software rollout plan that will give your business a competitive advantage

3 HP License Management Services (LMS)—mitigate risk

HP LMS allows organizations to effectively monitor and manage their desktop and server software assets while enabling them to move toward compliance.

HP LMS collects and analyzes information about software assets, so organizations can benchmark how licenses are being used and in turn maximize their return on investment.

HP LMS makes it easier to control software environments and comply with vendor licensing requirements.

The service provides:
- Information on hardware and software assets
- Accurate enhanced recognition of installed software including suite recognition.

- On-going recognition of all applications including in-house developed
- Software contract & purchase data validation
- Links upgrade & support to base product/contract
- Interprets and applies complex vendor rules
- Simple reporting via Web Portal

Allowing you to:
- Minimize risk, improve control and efficiency
- Comply with a changing regulatory environment
- More effectively manage your software environment
- Maximize the return on investment (ROI)
- Reduce costs

"Failure to meet licensing rules or regulatory performance requirements can result in costly fines—and it also risks your organization's reputation."

— "Cover Your Assets: Use IT Asset Life-Cycle Management To Control IT Costs", Forrester Research, Inc. December 24, 2008

LMS ROI

FROM: Questioning if an organization is in compliance

TO: Knowing exactly what you have, where it is and whether it's properly licensed

Maximizing software investments with SLMS
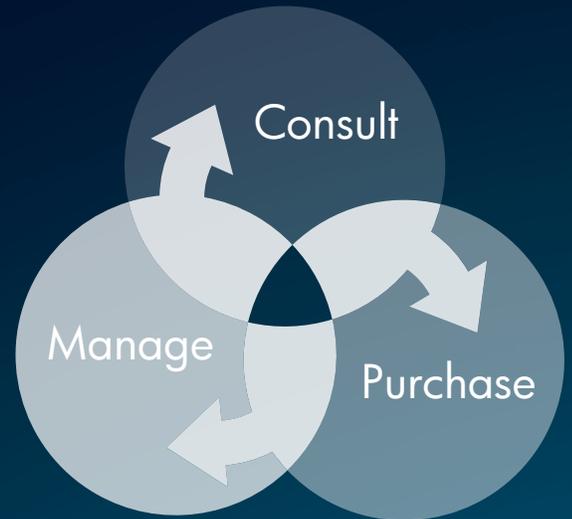
HP Software Licensing Services
- Single source for hundreds of software publishers
- Advise on global licensing models
- Act as Client advocate with software publisher
- Determine best pricing structure
- Provide online ordering via robust OLS tool

HP Consulting Services
- Recommend best go-forward strategy post Licensing Efficiency Study
- Leverage SAM modules to establish a comprehensive software asset management approach
- Build a detailed financial business case for improving SAM

HP License Management Services
- Enhanced Software Recognition
- Application of complex licensing rules
- Software compliance
- Maximize return on investment
- Be in control

Consult

Manage

Purchase

HP Online services (OLS)—take control via the web

HP offers a globally integrated system that enables you to manage and control your software. With OLS, you can track procurement for all of your agreements and can manage your software requirements in any country worldwide. When aligned with our LMS and Consulting services, you can take control of your software assets, reduce unnecessary costs and risk.

With HP SLMS Online Services, you can:
- Search for products by category and quickly narrow searches using product feature filters
- View real-time quotes in local currencies
- View vendor programs, ship-to addresses and user locations
- Save and recall orders and create lists of favorites
- Get immediate online confirmations
- Check the status of orders worldwide by line item
- Pre-register reporting fields by line item or PO number
- Obtain real-time summaries of your company's order information—for one or all locations
- Submit and track feedback and action requests
- Find helpful product information like software updates, product use rights and links to vendor sites
- Utilize worldwide via the multilingual online application
- Access comprehensive reporting mechanisms enabling you to easily retrieve your data

Why choose HP

There are many reasons why customers and partners choose HP SLMS for their software licensing and management needs, including:

- **Experience**—With over 30 years of expertise in software licensing and management, you can count on our knowledgeable experts for even your most challenging software issues.

- **Partnerships**—We maintain strategic alliances with hundreds of software providers, so you can consolidate where you buy all of your software products.

- **Customized Solutions**—We will work with you and the software publishers to define a program that meets your unique business needs.

- **Support and service**—We provide outstanding support and service from the initial quote through the entire life cycle of the solution.

- **Financial Stability**—As part of HP, a Fortune 14 company, HP SLMS gives you peace of mind knowing we will be there when you need us.

How to engage
To learn more about how HP SLMS can help you streamline your software purchases and manage the overall process, please contact your HP sales representative.

To learn more, visit **www.hp.com/go/slms**