



## Microsoft Software Asset Management Customer Solution Case Study



## Divested Company Uses SAM to Gain Licensing Optimization and New IT Processes

### Overview

**Country or Region:** United States

**Industry:** Professional services—IT

### Customer Profile

Monotype Imaging is a leading source for fonts and printer drivers. Headquartered in Woburn, Massachusetts, the company has more than 170 employees around the world.

### Business Situation

After being divested from a parent company, Monotype Imaging wanted to gain control of IT assets while preparing a strategic plan for ongoing management, maintenance, and growth.

### Solution

Working with Soft-Aid to conduct a Software Asset Management (SAM) inventory and evaluation, Monotype Imaging gained an understanding of its licensing environment and improved its licensing structure.

### Benefits

- Saved significant time by working with a partner
- Saved money through volume licensing
- Improved SAM process through standardization for storage of software media

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Robert Klages, Director of Information Technology, Monotype Imaging

Monotype Imaging supplies font and imaging solutions to consumer electronics manufacturers, developers, and creative professionals worldwide. Because its own product line is licensed to users, the company understands the importance of license compliance. In 2004, Monotype Imaging was divested from a larger company and needed to begin anticipating future IT investments and growth on its own. As a heavy user of software, the company wanted to gain an understanding of its software environment. Working with Microsoft and Soft-Aid, a Microsoft® Gold Certified Partner for Licensing Solutions, Monotype Imaging successfully inventoried existing IT assets and developed a plan for future software acquisitions. By adopting Software Asset Management (SAM) best practices, Monotype Imaging saved significant time and money and positioned itself to take advantage of more advantageous licensing options.



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Robert Klages, Director of Information Technology, Monotype Imaging

## Situation

Monotype Imaging, a software provider with more than 170 employees worldwide, was sold by its parent company in 2004. As the newly divested organization moved forward, it realized that it needed more stringent control of its software assets. Monotype Imaging understood the importance of license compliance as it had previously been included under the parent company's Software Asset Management (SAM) program. With approximately 220 workstations, a significant development environment, and worldwide operations, the imaging company needed to develop a SAM program of its own.

After an unexpectedly quick divestiture, Monotype Imaging struggled to understand the diverse licensing structures and decide what licensing program would be most beneficial for the new entity. The company needed to know which licenses were transferable and which were no longer valid and would need renewal. What Monotype Imaging desired was a complete review of software assets and corresponding licenses.

Management deployed an inventory tool but was hindered in the analysis. The company spent many hours trying to analyze incomplete results, which was compounded by the complex nature and speed of the companies' separation. Finally, Monotype Imaging sought the assistance of consulting partner Soft-Aid to complete a full review of software assets and corresponding licenses.

The goals for the project were threefold: compliance, control, and confidence. A successful SAM program would enable Monotype Imaging to maintain full licensing compliance and asset control, and to have confidence in its understanding of current and future software needs.

## Solution

Monotype Imaging chose to work with Soft-Aid, a consulting firm that specializes in helping organizations of all sizes manage commercial software assets and licenses. Soft-Aid began the Software Asset Management engagement with an inventory of the Monotype Imaging software environment, using a third-party inventory tool to gather data. The tool agent was deployed on all computers, and data was transferred to a secure database. Monotype Imaging provided Soft-Aid with reports that detailed software acquisitions before and after the divestiture for analysis.

Soft-Aid also conducted a review of the company's licensing procedures to determine what improvements could be made to ensure continued license compliance and better prepare the company for future growth.

Finally, the SAM engagement illustrated how Monotype Imaging could optimize its licensing dollars by qualifying for a Microsoft® volume licensing program such as Enterprise Agreement. Enterprise Agreement helps simplify license management by standardizing software across all desktop computers.

## Benefits

By undergoing an inventory of software assets and a comprehensive review of licensing procedures, Monotype Imaging realized sizable benefits. The company saved considerable time and money by enlisting Soft-Aid expertise to help develop a Software Asset Management strategic plan. Working with Soft-Aid also enabled Monotype Imaging to form a closer working relationship with Microsoft that translates to improved confidence in licensing compliance.

“Since the SAM engagement, I have attended several more conferences supporting IT best practices,” says Robert Klages, Director of Information Technology for Monotype

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The business is poised for future growth with additional software acquired through a volume licensing program and refined procedures to manage the distribution and maintenance of IT investments.

#### **Saving Time and Money**

By engaging in the SAM program with Soft-Aid and Microsoft, Monotype Imaging gained control of its IT assets while realizing significant savings in time and human resources. “Our time saved is almost immeasurable. We can add users quickly and efficiently without worrying about the licensing process until our annual ‘true-up’ time,” says Steve Komenchuk, IT Project Manager for Monotype Imaging. The SAM engagement allowed the company to redirect many employee hours that otherwise would have been invested in attempting to evaluate and improve the licensing situation without the support of Soft-Aid and Microsoft.

An additional byproduct of the SAM engagement was what it revealed about licensing options: Monotype Imaging qualified for the Microsoft Enterprise Agreement licensing program. Enterprise Agreement locks in pricing and spreads payments over three years, so the company’s initial investment was less than anticipated. “We planned to spend \$500,000 as an initial investment,” says Klages. “But as a result of the SAM engagement and change to Microsoft volume licensing, we only spent \$210,000.”

In addition, Monotype Imaging will spend less over the next three years because of discounts associated with the volume licensing program. The company also has acquired licenses for the future, so it is fully prepared for three years of anticipated growth.

#### **Benefiting from Proper Licensing Guidance**

After conducting the SAM inventory and review, Monotype Imaging was assured of licensing compliance and pleased to learn that the company could qualify for a more beneficial volume licensing structure. The three-year term supports the partnership between Microsoft and Monotype Imaging without negotiating new agreements every year. With Enterprise Agreement, Monotype Imaging receives better technology support tailored to the company’s specific IT environment, plus automatic updates and training.

In addition to gaining the financial and support benefits of Enterprise Agreement, Monotype Imaging formed a deeper relationship with Microsoft. The imaging company now has direct communication with Microsoft and has gained insight—based on industry best practices—into how to better control its software assets.

#### **Adopting New Processes for Storage**

Before the divestiture, the Monotype Imaging parent company had a SAM program in place. Created as part of that program, the imaging company’s policies and procedures for software acquisition, storage, and life-cycle management were reviewed by Soft-Aid. Soft-Aid recommended changes to these processes based on the IT Infrastructure Library best practices for software asset management.

After receiving the Soft-Aid recommendations, Monotype Imaging standardized its storage procedures for software media, which are now housed in a locked facility and tracked more efficiently. The company requires employees to sign out any software removed from storage, and there no longer are any unauthorized installations. In addition, Monotype Imaging is reviewing its software distribution process and its policies pertaining to software and hardware life-cycle man-

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For more information about Soft-Aid products and services, call (781) 569-0410 or visit the Web site at: [www.aid.com](http://www.aid.com)

For more information about Monotype Imaging products and services, call (781) 970-6000 or visit the Web site at: [www.monotypeimaging.com](http://www.monotypeimaging.com)

agement, with plans to make changes in the future. All these improvements are helping the company prepare for any potential audit for compliance with the U.S. Sarbanes-Oxley Act.

## Software Asset Management

Software Asset Management is a best practice and process that can help save money, control risk, manage unique and standard deployments of software, provide greater security and reliability, and achieve regulatory compliance. The combination of Microsoft tools and partner services provides a solution to help you understand and implement processes to optimize your software investments, adhere to established business processes and regulatory controls, and build flexible and adaptable capabilities for the future.

For additional information, including complimentary tools and resources, visit: [www.microsoft.com/sam](http://www.microsoft.com/sam)

### Services

- Software Asset Management

### Partners

- Soft-Aid