



## Full Lifecycle SAM Consulting

Software Asset Management (also known as Software License Management) is something we all have to deal with in one form or another. From the largest corporation to even the most basic business enterprise, if you have multiple employees using a variety of business applications, you really need to “manage” those assets. Proper software asset management will not only ensure that your company is legally compliant, but it also provides the opportunity to make sure you are not overpaying for your licenses and that you have the right licenses in place to match the needs of your company

We are committed to helping organizations establish a successful strategy for licensing software at an exceptional value. Proper Software Asset Management is the key to increasing your ROI on your software investments. And don't think this is just for the “big boys”. Small companies can benefit just as much from a thorough software licensing assessment and implementation plan.

At **Cynthia Farren Consulting**, we offer full lifecycle Software Asset Management. That means we can assist and guide you through each phase of the software acquisition and deployment life cycle, including:

- Performing a comprehensive audit of your current licensing situation, i.e., we review your company's software purchasing history, reconcile purchase records, and compare these to your current inventory. This analysis indicates if there are any gaps - products being over- or under-purchased - in your software procurement habits and provides a foundation for your company to maintain accurate inventory and records in the future.
- We also complete a thorough contract review to determine whether you have the right licenses for your business and your users.
- We then work directly with the major software publishers on your behalf to ensure that you receive the most advantageous agreements possible.
- When the new agreements take effect, we then work with your IT people to develop a deployment plan to rollout the software to all authorized users.
- And finally, we help put administrative processes in place that will help you easily and routinely self-monitor and maintain your software management plan moving forward.

**CFC** specializes in Software Asset Management. Let us put our experience and expertise to work for you. When we're finished, you'll have peace of mind knowing your company is fully license compliant and in excellent shape to comply with recent Sarbanes-Oxley regulations. You

also will have saved money as a result of our re-negotiated licensing agreements, and will have new systems in place that should further reduce administrative expenses by standardizing your future software purchasing and self-monitoring processes.