

# Fighting the License Management Battle and Winning!

Rachel Stanley  
Honeywell  
License Team Lead

# About Honeywell

Honeywell International is a diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services, control technologies for buildings, homes and industry, automotive products, turbochargers, and specialty materials.



# Centralized Engineering Application Licensing - CEAL



- Created in 2001
- Contains a cross-functional team that includes Finance, IT and Contracts
- Members are located in Florida, Arizona, Mexico and India
- Small team of 8 – big success
- Department founder Rick Wilson co-founded CELUG – Centralized Enterprise License User Group <http://celug.com/>

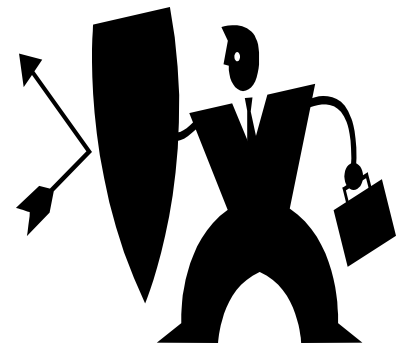
# Our Experience

- 7+ years centralizing licenses
- Work with over 60 vendors
- More than 120 license manager installations
- Almost 7000 users in 10 countries
- Using 12 license servers that are a mix of Windows and Linux
- Used FLEXnet Manager since before it was SAMSuite



# The Battle

- Explaining it in terms people can understand
- Getting management buy-in on paying more per license for fewer licenses
- How do you get people to pay the bills when they no longer come to them?
- Getting people to share and not think of them as “my licenses”
- Convincing local site license administrators to relinquish their “babies” to people they have never met
- What about my sales commission? Get local sales people to support 1 central contract
- What do I do to get temp licenses?
- How do I get support? Who installs the software?



# The Fight

- Outline the savings of consolidation
  - Yes, price per license goes up but so does the effectiveness of that license. It will no longer be idle when that user goes home at night
- Reduction in administration costs while gaining experienced support people
- Server savings
  - No longer having to pay for a local license server
- Sell team member experience
- Work with the vendor to help keep local sales people involved
  - Sometimes when contracts are centralized local sales can feel like they were cut out of the deal
- One central team to work with for purchasing instead of 20  
Internal savings also happen at the vendor
- Work with department to find “fair” billing

# Sometimes you lose



- Recognize that not all vendors/applications are applicable for centralization
- Don't "Spend a dollar to save a penny"
  - Some tools are not worth the cost to centralize
- There are special cases and you just have to accept that – secure systems, etc.
- Legacy licenses sometimes cannot be moved
- Some license technologies just don't work over the WAN

# We are Winning

- Track record speaks for itself – 98% uptime
- Savings
  - Consolidation
  - Cost Avoidance
  - Administrative
  - Reoccurring
- Almost everyday we are asked to add tools to our offerings
- Support satisfaction





# We do have our scars

- Growth Pains
  - Asking for more centralizations than we have people to support
  - Adding more users than we have licenses to support
- Budget Pressures
  - Do more for less
- Hardware issues
  - We have had hardware failures but how you handle them is the key. Make a disaster plan!
- Communication
  - Effective communication with users has been a stumbling block



# Lessons Learned



- Establish standards
- Provide exceptional support
- Start small but big
  - 1 or 2 vendors that will give you the biggest savings by centralizing
- Processes are key
  - Set them up to ease the growth pains and protect yourself
- Be flexible
  - Change your process as the world changes
- Purchase the tools you need to succeed
  - Savings will justify the cost – FLEXNET Manager
- Develop your own software if need be
- Global contracts for global environment

# Lesson Learned part 2



- Get upper management's buy-in but sell it to the users
- Mass emails are needed but use judiciously
- Website, website, website – a good website will let users answers their own questions without involving your support team
- Decide who is going to install software and stick to it
- Enlist the help of application admins at each site – they can be a lifesaver
- Vendor relationships are critical – make them a partner in your success

# Q & A

- Any questions?
- Please join CELUG if you are not already a member  
<http://celug.com/>
  - FREE
  - Meets monthly on the phone where software vendors present
  - Email exploder allows you to ask questions of other license administrators
  - Monthly meetings with Acrecco on FLEXNET and access to Acrecco personnel
- Contact Info
  - Rachel Stanley
  - [Rachel.Stanley@Honeywell.com](mailto:Rachel.Stanley@Honeywell.com)
  - 727-539-2566