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*Sassafras Software is an early pioneer in the development of software license management technology for desktop computers. Sassafras has been providing IT asset management solutions since their first public release of KeyServer in 1990.*

*K2 is an integrated software asset management (SAM) solution that enables IT managers to automatically audit, track, and control their software and hardware assets.*

## Five Steps to Software License Compliance

**A**ccording to the **2007 US State Piracy Study** published by the Business Software Alliance, one out of five software programs put into service in the United States is illegal. The subject of software piracy, and how software is pirated, was commonly misunderstood by many not so many years ago. But vigorous efforts over the last two decades by two software industry trade associations, the Business Software Alliance (BSA) and the Software & Information Industry Association (SIIA), and by individual software vendors has improved the level of awareness - if not understanding - on the issue.

### Common Forms of 'Corporate' Piracy.

In the workplace, employees often share copies of company software with each other without going through proper channels to obtain licensed copies. Or they may bring personal copies from home to work and load them onto their computers. These actions are common forms of software piracy that are often and are carried out with little or no forethought about anything other than the need to accomplish their work on schedule. Employees look for the most convenient way of getting things done. They also sometimes download unlicensed software from the Internet. Although the employees may not have intended to commit piracy, their actions can still put your organization at risk.

Other acts of software piracy can occur when an organization expands or changes personnel. The licensing details can be forgotten or overlooked during times of change, leading to careless and illegal installs. Especially in times of economic downturn organizations might engage in deliberate cost cutting practices that lead to unlicensed use of software.

Pirated software is not simply software that has been counterfeited for resale, but includes any unlicensed use of software by individuals in any setting. But, thankfully, there are steps that you can take to protect yourself from legal exposure and risk.

### The Fast Track to Compliance.

1. Collect Proofs of Ownership
  - Purchase Orders
  - Paid Invoices
  - Receipts for Purchase
  - Volume Purchase Licensing Contracts
  - Original License Certificates

The "proofs of ownership" list is arranged in order of the potentially easiest items to locate. Care should be taken, however, to avoid overlap in the various proofs used to demonstrate compliance. Purchase orders, paid invoices and receipts for purchase should be checked to determine whether they refer to a common purchase or to separately licensed copies. Likewise, with Volume Purchasing Contracts: if you use mixed proofs to justify separately licensed software you must be able to demonstrate that they do not refer to the same transaction. Original License Certificates are unique and generally associated with retail purchased software. These certificates may only be relied upon when they are the only method used to demonstrate ownership.

# K2 KeyAuditor & KeyServer

*K2 is an integrated software asset management (SAM) solution that enables IT managers to automatically audit, track, and control their software and hardware assets. Sassafras Software has provided software license management technology since 1990 to some of the world's largest corporate, government, and educational enterprise networks.*

*In addition to comprehensive hardware/software auditing, K2 will also control access to licensed software and run detailed deployment and usage reports for an enterprise-level organization or for specific departments.*

## **New in Version 6.1:**

- *K2 Web Reports: Scheduled Reports and Web Console*
- *Rules-based Filtering for Hands-free Management*
- *Role- and Scope-based Administration*
- *Enhanced Integration with Active Directory*
- *Rapid Client Deployment with MSI and MPKG files.*
- *Universal Binary Support and Dashboard Widget.*

## **Supported Host & Clients:**

*Windows, Macintosh, NetWare, Linux, BSD Unix.*

## **More information:**

*www.sassafras.com  
603-643-3351*

Serial numbers are not proofs of ownership. They are useful to identify copies of software and their source and they are helpful when purchasing upgrades. But auditors will not accept the existence of serial numbers as proof of ownership. Additionally, original media (CD's, diskettes, and documentation) is less useful in today's world of volume purchase contracts and multiple license packs, and is generally unreliable in counting numbers of licenses.

2. Audit Installed Software
  - Systematically Inspect Every
  - Desktop
  - Portable
  - Virtual computer
  - Server
  - Home computer (optional)

Steps one and two can be reversed or carried out simultaneously. Both must be completed prior to reconciling and proving license ownership in step three. You will need an exhaustive list of all copies of software and their version numbers installed on all computers in your organization. Later we will discuss tools that you can use for this task. Once you have completed steps one and two you are ready to discover how much of your organization's installed software is legally licensed.

3. Reconcile Audit & Proof of Ownership
  - Product Names
  - Version Numbers
  - Types of Licenses (Single-user, Concurrent use, other restrictions)
  - Serial Numbers

Compare the items in list three between your audit list and ownership proofs list for matches. The goal of step three is to discover any software installed or in use within your organization that cannot be traced back to its license. When unlicensed software is discovered, you must decide whether to buy a license or delete the software. That's it in a nutshell - easy to describe, extremely difficult to accomplish - unless you employ the use of automated auditing and usage management tools (more on that subject later).

## **A Long-term Solution.**

4. Establish Corporate Culture
  - Publish Corporate Policy
  - Have Employees Sign It
  - Centralize Purchases
  - Store Volume Purchase contracts, Original License Certificates, Purchase Orders, Invoices, Receipts
  - Detect and Prevent Employee Software Installs

There is nothing that can replace the value of well designed and active anti-piracy education among the staff and students in your organization. Their understanding of the pitfalls and solutions will go a long way toward reducing risk. Add to that the organizational discipline of recording ownership as purchases occur and you will create the important foundational basis upon which your company can build an effective software license compliance program.

5. Manage Ongoing Usage
  - Determine Ownership (department, division, or corporate)
  - Manage Correctly by Type of License
  - Who Should Have Access to Each Product?
  - Track Computer Obsolescence and Stop Buying Software
  - Identify Waste, Reclaim & Redistribute
  - Predict Needs and Purchase Accordingly

Before you can effectively manage software usage to comply with your software licenses you must first know who owns the licenses. You must determine whether licenses have been purchased for use within specific departments,



### **SAM Industry Leaders**

*Sassafras is an enthusiastic participant in the active standards development work of ISO/IEC 19770-2 and 19770-3 which promises to facilitate an evolution toward entitlement centric software licensing. We encourage you to read our white paper on Asset-centric vs. Entitlement-centric Software Asset Management.*

*As a leader in licensing technology, Sassafras Software is an active participant in several industry forums that promote the dialog between SAM administrators, compliance officers, software publishers, licensing service providers, and industry associations. We have presented software licensing issues for discussion at many industry and educational forums including SWAMI (Gartner Group), SIIA (SPA), IBSMA SAM Summit, IBSMA Software Licensing Practices Committee, IAITAM Annual Conference, NSBA, JPSA (Tokyo), MITI (Tokyo), and in numerous others.*

*We are always interested in addressing end-user and software publisher questions. We are also open to collaborative efforts with other industry leaders to improve the environment of software licensing. If you have questions, or ideas for collaboration, please contact John Tomeny at [johnnt@sassafras.com](mailto:johnnt@sassafras.com) or 603-643-3351*

divisions, or regional areas of your organization or whether you are free to use it anywhere within your company.

Next, you must understand what type of licenses your organization owns. Site licenses (licenses that can be installed anywhere within your organization) can, in some respects, be the easiest to manage. However, unless you are careful to determine true usage requirements, site licenses can hide budgetary waste with over-licensed products. Concurrent-use licenses (licenses that can be shared by multiple users) are also convenient but they require a software license management tool that is able to track and manage real-time usage. Per-computer (node locked) licenses (licenses which must be locked to specific computers) are sometimes the most expensive IT asset your organization owns and can create the biggest legal risk if not properly managed.

In the next section we will discuss how to effectively manage all of the major types of software licenses to reduce legal risk, lower ownership costs, and soften the fears and resistance of software publishers to offer license models that are truly useful to your organization.

### **Effective Software Management.**

It is easy to understand, from the material we have covered so far, that effective management of a multitude of software programs within a diverse and ever-changing user community can be a complex task. K2 - KeyAuditor & KeyServer, from Sassafras Software, simplifies the task by breaking down software management into three essential elements: computers, software programs, and licenses.

KeyAuditor, K2's auditing service, integrates enterprise-wide software and computer hardware audits with the KeyServer's software license management service. Using a transparent, auto-discovery protocol, KeyAuditor runs periodic incremental, or on-demand, audits to automatically keep information current for desktop and portable computers. KeyAuditor can identify more than 200,000 Windows and Macintosh software applications, while hardware audits provide details about operating system revision, computer configuration, computer asset tag, and location data.

KeyServer, K2's award-winning software license management tool, centralizes software license management. The intuitive administrative interface permits management of one or more licensing policies for each program, application suite, or software version. K2 then tracks deployment and usage site-wide. An enforcement option automatically manages license compliance for single computer (node-locked) licenses, concurrent use (floating) licenses, or custom licensing policies. K2 will quickly reclaim and redeploy abandoned software license entitlements without the overhead of re-imaging client computers.

K2 - KeyAuditor & KeyServer closes the gap to potential software piracy. It creates a supported working environment where employees can gain legal access to software to complete their work effectively. And it enables organizations to achieve the highest levels of cost reduction in their software budgets.

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**Sassafras Software** was an early pioneer in the development of software license compliance technology for desktop computers beginning in 1989. We have been providing IT asset management solutions since our first public release of KeyServer in 1990. Sassafras enjoys broad support from software publishers, including many technical partners that rely exclusively on KeyServer technology. For nearly 20 years, our products have supported Software Asset Management (SAM) activities on some of the largest computer networks worldwide.