

SoftSummit™ 2010

Enabling SAM through Software ID Tagging The value case for Publishers, Tool Providers and Customers

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80/20 Cost Rule Of Management

22%

Hardware and
Software

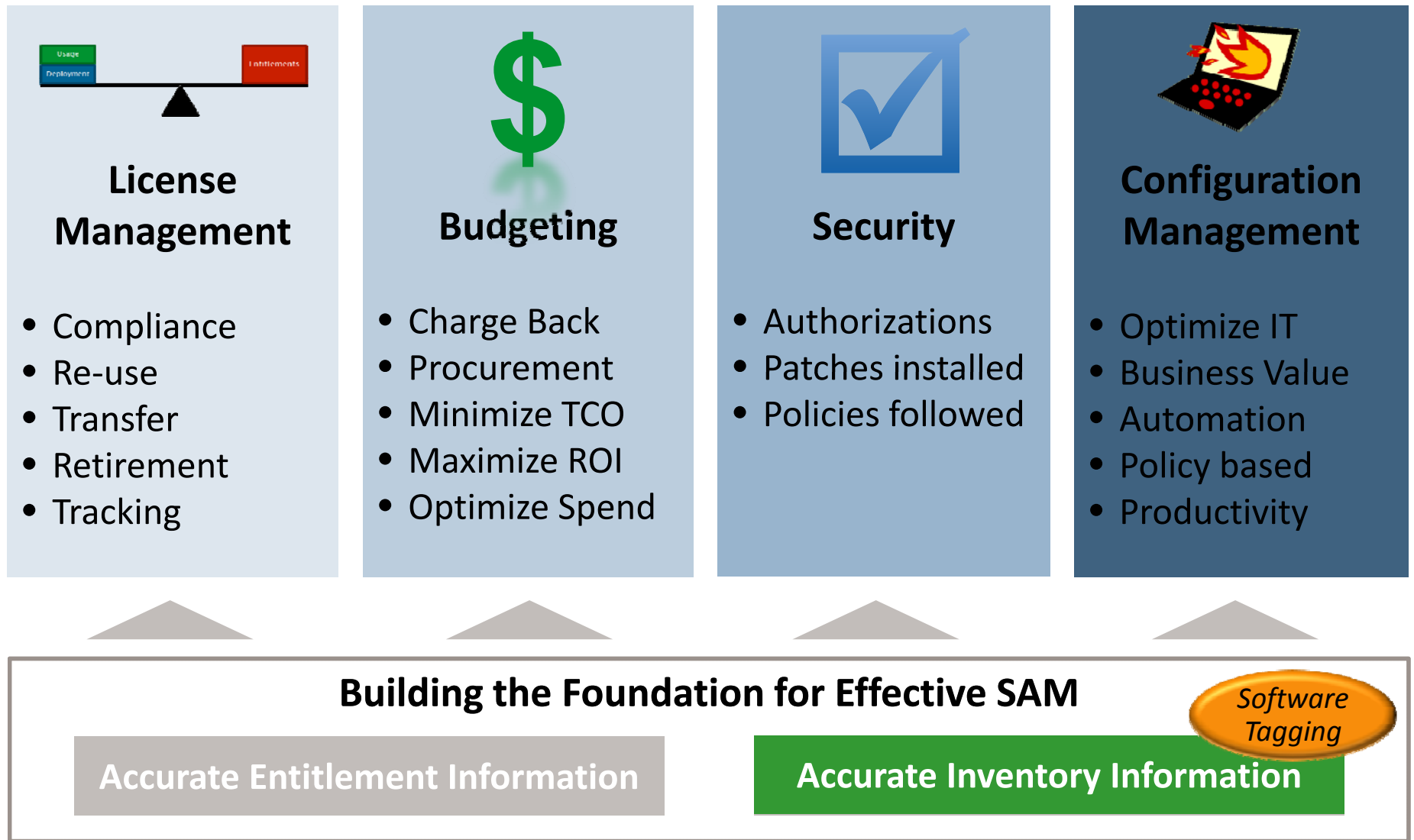
78%

Support and
Maintenance



Source: Gartner, 2008

But managing assets is more than just saving costs...



Managing inventory information today is hard...

Requirements	Status	Comments
Standard discovery	✘	Multiple tools & platforms = multiple answers
Single collection tool	✘	Vendors require specific tools → high support costs
Centralized reporting	Limited	Multiple business units / tools = lengthy reporting cycle
Normalized data	✘	Accuracy is critical, typically needs vendor signoff
Automation	Limited	Requires normalized and authoritative data
Entitlement aligned	✘	Difficult to align → easy to over-deploy
IT Process Integration	Limited	To align with Config systems and Budgeting process

Software ID Tags can make this much easier

Requirements	Status	Comments
Standard discovery	✓	Standard XML files for all publishers and platforms
Single collection tool	✓	Same answer for all tools on all platforms
Centralized reporting	✓	Enabled through consistent data for all tools
Normalized data	✓	All common data values are normalized
Automation	✓	Enabled through consistent and normalized data
Entitlement aligned	✓	Software ID Tags can be mapped to Entitlements
IT Process Integration	✓	Definitive ID file allows easier integration

Everything needed to manage software is in the tag ...



**Company X BackItUp 2012
Media Server**

Entitlement_Required: True

Product:_Title: BackItUp 2012 Media Server

Product_Version: "2012", v 3.0.1.2

Software_Licenser: Company X

Software_id: BackItUp-2012-Media-Server

Abstract: The BackItUp Media Server is

Installation_Details: location, locales, ...

Activation_Status: Activated

Package_Footprint: software DNA .. signed file manifest, install packages, etc.

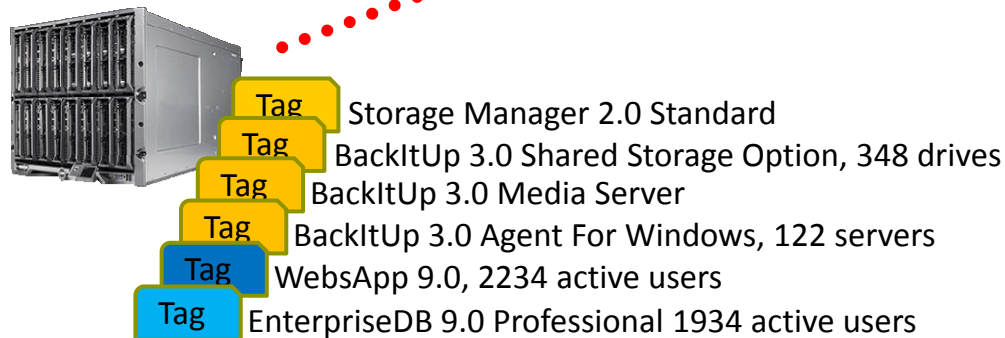
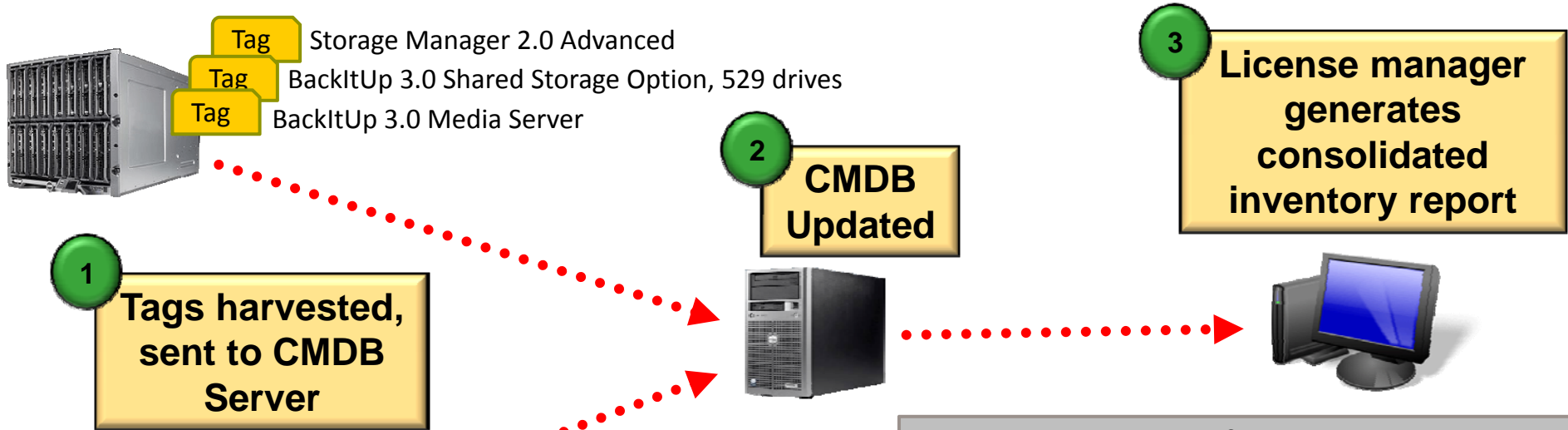
Product Family: BackItUp

Upgrade_For: BackupItUp 2011 & 2010

Usage_identifier: List of running processes

- Designed for SAM
- Standard, open XML format
- Simplifies discovery
- Signed, definitive, authoritative
- Unique identifier for component
- Clear mapping to entitlement records
- Facilitates security – patches clear, signed file manifest
- Can identify specific product offering for support calls / self-service support
- Facilitates license “true-up” process
- End-user can augment tags – BU, etc.

With tags ... It's as easy as 1, 2, 3!



Consolidated Software Asset Report		
Publisher	Product Title	Count
Symantec	Storage Manager 2.0 Advanced	1
Symantec	Storage Manager 2.0 Standard	1
	BackItUp 3.0 Shared Storage	
Symantec	Option	877
Symantec	BackItUp 3.0 Media Server	2
Symantec	BackItUp 3.0 Agent for Windows	122
WebIT	WebApp 9.0	2234
Acme	EnterpriseDB 9.0 Professional	1934

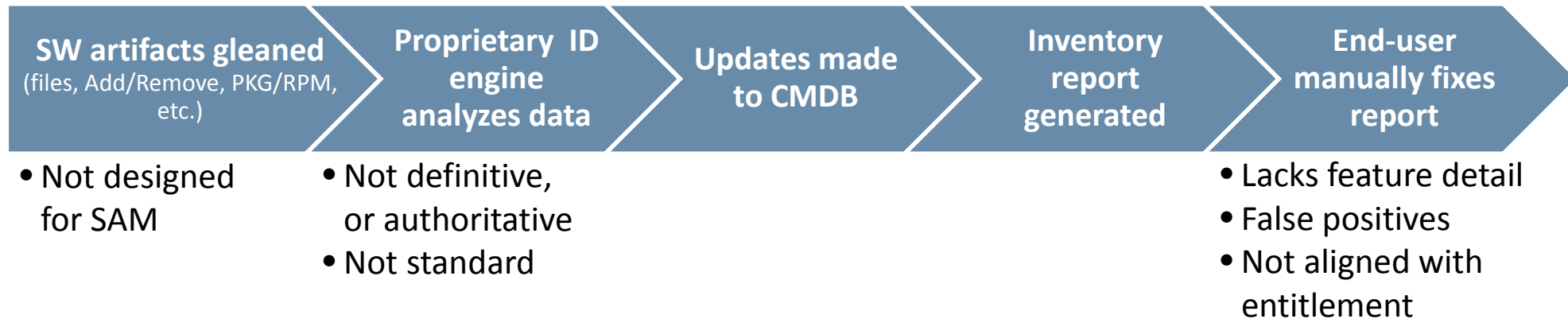
Note: All products shown are fictional and are for example purposes only.

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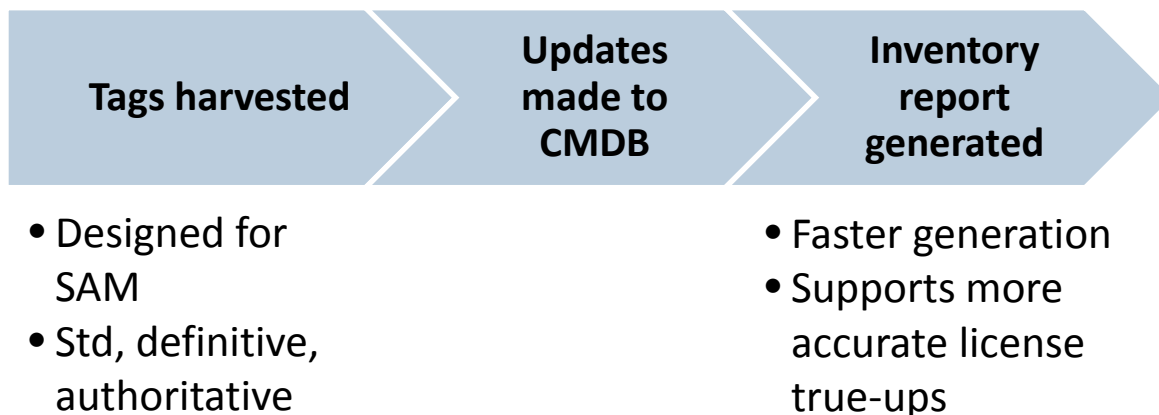


Standard, scalable, repeatable = faster, cheaper, better

Inventory reporting without Tags



Inventory reporting with Tags



Reduce time by **60%+**

- ✓ No recurring data fix-up
- ✓ Reduces false positives
- ✓ OEM SW ID simplified
- ✓ Support across vendors
- ✓ Aligned with entitlements

There has been great progress .. but challenges remain

Progress

- ISO 19970-2 published Oct-2009
- **TagVault.org** non-profit set-up
- Certification guidelines published
- Validation and tag creation tools available to members
- Current members include CA, Symantec, ModusLink, GSA, DoD,...
- Adobe and Symantec have tags in some products today
- Support emerging from SAM tool vendors – Symantec, CA, Aspera, and Sassafras

Challenges

- Software Publishers and Tool Providers waiting for demand
- End users just beginning to see potential
- Consistency of implementation across publishers
- All agree tags are good, will help, but no compelling event driving adoption

However, there is one event on the horizon ...

Uncle SAM soon to say “No tags .. No dice!”

Fed ITAM Challenges



- \$82B IT spend in 2010
- 5.4M+ devices
- Recurring inventory data calls expensive
- Executive Order – *Comply with all license agreements*
- Monitoring compliance with security policies
- Optimizing HW & SW purchasing

Tags are critical



“Requiring software identification tags in all procurements is critical to eliminating the overall complexity of ITAM issues” **Fed ITAM Program Manager**

“Unless modified by delivery order, commercial-off-the-shelf software products released for production after January 1, 2011 shall include a software identification tag ” **GSA SmartBuy (draft)**

“2.3.8 Software Tagging - Unless modified by delivery order, After 1 Jan 2010, commercial off-the-shelf software items shall support International Standard for Software Tagging ” **USAF NetCents 2 RFP**

Path Forward

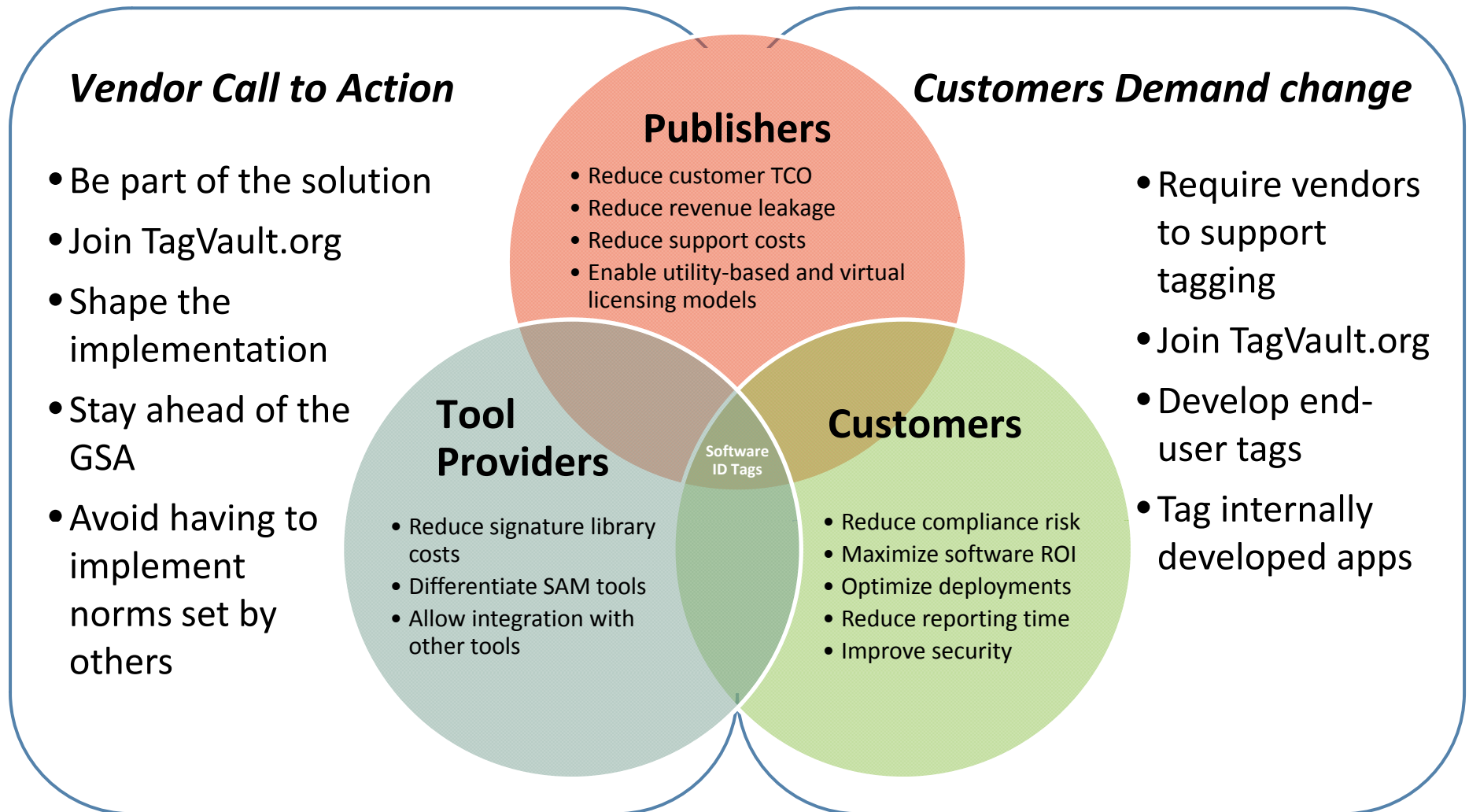


- GSA has joined TagVault.org
- Helped develop certification guidelines
- GSA to add standard tagging requirements to SmartBuy
- USAF has already adding requirements for tags

Software ID Tags are “Win-Win” for everyone!



Software ID Tags are “Win-Win” for everyone!



Web Resources

- Join TagVault.org

http://www.tagvault.org/member_landing

Contact Steve Klos, Exec. Director, stevek@tagvault.org

- Fed ITAM Program

<http://www.gsa.gov/portal/content/103237>

<http://www.gsa.gov/feditam>

- OSD ESI Program: <http://www.esi.mil/contentview.aspx?id=227&type=1>
- Whitepapers on software identification : <http://www.tagvault.org/white-papers>
- Executive Order #13103: http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=1998_register&docid=fr05oc98-130.pdf
- IDC Analyst support for SWID Tagging - “ISO 19770 Software Tagging Standard — All Eyes on GSA”

<http://www.idc.com/getdoc.jsp?sessionId=&containerId=lcUS22474310>

- Certification Documentation for SWID Tags

http://www.tagvault.org/GSA_Working_Group_Certification_Document

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Thank you!

Any questions – please contact
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