



SNOW CASE STUDY

SNOW HELPS ARUP SAVE MORE THAN A MILLION POUNDS BY ELIMINATING OVER-LICENSING SOFTWARE FEES

COMPANY PROFILE

Arup's global team of designers and engineers have created some of the world's most iconic landmarks, including the Beijing Birds Nest and London 2012 Aquatics Centre.

ISSUE

Arup used a variety of tools including SCCM to record licenses and track software installed but had no organization wide SAM strategy in place to optimize spend on software.

SNOW'S CONTRIBUTION

The ability to develop an accurate real-time inventory of all assets employed and correlate this against licensing entitlements and actual usage levels, in order to identify opportunities to deliver cost savings and re-harvest software for other users

BENEFITS AND ROI

Within 11 months, Arup realized large cost savings by having a detailed understanding of licensing requirements and adjusting its spend on licensing agreements.

THE STORY

Engineers from one of the world's leading independent architectural design firms, Arup, are behind some of the most famous and iconic urban landmarks ever built. In addition to the Sydney Opera House, it provided the creative inspiration for the Water Cube Aquatics Centre at London's 2012 Olympics and Heathrow's T5 building.

Arup runs an estate of 14,000 devices – Windows based desktops, laptops and servers - used by more than 11,000 staff members located across the globe. Although Arup has made a significant investment in its hardware and software infrastructure, software asset management is a relatively new discipline.

Prior to investing in Snow, the company used a variety of tools to maintain an asset register, relying on spreadsheets and an Access database to store purchasing records and Microsoft SCCM to monitor software installed. Recruited to the newly created role of Software Asset Manager in 2013, David Foxen began implementing an integrated SAM strategy with the objective of reducing software license costs.

Without a firm-wide SAM program to build on, Foxen began to unite Arup's asset management practices with Snow License Manager as the main license repository and hub of the overall SAM platform. Snow was used to

“We have improved software management and saved a lot of money by ensuring that only people who need and use the software have access to it. Over a series of vendors and agreements this has amounted to more than a million pounds.”

David Foxen, Global Software Asset Manager at Arup

compile an accurate record of software installations and associated usage information, which was correlated with the organization’s licensing entitlements. “Previously it was tricky to be sure we were seeing the most up-to-date picture because you can never be totally confident when working from a spreadsheet,” says David Foxen. “Using a collection of tools in addition to SCCM also meant it was difficult for System Managers to have easy access to comprehensive and flexible reports giving accurate usage levels.”

Arup had traditionally maintained Global Enterprise Licensing Agreements with Microsoft and Adobe and would ‘true up’ after receiving its annual report from each vendor. Prior to implementing Snow there was no way to easily track the actual usage of installed software across its estate. With Foxen’s arrival, Arup implemented an ongoing process of internal software audits against primary vendors to ascertain actual software usage levels for future purchases. “Conducting regular software audits in Snow allowed us to reduce the number of inactive licenses. We could also ensure Arup was maximizing its current license position, with the potential to remove software no longer required and re-harvest it for other users,” says David Foxen.

The result has been on-going savings, plus better control and visibility of software assets through internal auditing, thus ensuring that only people who need and use specific software at Arup have access to it. Savings estimated at over £1million were achieved within 11 months across the company’s Enterprise Agreements for multiple vendors, demonstrating a very rapid return on investment. When approached by Microsoft and Adobe for its most recent annual true up, Arup presented usage reports generated by Snow to verify actual software requirements. “This is a testament to the reputation Snow has in the industry for accuracy, as well as the excellent relationship Arup has fostered with software vendors in the past,” commented David Foxen.

Purchasing processes have now been revised at Arup to take account of Snow data with the first port of call being availability and usage reports, to ascertain whether there might be an opportunity to re-harvest a license from another user.

A central element of achieving cost savings at this level has been to develop organizational buy-in to SAM from users. Implementing a strategic SAM program is similar to any other change program, in that communication is an essential aspect. Arup has invested time educating users to appreciate why SAM is beneficial, with online workshops and articles on the company intranet.

Now, when users are asked whether they need access to software, they understand the wider objective to utilize existing company resources efficiently. “Users often don’t realize the cost of software or might request the Pro version or a full Suite when actually, looking at the usage information within Snow, their requirements would be met with a less costly alternative. When we explain the cost difference they immediately appreciate it’s an unnecessary expense – we’ve eliminated any ‘them and us’ mentality.”

In addition to identifying cost savings, Snow has enabled others within Arup’s wider IT team to become more involved with SAM and have greater accountability for asset management. Using Snow data, software installations and hardware specifications are now monitored routinely by local IT country teams to identify compliance issues or requirements for an upgrade. “We’ve encouraged local IT teams to be responsible for their own licensing queries and usage in the first instance and then once other avenues have been explored, to approach the central SAM function if they need to purchase additional licenses,” he says.

As a result of seeing significant cost savings from implementing Snow, Arup is now looking to expand its use of the software.