

## OptimizeIT

Automatic software license utilization tool that accurately track software usage, increases revenue and improves customer control

### Benefits to Your Organization:

- Closing the gap with full software inventory
- Address the market compliance requirements
- Make informed decisions using accurate usage data
- Prevent over-deployment of software
- Boost Productivity by releasing unutilized floating licenses in real-time
- Maximize ROI

**IDC estimates over-deployment of enterprise software to be 15-20 percent**

**According to Gartner 67% of the companies, do not track software asset usage**

Due to growing number of applications and market slowdown, companies are looking for innovative ways to control and maximize the value they get out of their IT assets. For many, the answer lies in finding the right mix of software licenses the organization needs and managing them wisely. This alone can save up to millions of dollars.

But how do you gather comprehensive and accurate view of your software utilization? Physical audits are time-consuming and expensive. And these audits only reflect usage data for a limited timeframe, rather than a usage trend over time or daily real-time reporting.

**OptimizeIT is the answer!** OptimizeIT provides a constant, accurate view of your software utilization and the functionality used – all without the hassle of physical audits.

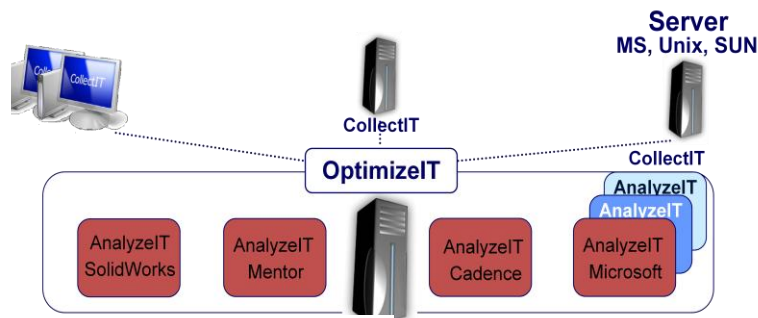
Unlike other asset management solutions, OptimizeIT:

- Defines the type of functionality used in every application. For example, OptimizeIT differentiates between Editing and Viewing modes, which has a clear effect on the license price.
- Has a very lite agent that doesn't hook or affect the computer's CPU resources.
- Has a .NET based standalone agent that doesn't require anything.
- Has a very simple reporting mechanism.

**OptimizeIT can boost productivity and Maximize Your ROI**, by freeing up concurrent (floating) licenses. OptimizeIT can reduce denials, engineering waiting times and IT interventions. By finding the right MIX of software that the organization really needs, it get the most of its IT assets.

### Agent

- Data collection and transfer to a reporting server
- Automatic removal of unutilized licenses



### Server

- Data Analysis in real-time
- AnalyzeIT profiles

### Web Portal

- Real-time Reporting
- Alerts
- Configuration



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## How It Works

### OptimizeIT Monitor Agents

OptimizeIT tracks software usage without implementing licensing technology inside the software code. With OptimizeIT, a non-intrusive agent collects detailed data from virtually any application – with or without connecting to the end user. OptimizeIT supports all license models and collects a wide set of licensing metrics (e.g. named-user, concurrent, CPU, etc.)

### OptimizeIT Compliance Monitor Server

The automated agent scans the installation base and compares it to number of licenses bought and utilized licenses. If the installed exceeds the bought software, an alert is presented on screen.

### OptimizeIT Commercial

An intuitive, Web-based portal provides licensing and reporting capabilities. From this portal, customers can view a summary report or a drilldown for further details to answer questions like:

- Which applications are being used?
- What are the software needs?
- Which functionality is being used (Editing vs. Viewing)

From: 2009/5/18 To: 2009/5/18 Search exec: Show Download

Executable	Utilized	Non-utilized	Installed	Bought
OUTLOOK	55	25	80	77
WINWORD	39	40	79	77
communicator	35	2	37	0
EXCEL	28	49	77	77
WINPROJ	10	8	18	18

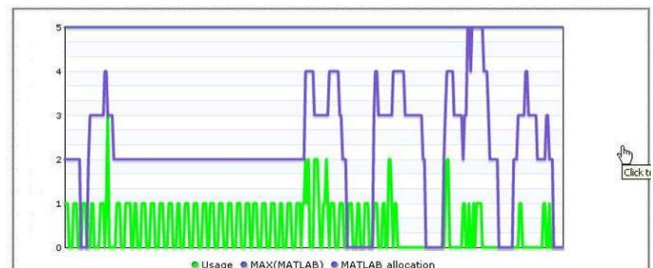
Machine	User	Apps	Usage type	% in focus	% interactive	Interactive time
C130	efratsmoller	viewer	5	1	6h 18m	18m
C191	adi.elikoshi	editor	14	47	8h 20m	1h 8m 32m

### OptimizeIT CAD

OptimizeIT CAD provides detailed reports for floating licenses that answer questions like:

- How many licenses are in the organization?
- How many licenses are allocated?
- How many licenses are utilized – how many licenses we really need?

Application:  Server:  Start date:    Stop date:    Features:  MATLAB  MATLAB\_Link\_for\_CCS Submit



## Benefits

OptimizeIT enables companies to:

- Maximize the value of their licenses
- Boost productivity
- Maximize ROI
- Save money on unutilized licenses
- Reduce maintenance fees
- Increase control over all the IT software assets
- Use real-time monitoring and alerting capabilities

Next steps:

Visit [www.softwatch.com](http://www.softwatch.com) to learn more about OptimizeIT or call +972-774442255.

# SoftWatch

OPTIMIZE YOUR IT!

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