

## Contact...

John Tomeny  
603-643-3351  
[johnt@sassafras.com](mailto:johnt@sassafras.com)

*Sassafras Software is the publisher of K2 - KeyAuditor & KeyServer, a pioneering license compliance tool first published in 1989. Throughout 20 years of product development, Sassafras technology has continued its leading role as a critical part of license compliance and software cost reduction efforts in some of the largest corporate, educational and government enterprise networks worldwide. Sassafras enjoys broad support from software publishers, including many technical partners that rely exclusively on K2-KeyServer technology.*

*K2 is a cross platform Software Asset Management (SAM) solution for managing software license entitlements throughout an enterprise. K2 tracks, controls, and reports software usage for license compliance and cost reduction. K2's comprehensive reports include hardware profiles, and complete software audits in detailed or summary formats.*

**K2** KeyAuditor  
& KeyServer

## Sassafras K2 - KeyAuditor & KeyServer 2010 CODiE Award "Best Asset Management Solution"

**San Francisco, CA - May 11, 2010:** K2 - KeyAuditor & KeyServer, from Sassafras Software, has been named the Best Asset Management Solution in the 2010 CODiE Awards competition. This prestigious award was presented to Sassafras Software by the Software and Information Industry Association (SIIA) after extensive evaluation and testing during the industry peer-review process.

From a diverse range of product entries in the Asset Management category, a panel of IT Asset Management (ITAM) and Software Asset Management (SAM) industry professionals, along with SIIA member companies, voted the Sassafras K2-KeyServer as the "Best Asset Management Solution".

*"We are honored to be selected by our industry peers and the distinguished panel of judges representing the IT Asset Management (ITAM) and Software Asset Management (SAM) industries,"* said John Tomeny, Sassafras VP of Business Development. *"The rigorous judging process of the CODiE Awards further validates the distinguished reputation that Sassafras has earned among the world's leading IT Asset Management associations."*

Beginning in the 1990's, Sassafras Software was an early pioneer in the development of ITAM and SAM technology. Sassafras continues today as a market leader with innovative solutions which expand the scope of its software management tools to address the unique demands of virtual computing within a unified management interface.

For over 20 years Sassafras technology has been a critical part of license compliance and software cost reduction efforts in some of the largest corporate, educational, and government enterprises worldwide. Sassafras enjoys broad support from software publishers including many technical partners that rely exclusively on K2-KeyServer technology.

Sassafras has been instrumental in driving the development of software licensing standards for two decades. Members of the Sassafras team were among the coauthors of the License Services - API specification (LS-API) in the early 1990's. More recently, Sassafras VP of Business Development, Mr. Tomeny, served as a coauthor of the ISO/IEC 19770-2 international SAM Standard for software identification. Presently he serves as Convener of the ISO/IEC 19770-3 working group, developing the international SAM Standard for software entitlements.

*"This is the 25th year we have recognized excellence in the software, education, and information industries through the CODiE Awards program,"* noted Ken Wasch, President of SIIA. *"In this economic climate, companies are doing even more to innovate.*

# K2 Key Auditor & KeyServer

## **Supported Host & Clients:**

Windows, Macintosh, Linux, Solaris, App-V, VM Ware, Parallels, Thin-client, and numerous other virtual computer OS's.

## **More information:**

[www.sassafras.com](http://www.sassafras.com)  
603-643-3351

*Sassafras has demonstrated a commitment to innovation and quality that is reflected in K2-KeyServer's selection as "Best Asset Management Solution" in the 2010 CODiE Awards. I am pleased and proud for SIIA to bestow this great honor on their company and software."*

Originally called the "Excellence in Software Awards," the CODiEs were established in 1986 by the Software Publishers Association (SPA), which preceded the SIIA. The program was created so that pioneers of the software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has continued in carrying out the same purpose -- to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement and philanthropic efforts.

For more information about K2 - KeyAuditor & KeyServer, go to <http://www.sassafras.com/>

For a complete listing of the 2010 CODiE Awards winners, visit: <http://www.siiia.net/CODiES/>

## **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit <http://www.siiia.net>

## **About Sassafras Software**

Sassafras Software is a privately held company located in Hanover, New Hampshire. For more information, please visit <http://www.sassafras.com>