



Microsoft Software Asset Management Customer Solution Case Study



Overview

Country or Region: United States
Industry: Not-for-profit

Customer Profile

Compassion International is a Christian child advocacy ministry that helps free children from poverty. Based in Colorado Springs, Colorado, Compassion helps some 770,000 children in more than 20 countries.

Business Situation

Compassion International receives software donations from a variety of sources, making management of these assets difficult. The not-for-profit recognized the need to engage in a Software Asset Management (SAM) consultation.

Solution

Completing a SAM engagement gave Compassion International the confidence that it is following industry best practices in managing its software assets.

Benefits

- Validated and improved upon current software asset management program
- Improved employee awareness
- Increased efficiencies in software tracking
- Streamlined the donation process
- Strengthened IT governance

SAM Consultation Gives a Not-for-profit Insight into and Validation of Software Assets

“Through streamlining the donation process and enhancing software management processes, Compassion anticipates it will shorten the donation process, improve more specific giving, and help contributors match their donations to specific needs.”

Deana Horsman, IT Asset Administrator, Compassion International

Compassion International is a not-for-profit child sponsorship organization that releases children from poverty in 24 countries around the world. Sponsored children participate in church-based programs to receive educational opportunities, healthcare, and social and vocational skills training. Due to difficulties in tracking and monitoring software received through donations, the not-for-profit decided to develop a plan for controlling software assets. Compassion partnered with Project Leadership Associates, a Microsoft® Gold Certified Partner for Licensing Solutions, to conduct a Software Asset Management (SAM) project to understand its current licensing position and confirm its plan for the ongoing management of software assets. The not-for-profit now expects its plan to result in regular inventories of software assets, more effective employee involvement in asset compliance, and streamlined donations of software.



SAM Software Asset
Management

optimize. assure. build.

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Mike Aidinovich, Managing Consultant,
Project Leadership Associates

Situation

Compassion International was founded in 1952 to provide Korean War orphans with food, shelter, education, and healthcare. The not-for-profit exists as a Christian child advocacy ministry to release children from spiritual, economic, social, and physical poverty.

One-to-one sponsorship of children in need is the core of Compassion's work. Through Compassion's unique program, which focuses on long-term child development, not just short-term relief, sponsored children receive the tools and skills they need to grow into fulfilled adults. Educational opportunities, health treatment and education, social skills and Christian training all give children the self-confidence to plan futures of hope. Today, Compassion provides help to more than 770,000 children in more than 24 countries, with every child development center staffed by people who are native to that country.

Compassion International acquires its software through two main channels: donations and not-for-profit discount-licensing programs. Historically, donations have proven to be difficult to manage. Occasionally, donations are misidentified with the wrong program name, thus preventing their use. Or, the organization receives donations of software that is not immediately needed when another software program would be more beneficial. These situations made managing software assets difficult.

In addition, Compassion International was aware that its policies and procedures needed to be updated and documented to ensure licensing compliance throughout the organization. The company wanted to follow industry best practices for software asset management and understood that a Software Asset Management (SAM) consultation could provide insight into and validation of its program. Although the organization had recently deployed a third-party inventory tool to facilitate the SAM engagement, that tool was an elementary and temporary solution until the proper

research and budgeting for a more appropriate tool could be completed.

Solution

To support Compassion International's ongoing software asset management program, the organization partnered with Project Leadership Associates (PLA) to undergo an official Software Asset Management engagement. “Through this SAM engagement, PLA helped Compassion solidify a sound process for managing its software assets and improving current practices to maintain licensing obligations for its software,” said Mike Aidinovich, Managing Consultant from Project Leadership Associates. Through the SAM engagement with PLA, the not-for-profit was able to address key issues that needed updating.

After interviewing key Compassion International employees and reviewing the policies and procedures already in place, PLA provided Compassion with a comprehensive report detailing not only the current software asset management program, but also improvements that would deliver additional benefits.

As a result, Compassion is implementing an organization-wide awareness campaign. The purpose of the campaign is to inform employees about what software asset management is and why policies and procedures are important. Part of the awareness campaign is an employee handbook that details the policies and procedures associated with acquisitions of software, as well as rules for downloading and installing software. Previously, these policies were known informally within the IT department, but now they will be well documented and known throughout the not-for-profit. In addition, the awareness campaign may include presentations at monthly employee meetings to continue to educate Compassion employees about the importance of software asset management.

Project Leadership Associates also recommended that Compassion

International acquire a long-term software inventory tool. "It is imperative that Compassion select a solution that provides a central database for all aspects of software asset management, including the ability to scan paper documents and store them with the associated license agreement," said Aidinovich. "The solution should also include metering and usage data to help determine if Compassion is over-purchasing licenses based on usage." Compassion is currently researching and comparing inventory and tracking tools and plans to have a new tool installed by the end of 2006.

Finally, PLA suggested enhancements to the hyperlink on Compassion's Web site to assist donors with the donation process. The link will direct donors to information about ways to make donations, how to participate in workplace giving, and a wish list of software that is currently needed. "Through streamlining the donation process and enhancing software management processes, Compassion anticipates it will shorten the donation process, improve more specific giving, and help contributors match their donations to specific needs," said Deana Horsman, IT Asset Administration Specialist for Compassion International.

Benefits

Compassion International anticipates great benefits from the planned changes to its software asset management program. One of the greatest benefits so far is the validation of the current software asset management program that Compassion received from the SAM report. In addition, the not-for-profit anticipates improved employee awareness, greater efficiencies in the inventory process, and streamlined donations through the Web site.

Improved Employee Awareness

By publishing an IT policies handbook, Compassion International is illustrating the importance of software asset management throughout the organization. Employees will now feel

part of the solution when it comes to managing assets. Also, bringing all policies and procedures together in a handbook makes it possible for employees to easily find and reference the information they need. And there is no confusion about what the policy is.

"Internal awareness campaigns are helping us equip all employees with the appropriate knowledge to ensure compliance with government regulations and license policies," says Horsman. Also, by instituting an employee awareness campaign, Compassion can continue to inform employees of changes in policy or updates to existing policies at monthly meetings.

Increased Efficiencies with Inventories

Compassion anticipates that the new tracking and inventory tool it chooses will yield greater efficiency in the software inventory process. Currently, the tool that it uses is manual and requires a significant time commitment from the IT department. Once a new tool is in place, the inventory process will be automated, and the IT department will be able to generate reports that point out gaps in licensing or software, rather than have to manually compare inventory to a database of licenses.

Streamlined Donations

Compassion is hoping to significantly streamline donations by enhancing a hyperlink on its Web site. The link will be a conduit through which potential donors can learn about all the ways to make donations, understand more about workplace giving, and also view a wish list of needed software. Compassion anticipates that the wish list will help make donations more targeted and specific, shorten the donation process, and help contributors match their donations to specific needs, thus maximizing the value of donations to keep up with the organization's growth. Also, the improved link will allow Compassion to request software from donors, thereby maximizing the monetary impact of software donations.

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Deana Horsman, IT Asset Administration Specialist, Compassion International

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For more information about Project Leadership Associates products and services, call (312) 441-0077 or visit the Web site at: www.projectleadership.net

For more information about Compassion International products and services, call (800) 336-7676 or visit the Web site at: www.compassion.com

Strengthened IT Governance

The Software Asset Management engagement and resulting report gave the not-for-profit the confidence that it is on the right track in managing its software assets. Compassion has implemented measurements for tracking its asset management program to drive continuous improvement. Compassion is dedicated to following industry best practices and to maintaining compliance with its licensing. The SAM report supports that commitment and continues to be an ongoing resource while the company is implementing changes.

Microsoft Software Asset Management

Software Asset Management is a process to help your company optimize your technology investments. The benefits of software asset management are real and widespread. Knowing what you have, acquiring only what you need, and using your software assets effectively at every stage of their life cycle are strategic business practices that businesses of all sizes should employ to realize benefits. These benefits include cost savings, enhanced security, enhanced employee productivity and satisfaction, and more. For additional information, including free tools and resources, visit: www.microsoft.com/sam

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