

Software Asset Management Is Critical In Today's Business World

(NAPSA)—Inadequate software asset management (SAM) needn't tarnish an otherwise sparkling corporate image. SAM helps determine the necessary software resources and protects them from unauthorized software use, which can lead to legal risks, large fines, public embarrassment, even Sarbanes-Oxley compliance issues.

A company can achieve successful SAM by using only licensed products and enforcing software compliance. Here are some guidelines:

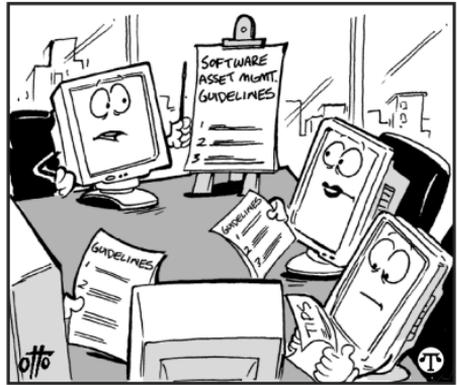
- Establish a program of regular software audits to ensure that the company is always in compliance with the law.
- Profile each computer and user within the company.
- Establish a budget for software purchases.
- Implement a process to account for software inventory.
- Take appropriate steps if unauthorized software copying is discovered.
- Enforce consistent adherence to company policy and the law to ensure that any problems are corrected and not repeated.
- Establish a committee or task force to own these issues.

Good planning and budgeting, and a well-documented policy regularly communicated company-wide, are key to managing software and avoiding situations where employees may be tempted to copy software illegally.

Benefits of SAM

Implementing a SAM program offers many potential benefits including higher productivity, improved morale, greater cost savings, disaster recovery protection, competitive advantage and lower liability.

Employees equipped with functioning software that's fully supported and virus free are able to focus on being productive and creative in their work, instead of trying to resolve technical issues. In



Establish a task force to implement software asset management guidelines.

addition, an environment that promotes ethical conduct encourages stronger loyalty.

By better managing software, companies can better budget for additional software resources when needed and take advantage of tax benefits associated with software depreciation. SAM puts companies in a stronger negotiating position with software manufacturers and improves software purchasing arrangements such as volume discounts for new purchases and upgrades. Organizations can limit their liability associated with unauthorized software licenses. This can help lower legal fees and avoid the damaged reputation that can arise from a lawsuit.

In a natural disaster, a proper SAM program can help a company prove that all the software is compliant. Overall, a well-organized IT department, productive employees and reduced costs translate into faster time to market and a greater competitive advantage.

Many software vendors provide Web sites, tools and free resources to help companies maintain software compliance. For example, Autodesk, Inc. offers a free Software Asset Management Toolkit. For further information, visit www.autodesk.com/piracy or call (800) NO COPIES