

# IAITAM ACE

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## Case Study:

How a Global Aerospace  
Company Makes the Most of  
their Software Licenses



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*Customer Success Manager*

**NASHVILLE, TN**  
**MAY 9TH - 11TH**





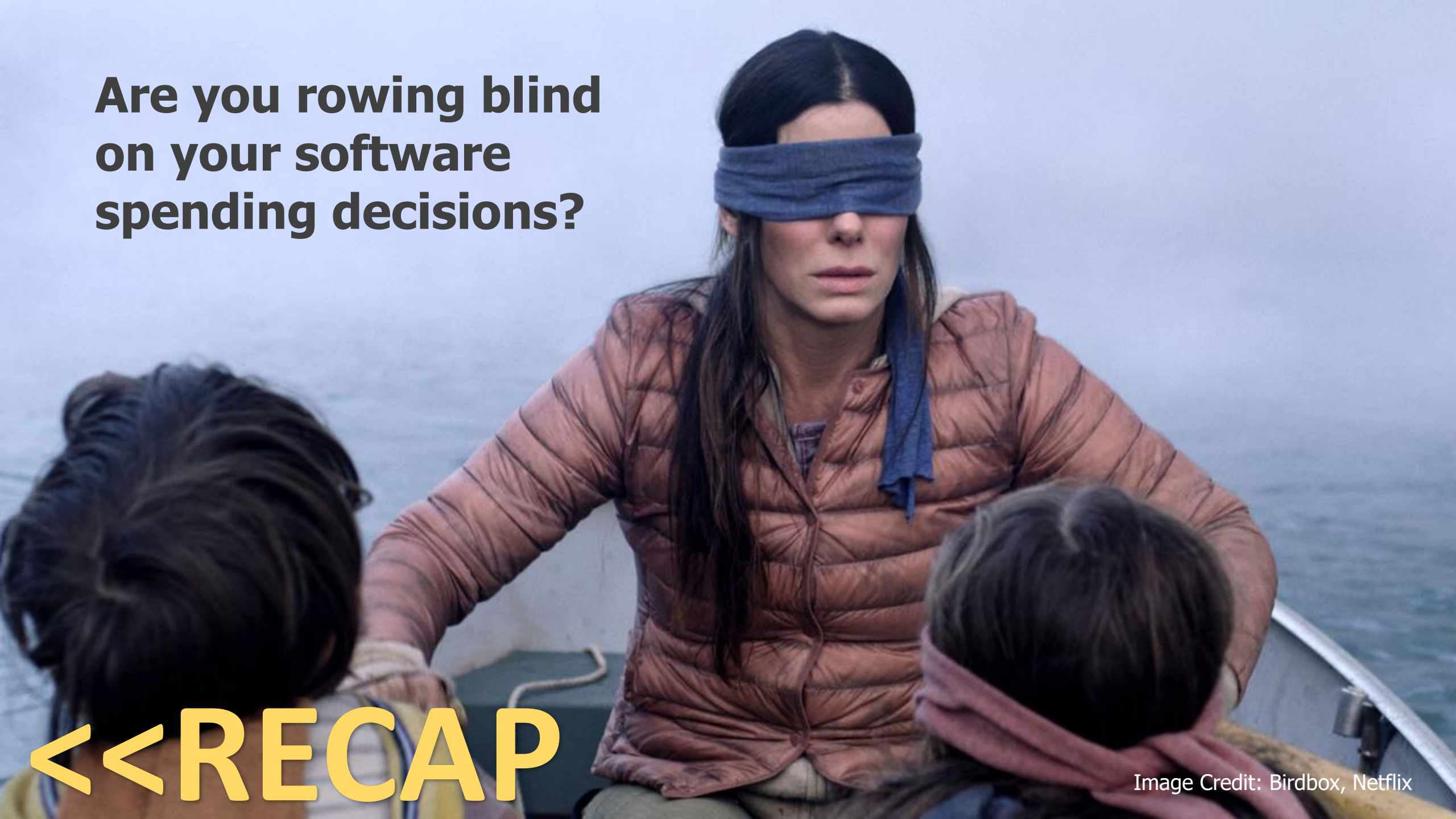
**Big Data in Engineering Software Management  
Yields BIG Savings**

**<<RECAP**

*Angelo Pacheco, Certified SAM*

*Open iT, Inc.*

**Are you rowing blind  
on your software  
spending decisions?**



**<<RECAP**

Image Credit: Birdbox, Netflix



How are you navigating your ship?

<<RECAP





**Can you weather the storms?**



**<<RECAP**



# Abstract



A global aerospace company has partnered with Open iT to help them track the software usage of their major vendors, such as ANSYS and Siemens, among others. Initially, they wanted to ensure that they remain in compliance with the license agreements they had with their vendors, but soon, they learned to reap the advantages of using a powerful software metering solution through a wide array of flexible reports, deep-dive analyses, and predictive analytics.



In this session, we will discuss the experiences and best practices that this global aerospace company has employed in effectively managing and optimizing their licenses, as well as explore the benefits of using software usage metering solutions that can be tailored to the specific needs and requirements of your company.





# Topics

1. How effective is sharing licenses across different divisions
2. Divestiture made easier  
(Merger and Acquisitions)
3. Alternate path preparedness





# 1. Promotes Sharing of Assets



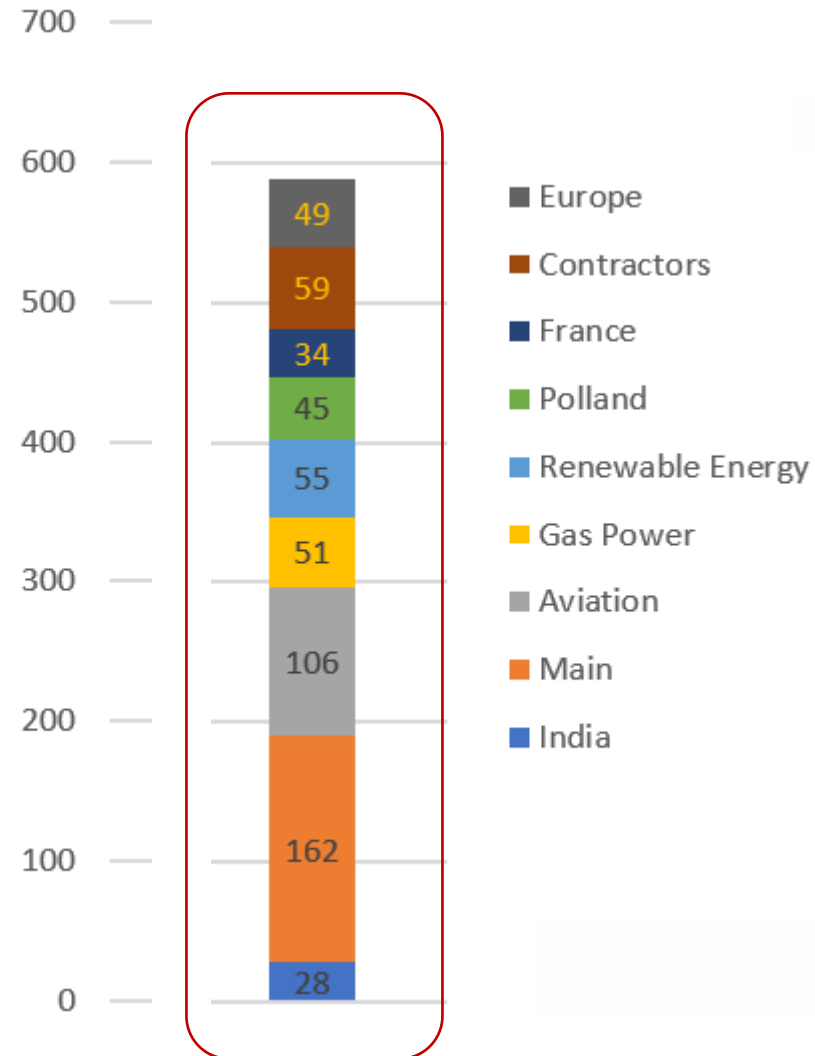
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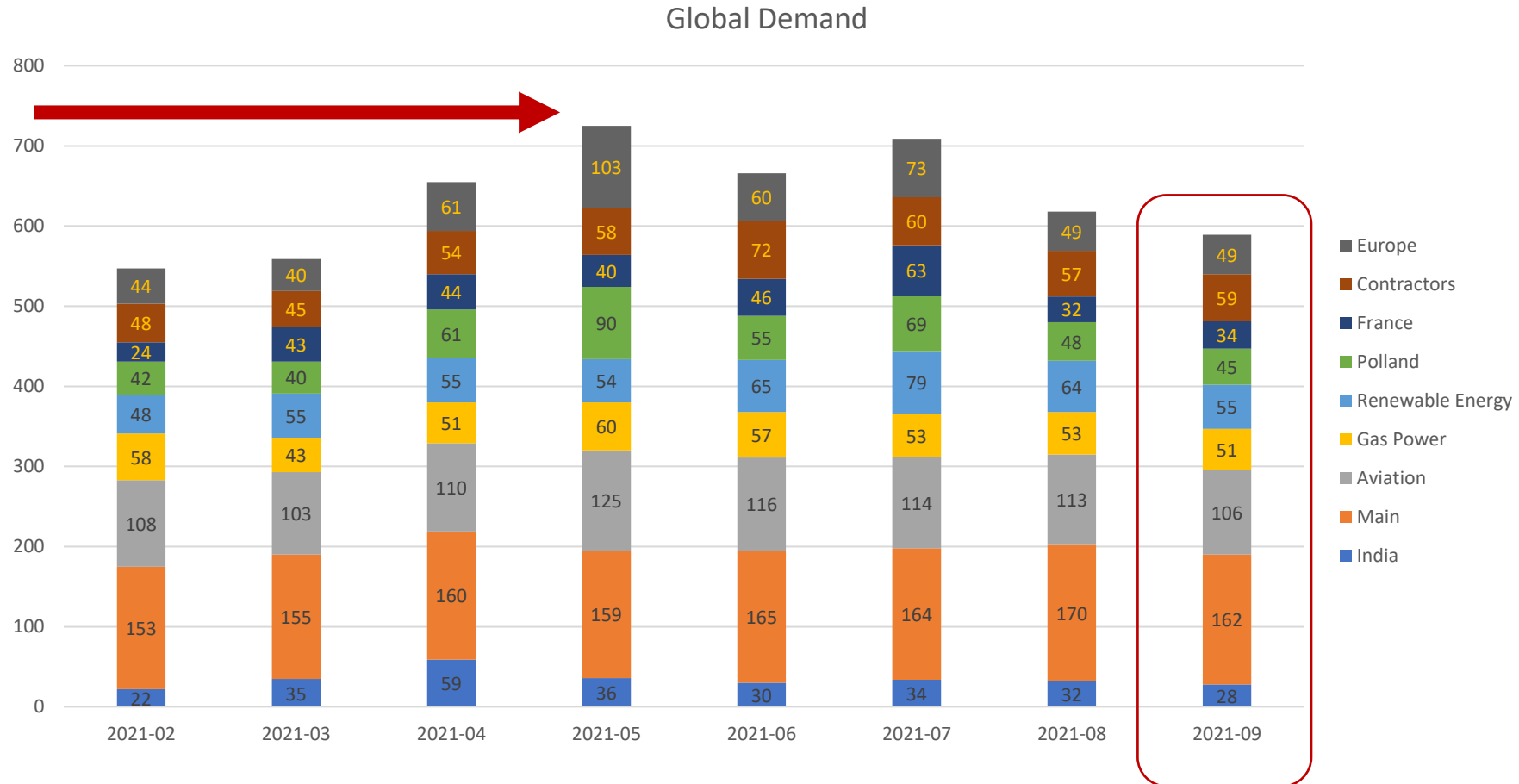


# Sample Reports



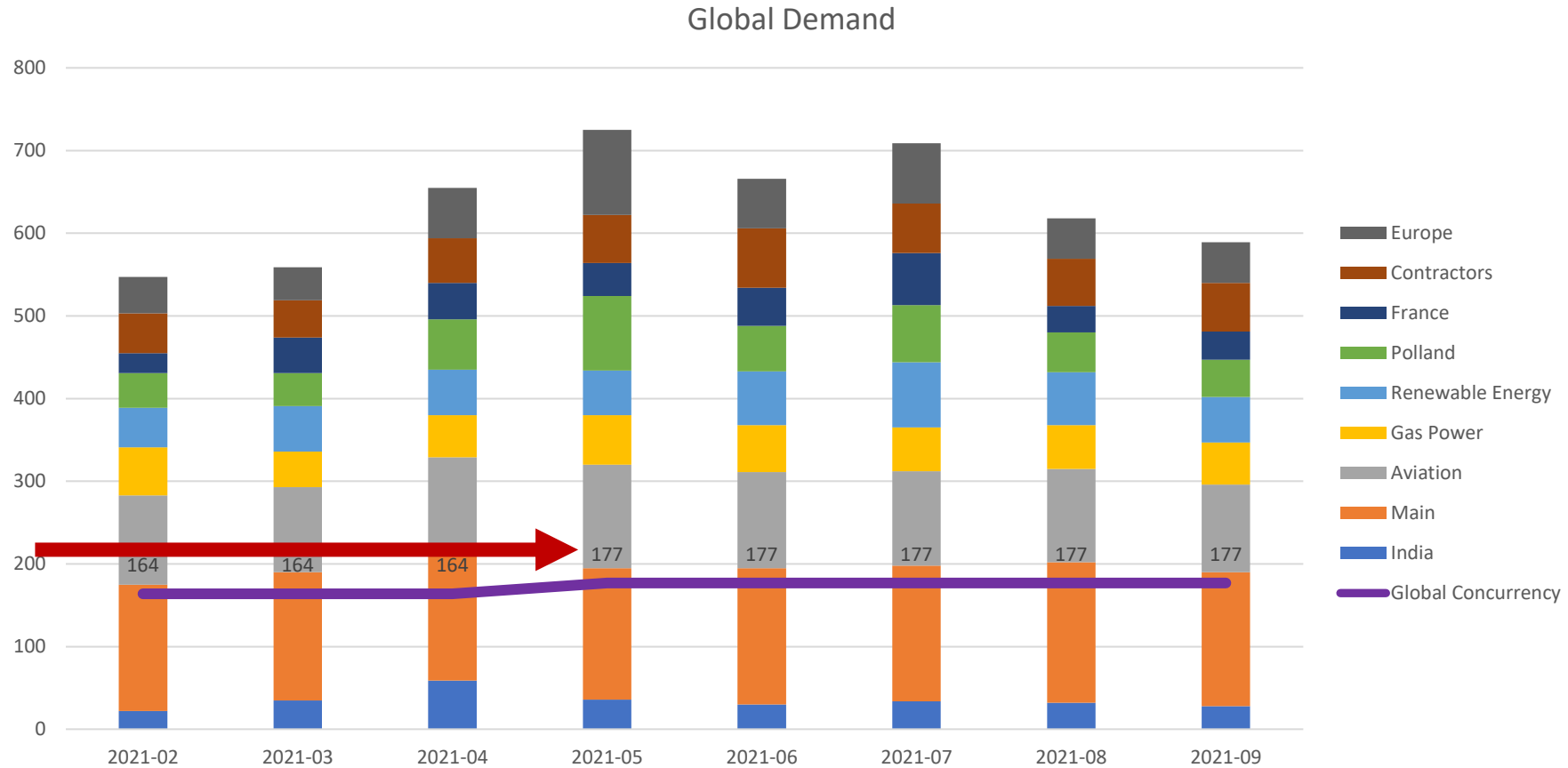


# Sample Reports



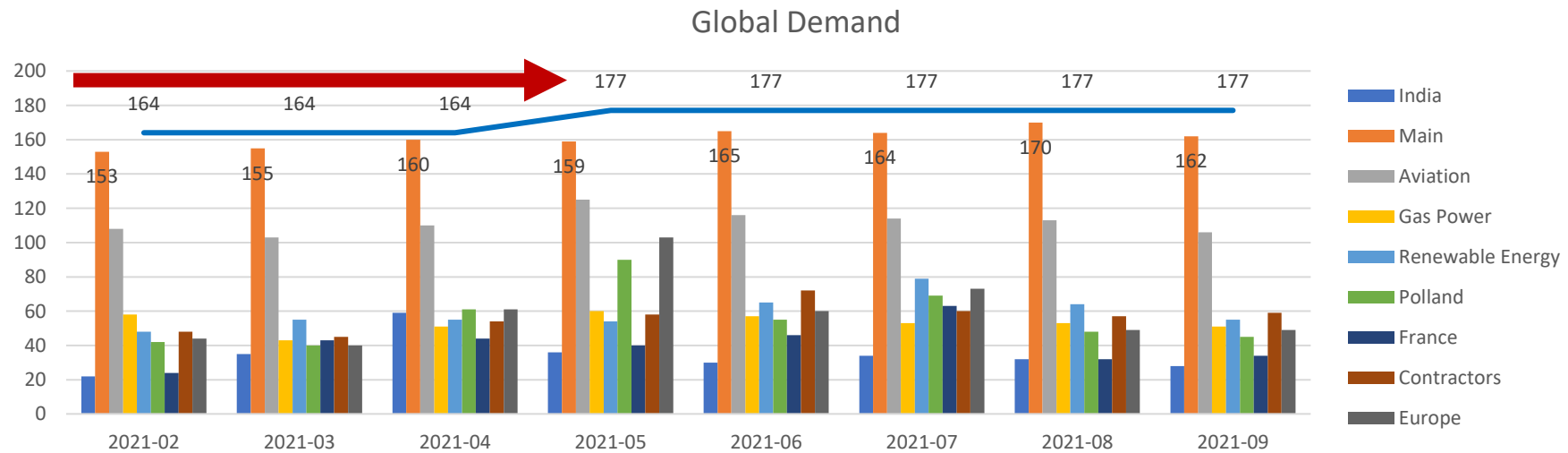


# Sample Reports





# Sample Reports



# Have More Competitive Users



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# Sample Reports

	CFD							ANSYS Mechanical		
	61%							39%		
	5%	0%	18%	0%	0%	8%	30%	0%	15%	24%
Month	acfd	acfd_2	acfd_3	acfd_cfx	acfd_fluent	acfd_preppost	cfdbase	ane3fl	ansys	meba
Jan	0%	0%	43%	0%	0%	18%	0%	0%	18%	21%
Feb	0%	0%	44%	0%	0%	16%	0%	0%	18%	21%
Mar	0%	0%	44%	0%	0%	15%	0%	0%	16%	25%
Apr	0%	0%	47%	0%	0%	15%	0%	0%	15%	23%
May	47%	0%	0%	0%	0%	15%	0%	0%	15%	23%
Jul	0%	0%	0%	0%	0%	0%	58%	0%	14%	28%
Aug	0%	0%	0%	0%	0%	0%	64%	0%	13%	23%
Sep	0%	0%	0%	0%	0%	0%	62%	0%	14%	24%
Oct	0%	0%	0%	0%	0%	0%	60%	0%	14%	26%
Nov	0%	0%	0%	0%	0%	0%	60%	0%	15%	25%





# License Hogs



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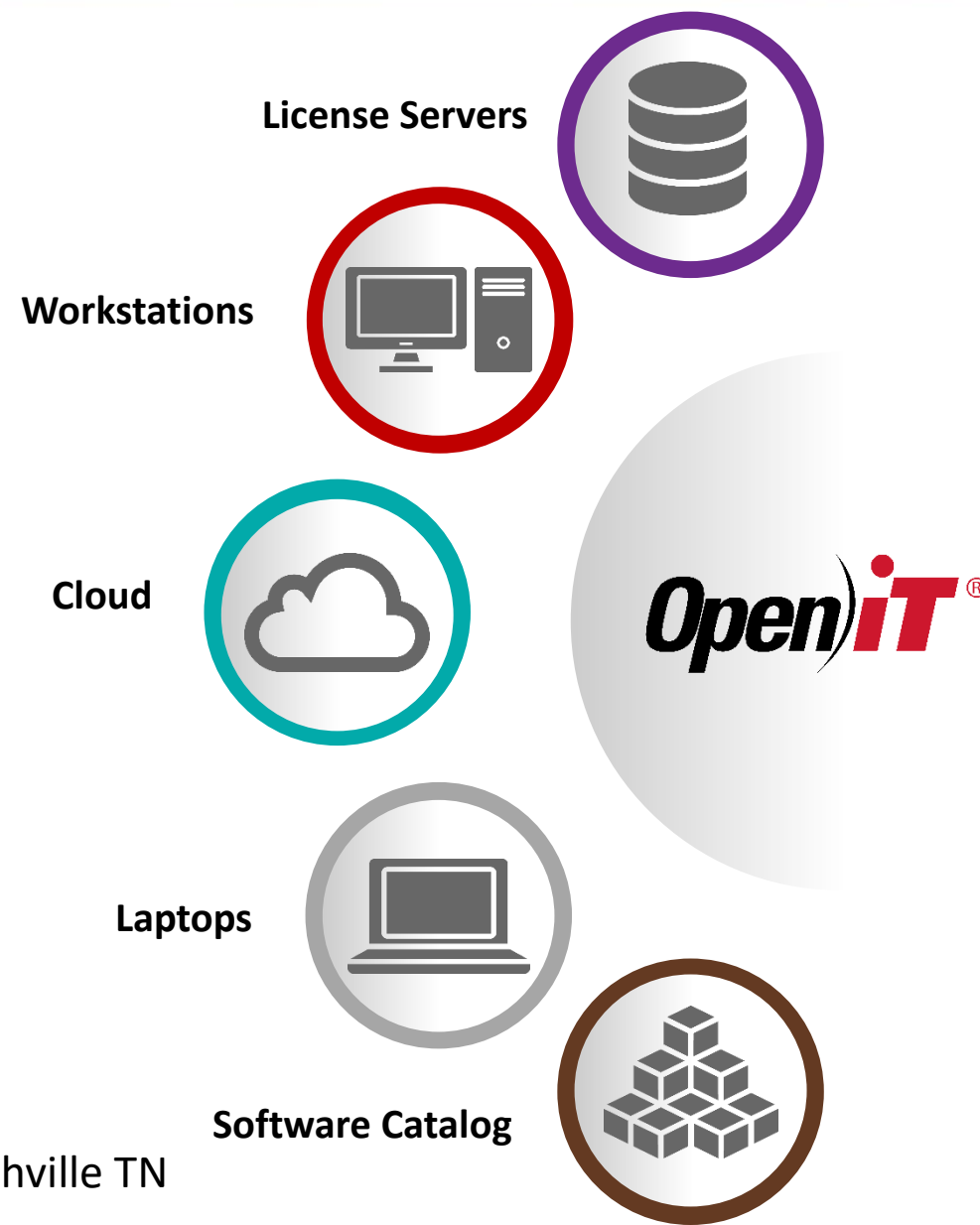


# Usage Data – Why equip yourself with such information?

It's not just the quantity of data,  
you need quality and different  
data sources too!

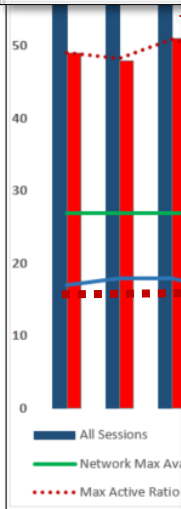
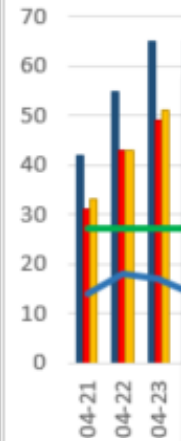
A good license analyzer

- considers not just the license transactions,
- but also the data around it!

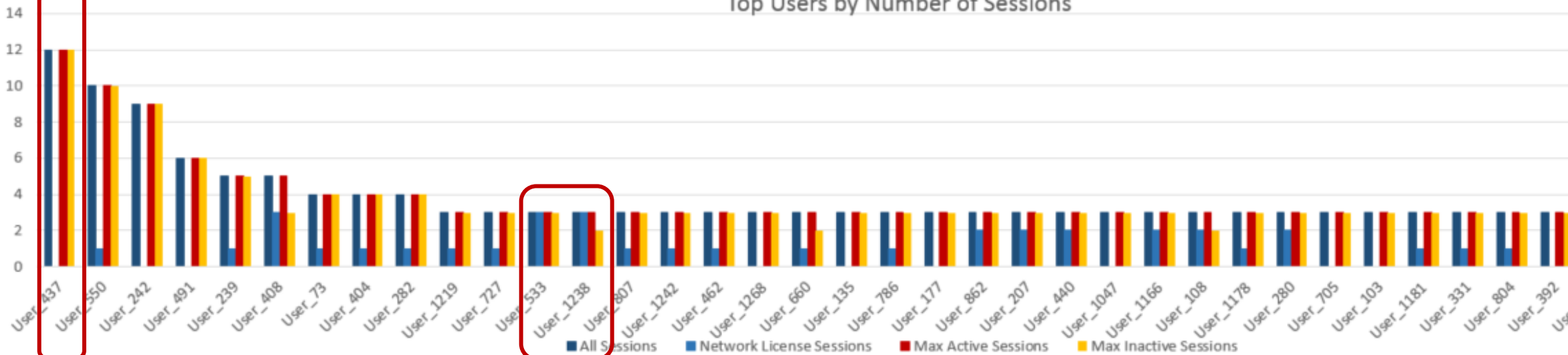


# TrueUse – All Sessions, Active and Inactive, Network Licenses

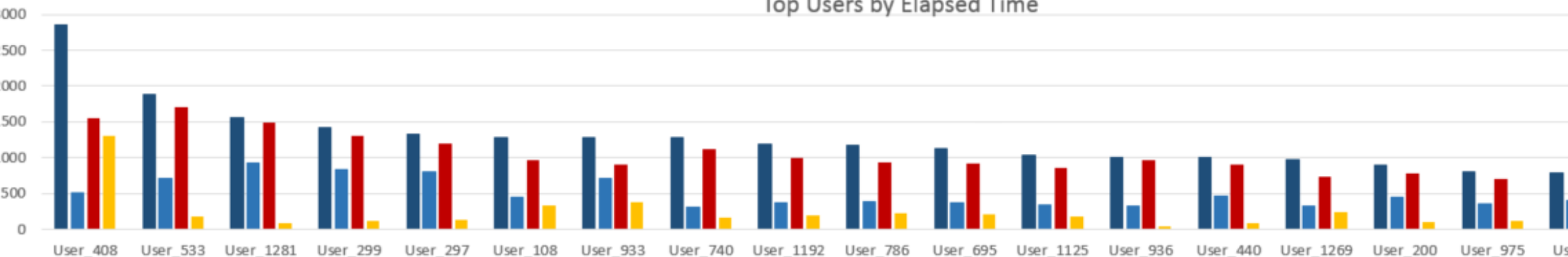
Daily Trend Usage



Top Users by Number of Sessions

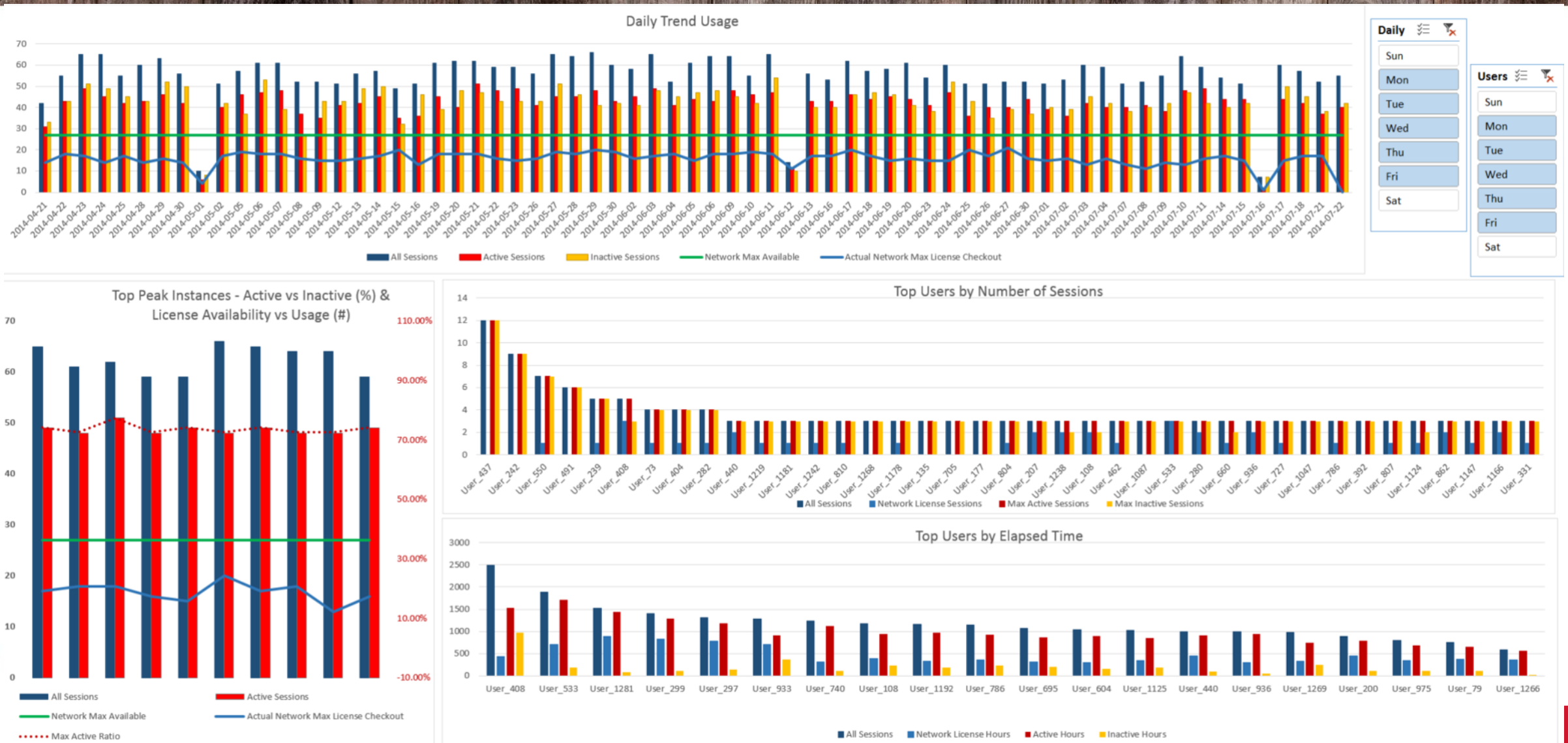


Top Users by Elapsed Time





# Weekdays



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# Weekends

Daily Trend Usage

Daily

Sun

Mon

Tue

Wed

Thu

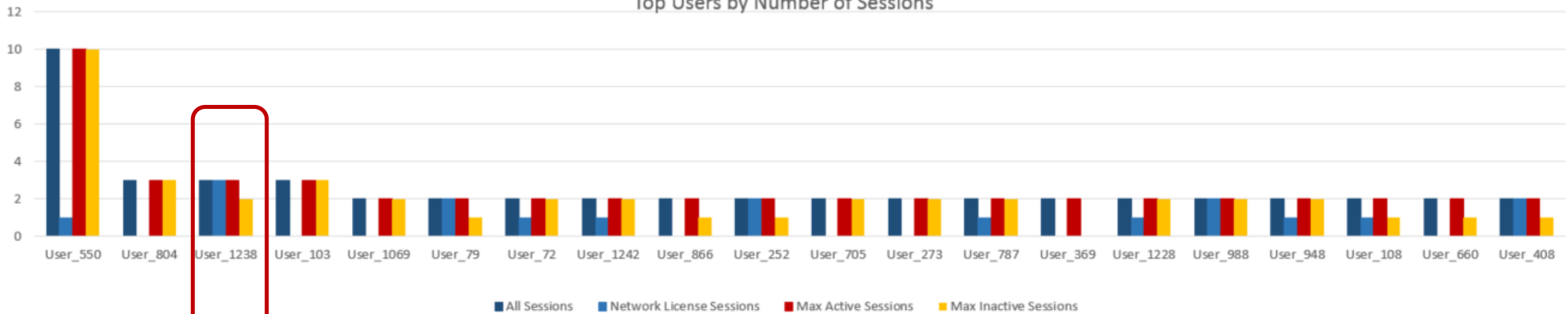
Users

Sun

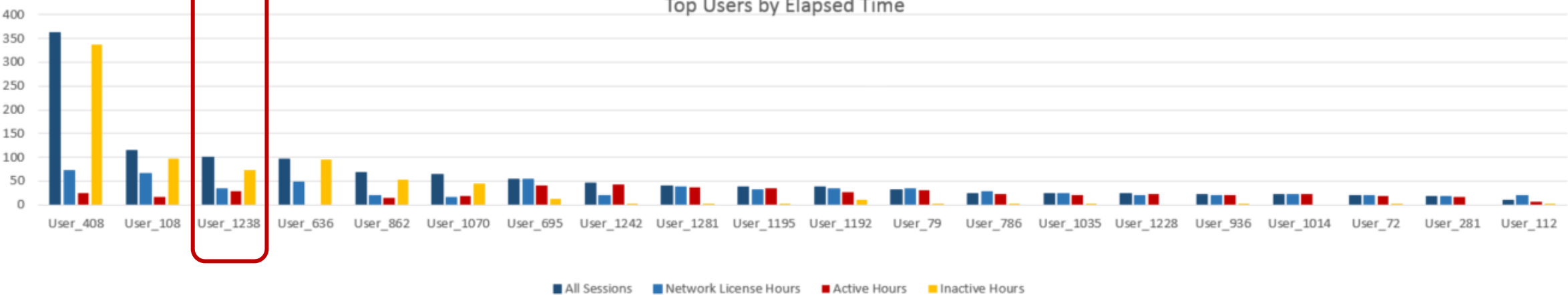
Mon

Tue

Top Users by Number of Sessions



Top Users by Elapsed Time





# Manage with Usage Data



Image Credit: Cooking, NY Times



**Layers of  
Chargeback  
Cake**

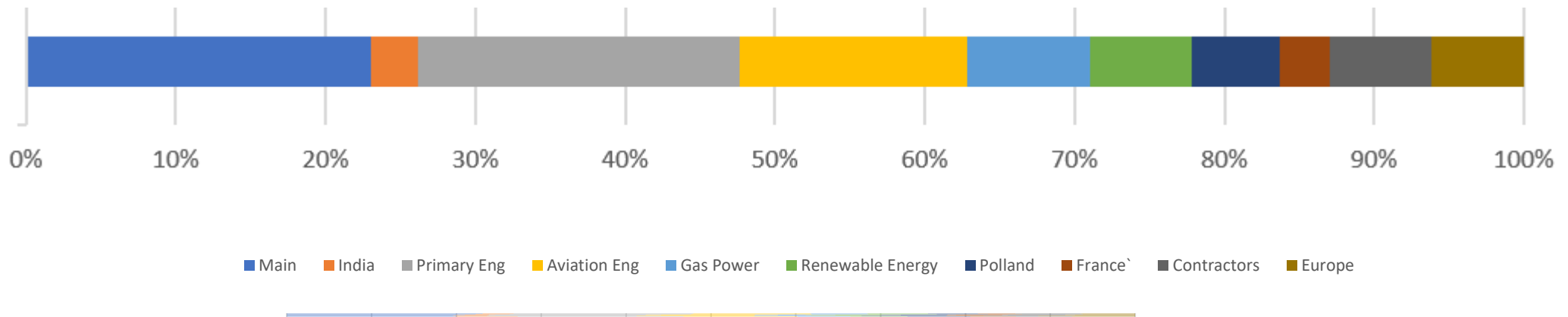


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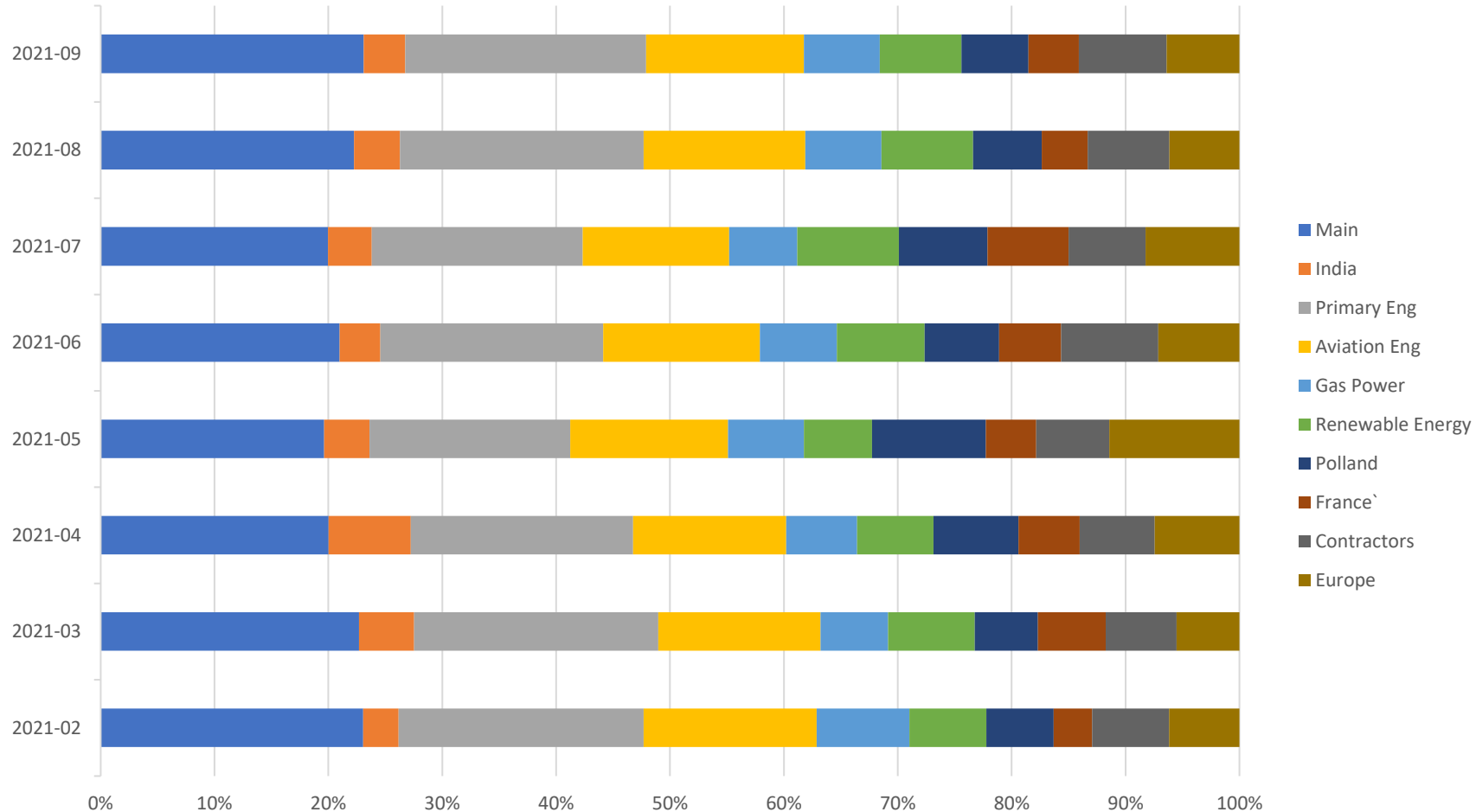
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# Sample Reports





# Sample Reports



## 2. Groups: Merging/Splitting



Image Credit: Home Box Office, Inc.



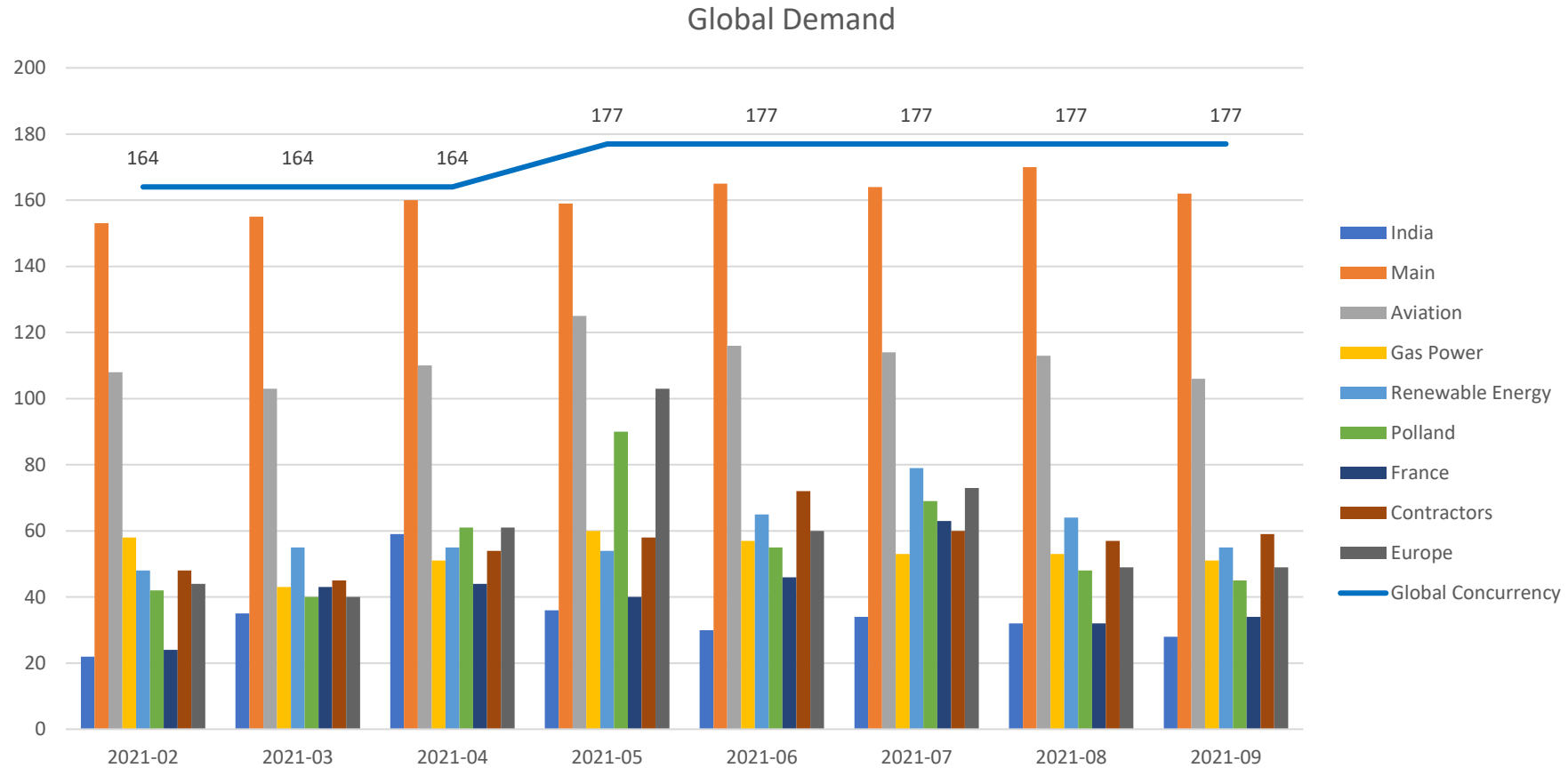
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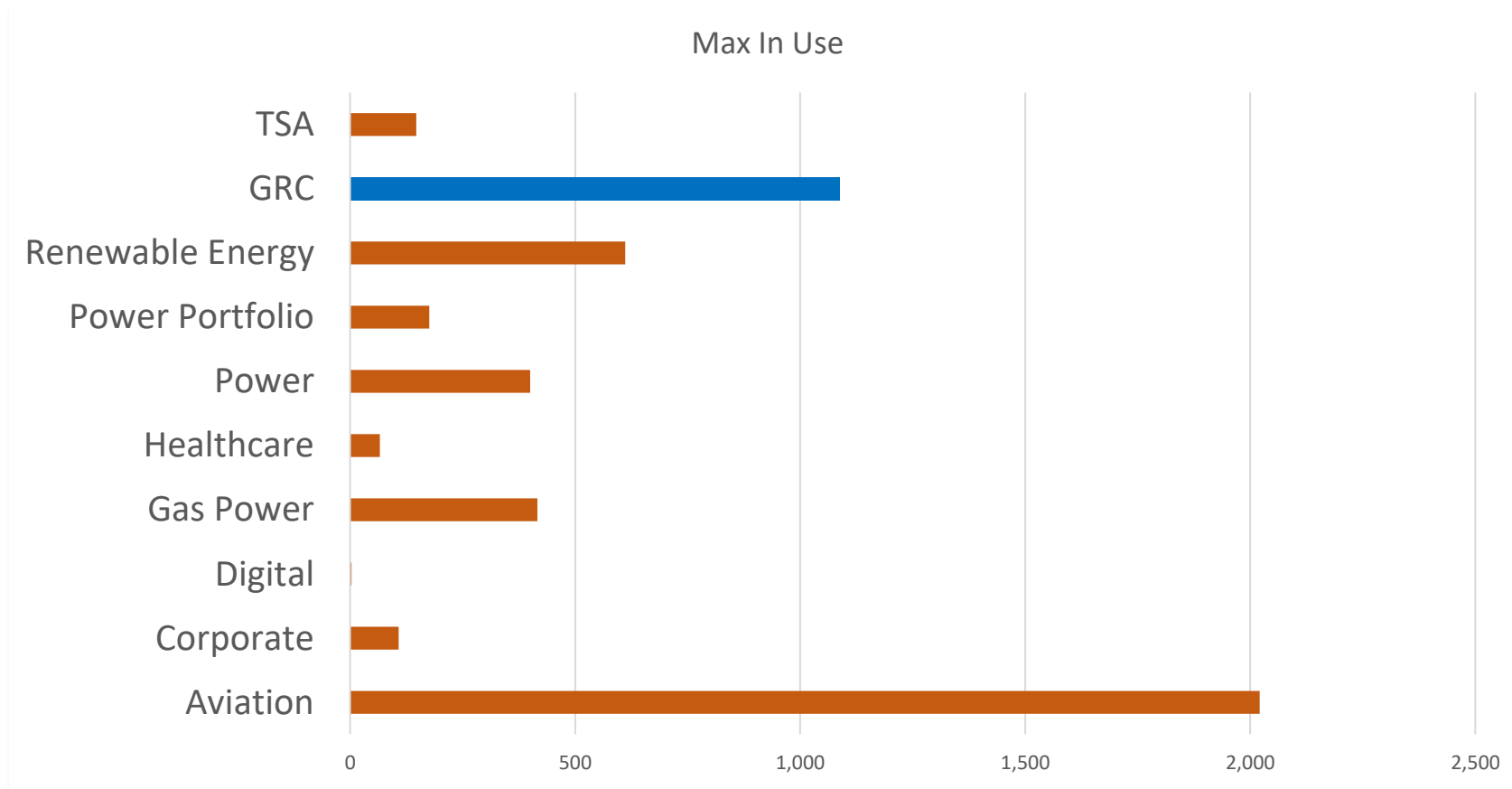
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# Sample Reports

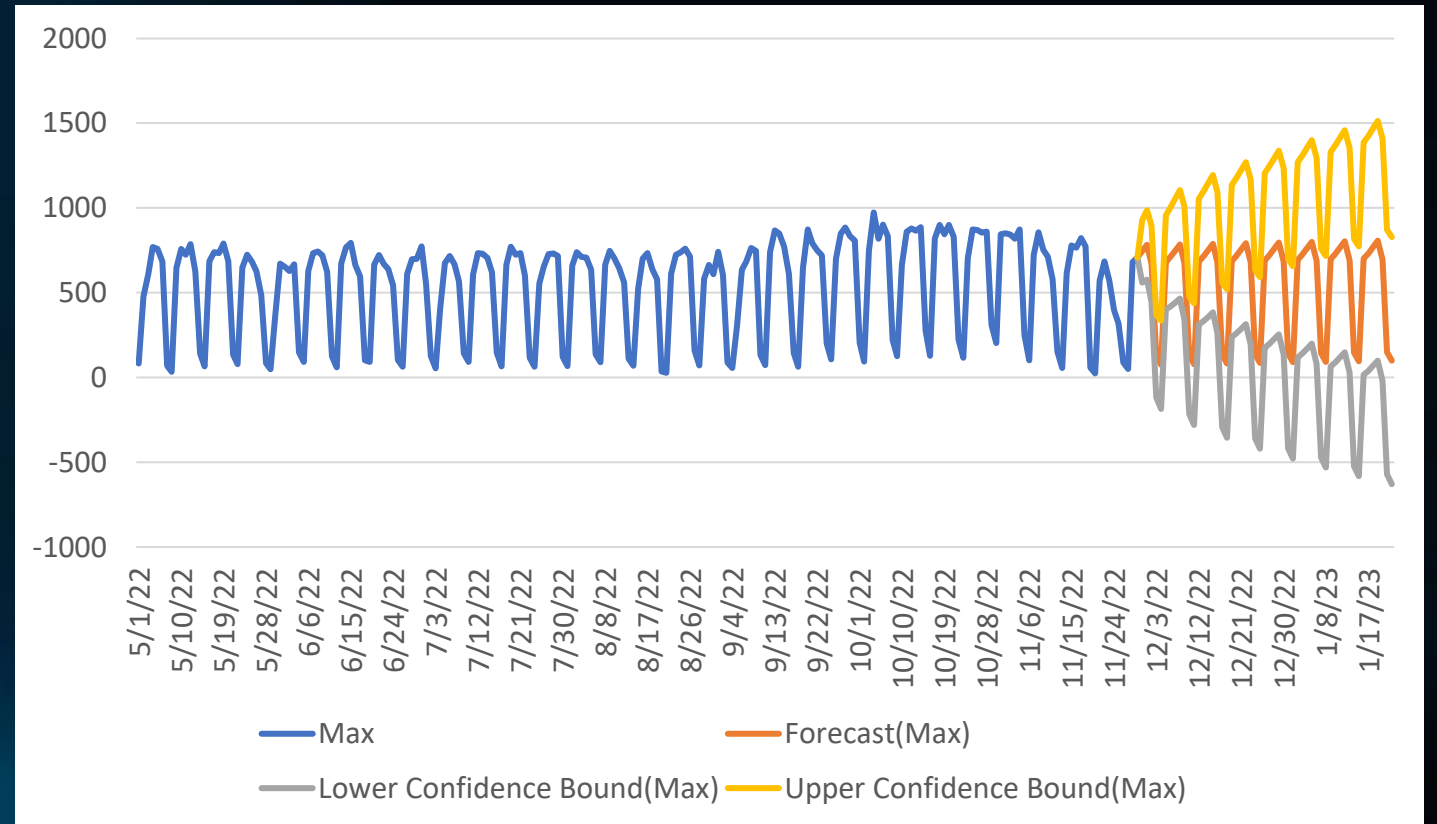


# Sample Reports





# Ability to Forecast



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# 3. Build your Alternate Path



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# Recommended Steps

## Target

Select a particular contract/vendor that is giving you a hard time

## Define

- Gather Entitlement Information,
- Review T&Cs, Check expiration dates,
- List alternative options

## Test

Make a test group to compare different tools/applications, give them time to make feedback and recommendations

## Migrate

Start Small, then roll-out into different stages and phases. Set more limitations to the old software's access until completely getting rid of it.



# Aerospace Co. Case Study – Autodesk vs SOLIDWORKS

- Autodesk introduced newer licensing models that made them uncomfortable
- Autodesk negotiators didn't budge on year 1
- Aerospace Company made an apple-to-apple comparison of Autodesk features vs SOLIDWORKS
- Tested/Pilot for 6 months
- SOLIDWORKS gave another 6 months provision to migrate
- Aerospace Company was able to completely shift to SOLIDWORKS products on year 3





# Things You Can Do

1

Evaluate True Cost of Ownership

- Consider Trial Licenses as if you are buying them
- Take note of the advance payments and hidden fees

2

Check Public Reviews and Competitors

3

Verify in Vendor's or Reseller Websites

4

Use Surveys from your users:

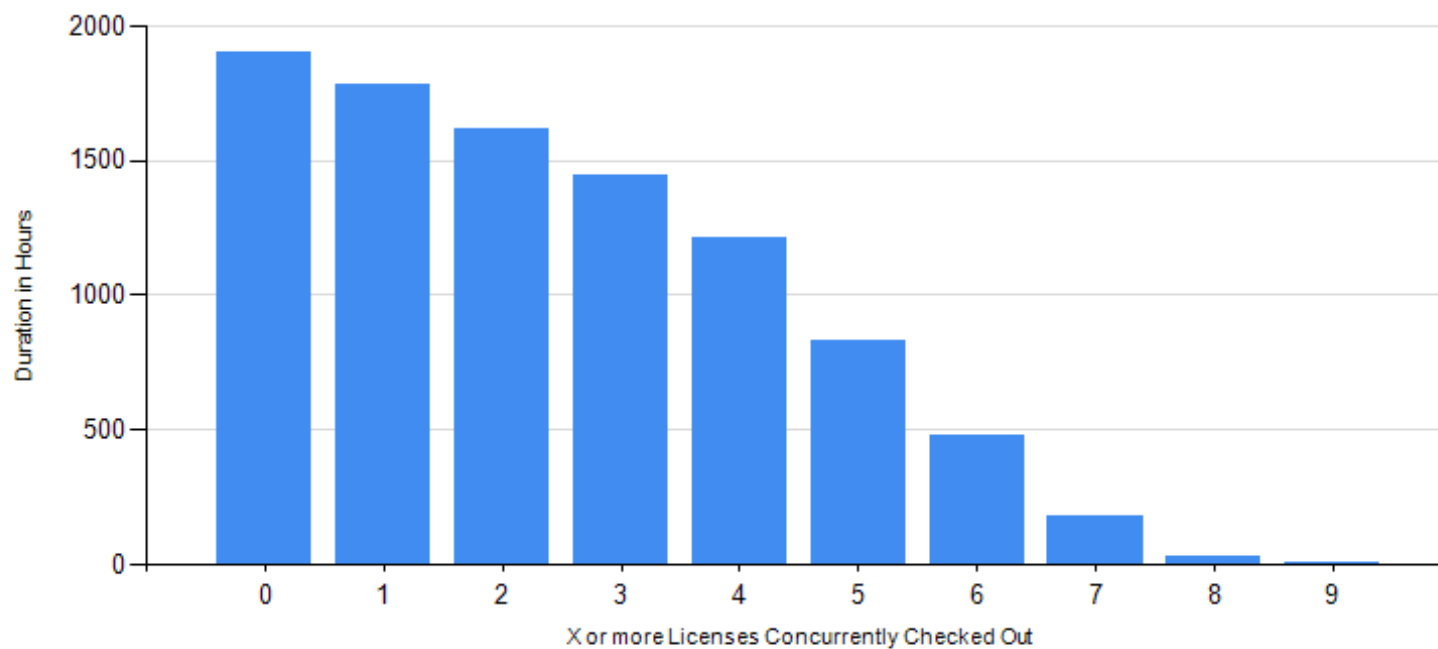
- What they like,
- What they hate,
- And what's their wish list



# License Efficiency with Percentiles

License Efficiency Chart

Application Name	Max Available	Max In Use	Within 99% use <sup>1</sup>	Within 95% use <sup>1</sup>
ansys	10	9	8	7



ansys	Minimum # of Licenses <sup>2</sup>	Duration in Hours	Duration in % of Total
	9	2.08	0.11 %
	8	31.53	1.66 %
	7	181.22	9.54 %



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# License Efficiency with Savings

Usage report for: **Ansys\_Combined**

Application Name	Max Available	Max In Use 95% <sup>1</sup>	Delta <sup>2</sup> with 95%	Unit Cost <sup>3</sup>	Maintenance Cost	Savings <sup>4</sup> ↕
acfx_parallel	2	0	2	\$1,500.00	\$2,000.00	\$7,000.00
acfx_advanced_turbulence	1	0	1	\$5,400.00	\$500.00	\$5,900.00
acfx_nolimit	2	0	2	\$1,500.00	\$600.00	\$4,200.00
acfx_anymodule	2	0	2	\$1,200.00	\$900.00	\$4,200.00
acfd_par_proc	12	10	2	\$890.00	\$1,000.00	\$3,780.00
acdi_explprof	1	0	1	\$2,000.00	\$500.00	\$2,500.00
acfx_combustion	1	0	1	\$1,600.00	\$600.00	\$2,200.00
acfx_multiphase	1	0	1	\$800.00	\$500.00	\$1,300.00
acfd_preppost	1	1	0	\$1,300.00	\$2,000.00	\$0.00
acfd_cfx_solver	2	2	0	\$590.00	\$600.00	\$0.00
<b>Total Potential Savings:</b>						<b>\$31,080.00</b>

1) Max In Use - minimum of percent (95, 99 or 100%) of the time, the license usage is at or below the reported value.

2) Delta - Difference between the Max Available license and % Usage Percentile.

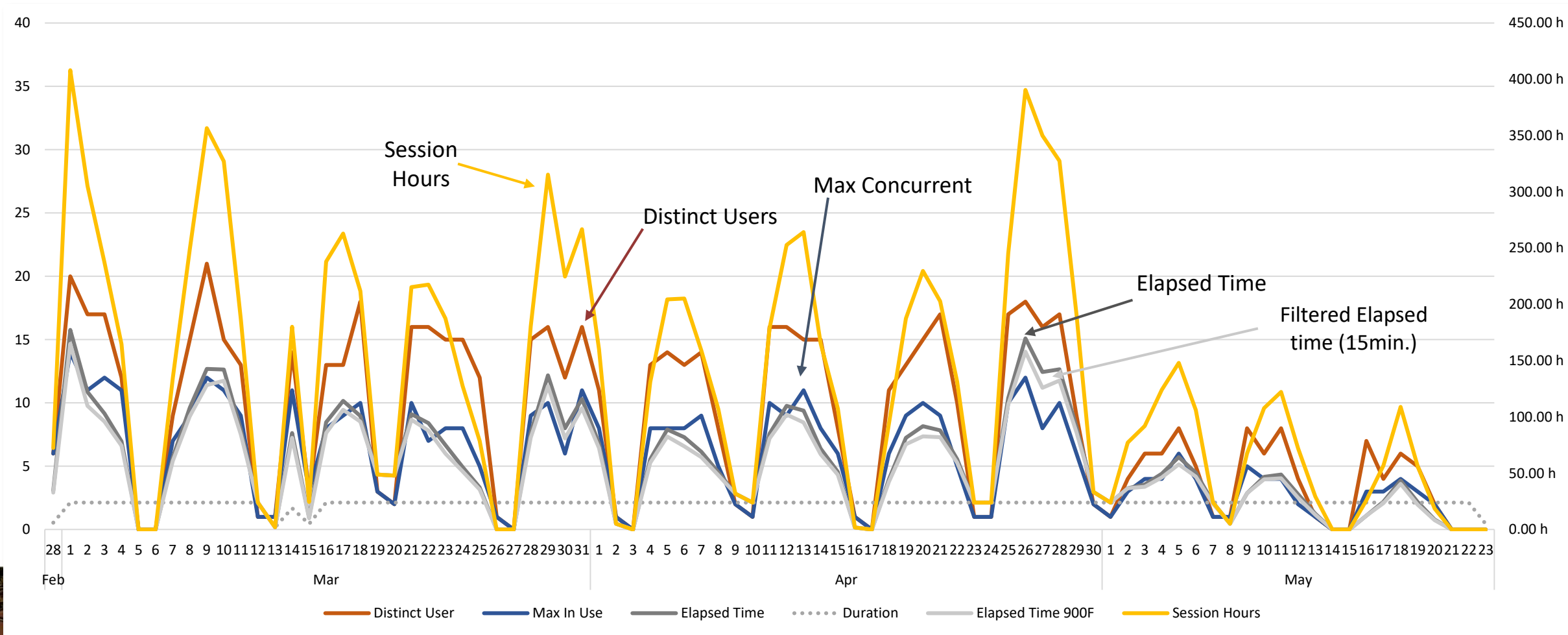
3) Unit Cost - Price per license configured in the License Cost Catalog.

4) Savings - Calculated Total Cost based on the Delta and Unit Cost.



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# Comparison of Alternate Decision Paths



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# Comparison of Alternate Decision Paths

Application Name	DU	LAN	WAN	DU%	LAN%	WAN%
aggpi	57	9	8	713%	113%	100%
Allegro Studio	80	63	15	533%	420%	100%
Allegro_performance	68	20	14	486%	143%	100%
Ansys	45	15	14	321%	107%	100%
AutoCAD Mechanical	107	18	10	1070%	180%	100%
Capture	49	18	14	350%	129%	100%
CATIA - 3D Functional Tolerancing & Annotation 2 [FTA]	365	167	132	277%	127%	100%
CATIA - Designer & Advanced Machinist 2 [AM2]	93	39	37	251%	105%	100%
CATIA - DMU Navigator 2 [DMN]	66	17	12	550%	142%	100%
CATIA - Mechanical Design 2 [MD2]	1028	385	239	430%	161%	100%
CATIA - Sheetmetal Design 2 [SMD]	120	26	23	522%	113%	100%
CATIA Hybrid Design 2	1088	668	579	188%	115%	100%
DMU Space Analysis 2 [SPA]	105	20	19	553%	105%	100%
EDR	159	34	27	589%	126%	100%
ENOVIA - DMU Review 1 [DM1]	144	32	22	655%	145%	100%
ENOVIA - VPM Product Design Configuration [DER]	741	503	434	171%	116%	100%
ENOVIA - VPM Product Design Configuration [DER]	741	503	434	171%	116%	100%
Feature-MATHCAD [MATHCAD]	292	50	31	942%	161%	100%
MATLAB	87	22	17	512%	129%	100%

\* You can afford to pay 5 times more for a global concurrent license of MATLAB than for a named user license...



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# Make the Most of your Software Licenses

## Key Take-aways:

- Prioritization – Start Small then Build Out
- Discover, Identify, and Normalize
- Make a Good Exit Strategy and Alternate Paths





# Make the Most of your Software Licenses

## Actions:

- On Monday: Gather Entitlement Information
- Next Month: Discover, Identify, and Normalize
- In 1 Year: Compare Alternate Decision Paths





# Data is Powerful!



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