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IT at the speed of business

Connecting the dots from
automated software discovery
to asset management

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Drive Business Value with Service & Portfolio Management

PS113SN

Connecting the dots from automated software discovery to asset management

Kristy Stroud

Acxiom Corporation

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The Acxiom logo is displayed in a white square. It features the word "ACXIOM" in a bold, black, sans-serif font. The letter "X" is stylized with a diagonal slash through it.

Agenda

- Biography
- Acxiom Overview
- Abstract
- High Level Overview
- Use Case
- Summary

Kristy Stroud

Software Asset Manager, Acxiom

- 15+ years experience in the IT industry with focus specifically on software strategy for the past 12 years, of which the last 3 years have been focused on the plan, design, and implementation of Acxiom's IT asset management program.
- ITIL V3 Foundation Certified
- IAITAM CSAM

Michael Nichols

Practice Director – CA Technologies

- Michael has been with CA four years and has held multiple roles including Principal Consultant, Director of Solution Architecture, and Senior Architect. Currently Michael is a Practice Director for CA Services in the South where he helps clients with their CA solutions in the Virtualization, Service Management and Automation space.
- Prior to joining CA, Michael spent two years with a technology risk management consulting firm providing expertise around service management, as well, Michael worked for eighteen years with a top tier IT outsourcing company developing IT strategic plans, business cases, solution design, implementation and operation strategies for large scale IT asset and service management initiatives.

- Acxiom is a recognized leader in technology and marketing services that enable marketers to successfully manage audiences, personalize consumer experiences and create profitable customer relationships.
- Our primary focus areas include:
 - **Marketing Services** - Solutions to identify your best customers, reach them effectively, and strategically manage relationships.
 - **Information Management** - Highly optimized Information Management Services designed to reduce risk, increase flexibility and deliver economic value.
 - **Risk Mitigation Solutions** - Make smarter decisions and mitigate your risk with advanced, information-based background screening and identity solutions.

Acxiom Corporation IT Environment

- IT Environment

- ~12,000 workstations

- ~ 30,000 servers (physical and virtual)

- ~ 35 mainframes

- ~ 35,000 software licenses

- ~ 640,000 software titles

– Asset Repository

- CA Asset Portfolio Manager (APM)
- Software Compliance Manager (SwCM)

– Asset Discovery Agent

- CA IT Client Manager
- Microsoft System Center Configuration Manager (SCCM)

– CMDB

- CA Service Desk/CMDB

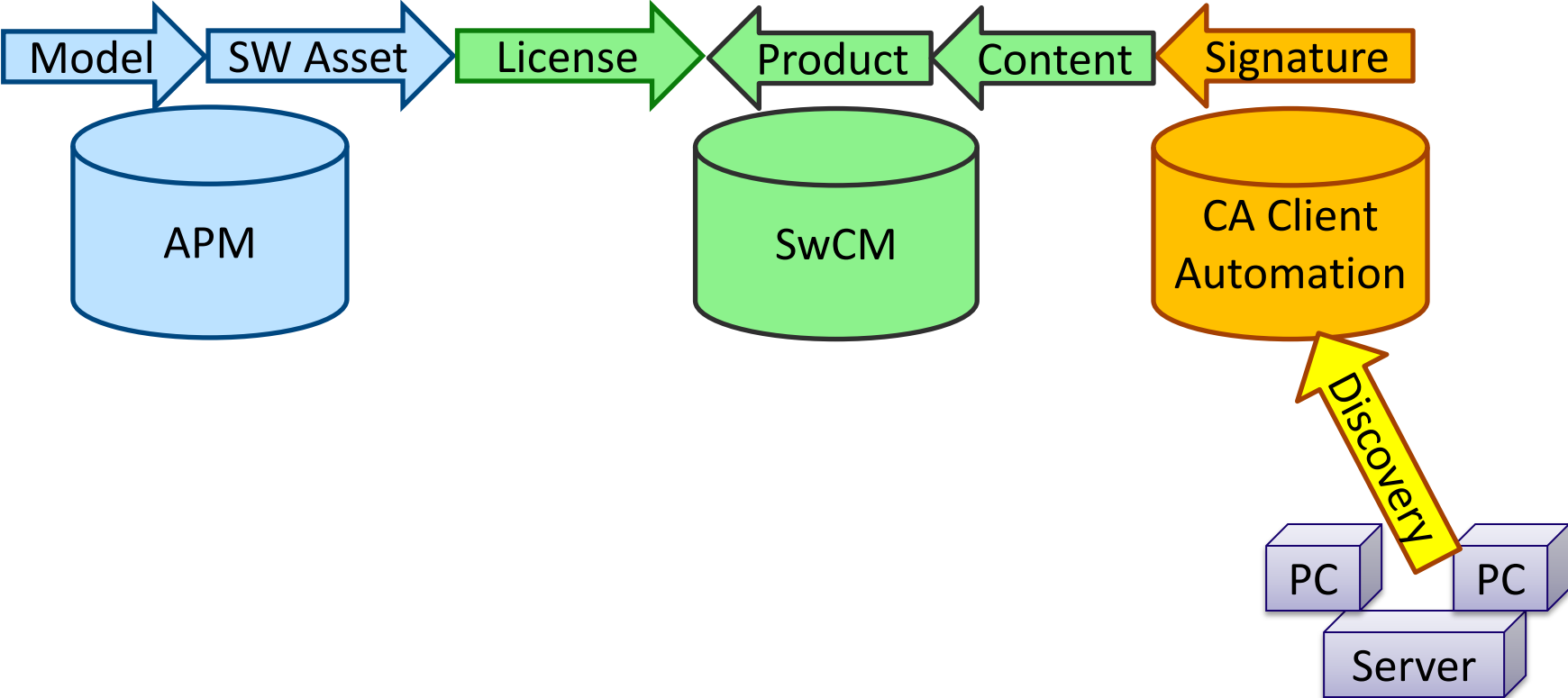
– Change Management

- CA Service Desk

- Tracing software from the point of automated discovery through Software Compliance Manager and then as a managed asset in APM.
- Where we were
 - We understood ownership via purchases and audits and knew we had discovery tools implemented that were reporting inventory data but didn't fully understand how the 2 connected together.

Connecting the dots enabled us to better understand the whole process and gain value from the IT asset management program.

High Level Overview



- Software entitlements are procured and a Software Asset is created in APM
 - Related Software License shell is automatically created in SwCM
- Update shell SwCM license with relevant information
- Validate software discovery signature categorization

Software is procured and Software Asset is created in APM

License

21 of 24 licenses have been internally allocated.

License Class:

License Count:

License Key:

License Duration:

Managed by SwCM:

License Type:

Effective Date:

Termination Date:

Asset

Asset Name:

Asset Alias:

Serial Number:

Asset Tag Number:

Audit Date:

Operating System:

Department:

Department ID:

Family:

Class:

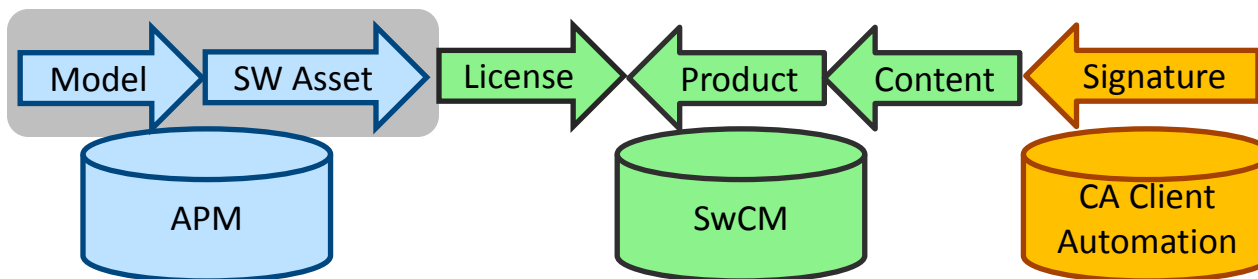
Subclass:

Quantity:

Model Name

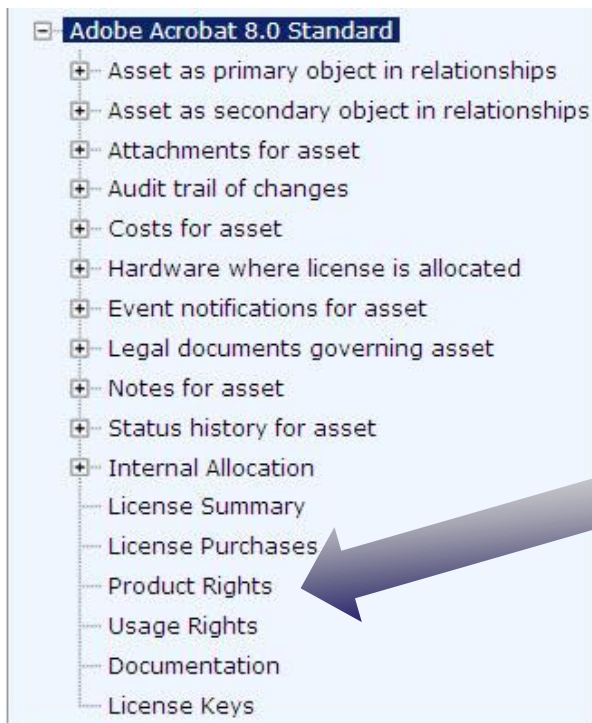
Model Name:

[Details](#)



Complete available software license information in SwCM

- Shell software license is created in SwCM with the following options
 - License Purchases, Product Rights, Usage Rights, Documentation, and License Keys



Product Rights is the key that links to software discovery

SwCM Product Rights

License Information

License Name: License Description: License ID:

Maintenance Information

License includes maintenance:

Maintenance Term:

Term Unit:

Payable:

Payable Unit:

Term Begin Date:

Term End Date:

Forward Coverage:

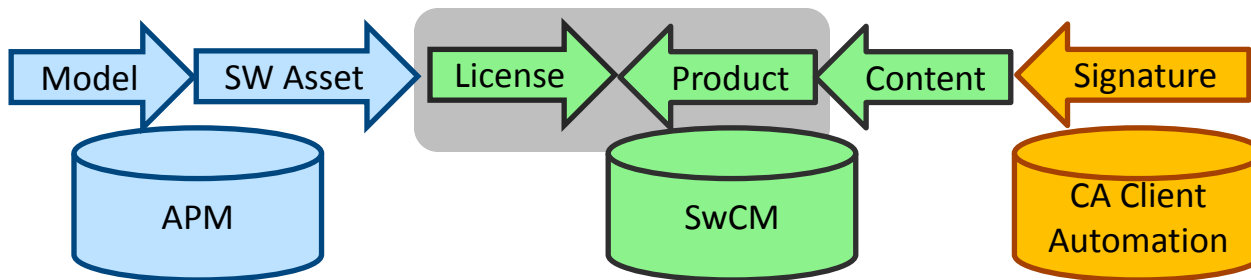
Backward Coverage:

Upgrade Path

Upgrade Path:

Supported Products Covered

	Product Name	Coverage Source	Comments
	Adobe Acrobat 8.0 Standard	Manual	
	Adobe Acrobat 8.0 Standard EN Windows 32 Bit	Manual	



Validate software discovery signature categorization

- Software signatures are presented in SwCM under the inventory tab.
- Signatures that do not have associated content will show up in the “Unknown” category
- Signatures with associated content will either be in “Managed” or “Unmanaged”

Signatures without associated content

Unknown Software

Unmanaged Type must be specified to move Definitions to Unmanaged Software.

Signature Definition:

Manufacturer:

Software Version Label:

Only show software discovered on your network

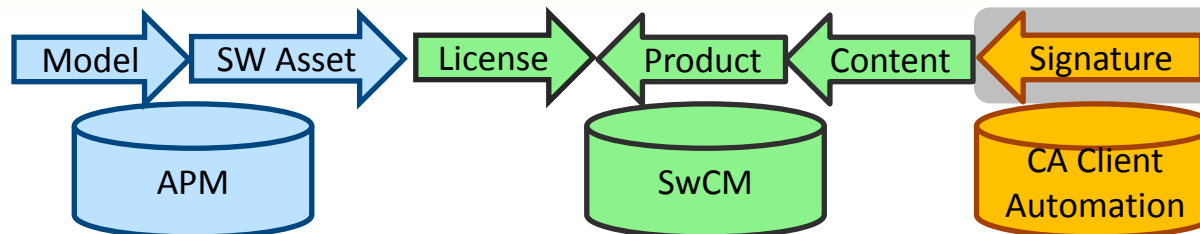
Masking permitted using (*) and (%) characters.

Search Results

	Signature Definition	Manufacturer	Software Version Label	Requires Review
<input type="checkbox"/>	Adobe Acrobat 9 Pro Extended - English, Français, Deutsch	Adobe Systems Incorporated	9.4.2	<input type="checkbox"/>
<input type="checkbox"/>	Adobe Acrobat X Pro	Adobe Systems Incorporated	10.0.2	<input type="checkbox"/>
<input type="checkbox"/>	Adobe Acrobat X Pro - English, Français, Deutsch	Adobe Systems Incorporated	10.0.1	<input type="checkbox"/>

Unmanaged Type:

- Manufacturer's managed by the CA Content Team will be automatically moved as new content is published.
- Those that are not managed by the content team will have to be manually moved to the appropriate category.



Unmanaged Software Titles

▲ Unmanaged Software

Signature Definition:

Manufacturer:

Software Version Label:

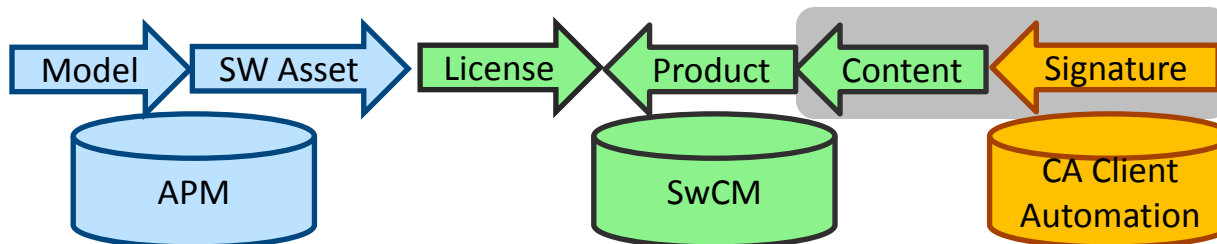
Only show software discovered on your network

Masking permitted using (*) and (%) characters.

Search Results

	Signature Definition	Manufacturer	Software Version Label
<input type="checkbox"/>	Adobe Acrobat 8.1.2 Security Update Update 1 (KB403742)		
<input type="checkbox"/>	Adobe Acrobat 8.1.6 - CPSID_49167	Adobe Systems Incorporated	
<input type="checkbox"/>	Adobe Acrobat 8.2.5 - CPSID_83708	Adobe Systems Incorporated	
<input type="checkbox"/>	Adobe Acrobat 8.2.6 - CPSID_83708	Adobe Systems Incorporated	

Signatures that have been moved to the unmanaged category and not linked to a licensable software title



Managed Software Titles

Managed Software

Signature Definition:

Manufacturer:

Software Version Label:

Only show software discovered on your network

Masking permitted using (*) and (%) characters.

Search Results

	Signature Definition	Manufacturer	Software Version Label
<input type="checkbox"/>	Adobe Acrobat 8.1.0 Standard	Adobe Systems Incorporated	8.1.0
<input type="checkbox"/>	Adobe Acrobat 8.1.2 Standard	Adobe Systems Incorporated	8.1.2
<input type="checkbox"/>	Adobe Acrobat 8.1.3 Standard	Adobe Systems Incorporated	8.1.3
<input type="checkbox"/>	Adobe Acrobat 8.1.4 Standard	Adobe Systems Incorporated	8.1.4
<input type="checkbox"/>	Adobe Acrobat 8.1.6 Standard	Adobe Systems Incorporated	8.1.6
<input type="checkbox"/>	Adobe Acrobat 8.2.5 Standard	Adobe Systems Incorporated	8.2.5
<input type="checkbox"/>	Adobe Acrobat 8.2.6 Standard	Adobe Systems Incorporated	8.2.6

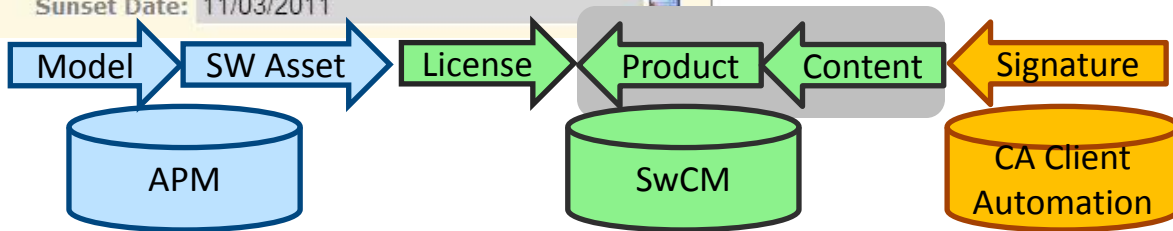
These are managed titles discovered within your environment and associated with a SwCM Product.

Discovered Signatures associated with SwCM Product

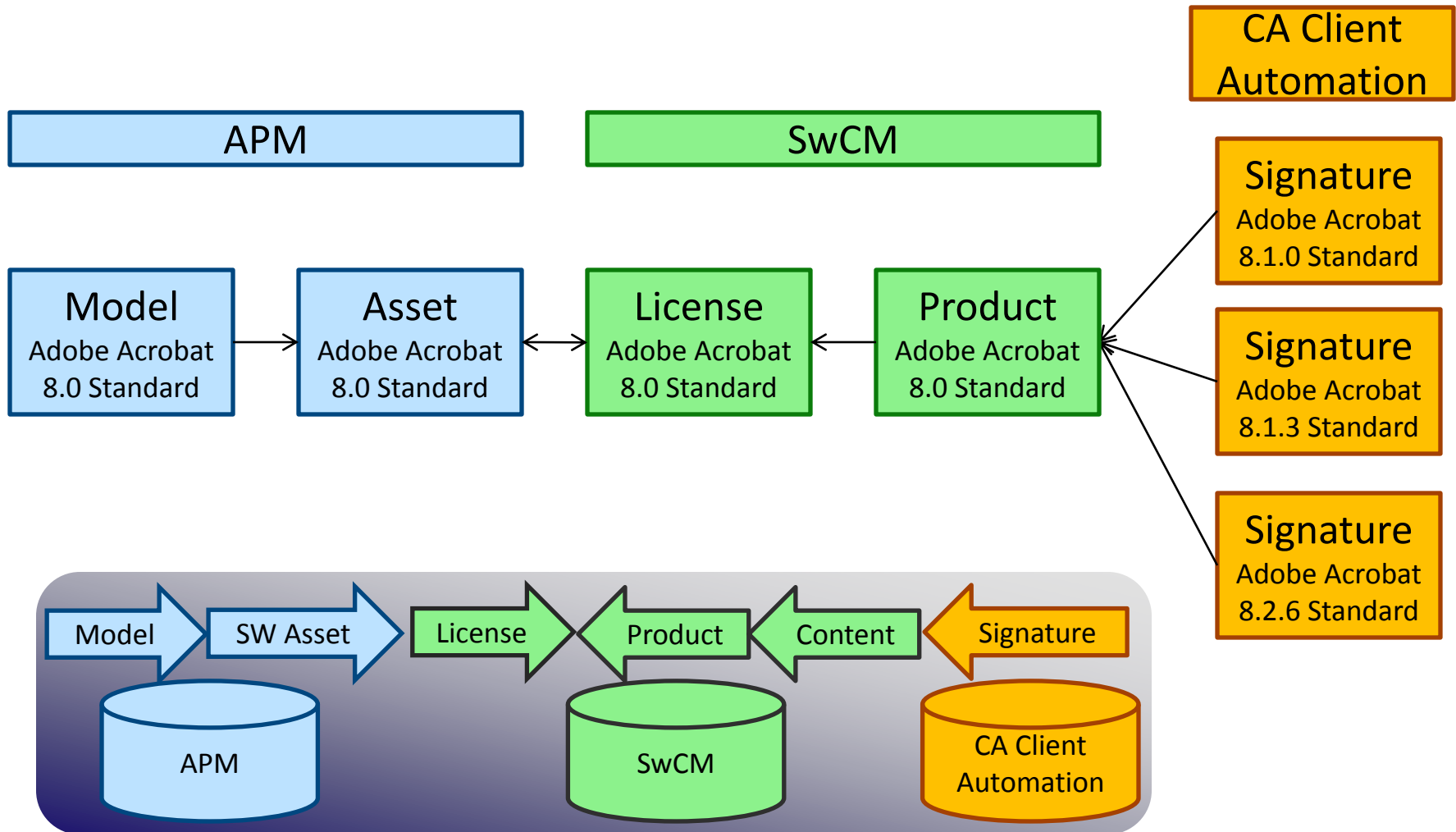
Product Name: Adobe Acrobat 8.0 Standard
 Product Type:
 Product Class: Commercial
Product Family
 Value: Acrobat
 Manufacturer: Adobe Systems, Inc.
 Version Label:
 Major Version: 8
 Minor Version: 0
 Edition: Standard
Language
 Value:
 Description:
 Platform:
 Release Date: 11/03/2006
 Sunset Date: 11/03/2011

Signature Definitions (Discovery)	
Select New	
Signature Definition	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard	
Adobe Acrobat 8 Standard - English, Français, Deutsch	

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Software Discovery to managed Software Asset

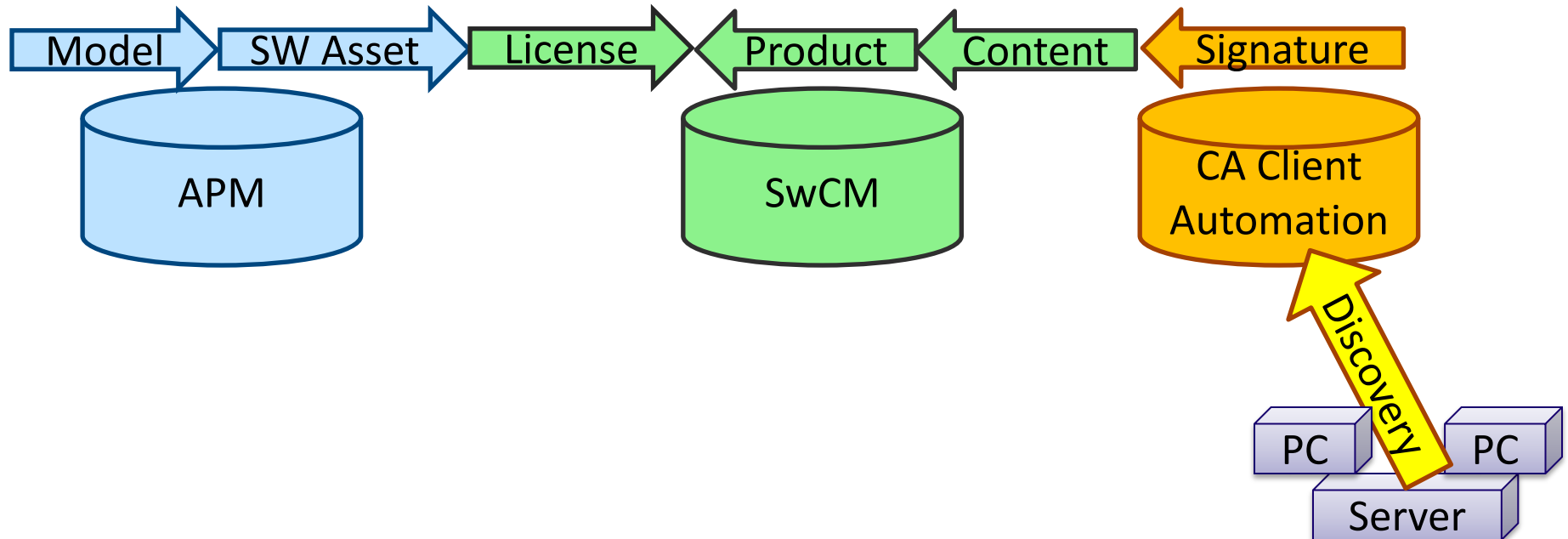


Special considerations

- Signatures in Unknown category need to be continually managed.
- Consideration needs to be given for multiple sources of discovery data.
- Challenge to segregate ownership of discovered software.
- Usage rights and license terms should dictate SwCM license management strategy
 - Standard desktop installs
 - Microsoft Office
 - Licensable title may not be discoverable
 - Client Access License (CAL)
 - Non-licensable titles appear as licensable
 - Client license to access licensed product

Summary

- Software License/Assets are tied to Products which relate to Signatures
- Understanding how the tools work together adds value to your IT Asset Management program



Q&A

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Acxiom Corporation

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thank you

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Recommended Sessions

SESSION #	TITLE	Date / Time
PS305SN	Your Assets are Getting Fluffy: The Impact of Cloud, Virtualization and Other Trends on Your Asset Management Program	11/16/11 at 4:00 PM South Pacific A

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Related Technologies

- **Booth 441** – CA IT Asset Manager, CA Technologies
- **Booth 441** – CA Service Catalog, CA Technologies
- **Booth 444** – CA Business Service Insight, CA Technologies

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Session # PS113SN



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