K2 KeyAuditor &KeyServer

SOLUTION BRIEF

Martin/Williams, an award-winning advertising agency, has an impressive list of clients, including Payless ShoeSource, L.L. Bean, E*Trade Financial, and Victory Motorcycles.

Business Situation

Software licensing costs and annual maintenance renewals were out of control. M/W needed to improve management of their Microsoft Enterprise Agreement and other licensing contracts. Illegal peer-to-peer downloads were threatening the security of their network, and corporate computing standards needed to be actively managed to improve the efficiency of their design teams.

Solution

All of the M/W computers are now supported by K2. They discovered that out of 280 computers, only 197 of them touched Microsoft Office in a one-year period. So, they adjusted their Enterprise Agreement to 200 licenses and saved the company around $14,300 in licensing fees. They also experience additional savings on other software titles and on their annual maintenance fees because of K2's accurate reporting of licensing.

Business Benefits

With corporate computing standards in place, and an enforcement tool that prevents the use of unauthorized software, M/W designers are able to focus on client projects without the interruptions that can happen on an unmanaged network.

Sassafras Software, Inc.

K2 - KeyAuditor & KeyServer is employed at thousands of organizations world-wide to successfully manage their IT requirements.

Martin/Williams reduces software licensing costs with K2 – KeyAuditor & KeyServer

License optimization yields significant cost savings.

Martin/Williams maintains a Microsoft Enterprise Agreement for volume licensing. Every year they "true-up" their licensing with Microsoft by running reports of all the computers that have Microsoft products loaded and report their findings to Microsoft. Microsoft then determines their licensing costs for the next year based on installed copies.

The flaw in the process was that they could not identify abandoned copies of the software in order to uninstall them and remove them from their list. Licensing administrator, Libby Lester, explained: "Before we started using K2, our annual numbers were just a guess. Now, with K2's reports, we save money. We can track usage and determine which programs are actually being used at each computer. If someone has licensed software installed that they never use, we reclaim it and repurpose its license to others who will use it, rather than buying more licenses unnecessarily."

Managing corporate computing standards.

The success of software migration plans, as with any corporate computing standard, requires monitoring by plan administrators. Says Libby: "We established a corporate standard for all of our design projects to be produced with Adobe InDesign. While we do have both Quark XPress and Adobe InDesign installed, we monitor the usage of each program with K2 to ensure the success our designers' migration to InDesign."

Protecting corporate network security

"We use K2/KeyServer to block the use of peer-to-peer, file sharing software. While our staff sometimes don't understand why we do this, our management is happy to know that K2 protects our company both from the legal exposure of unauthorized copies and from the security risk of questionable software."

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