Softwatch

Softwatch's OptimizeIT Premium service provides a comprehensive view of application usage enabling corporations ongoing management and optimization for ALL desktop and web applications.

The problem: optimizing the hybrid IT end user computing environment

CIOs and IT managers are realizing that there is a great deal of room for optimization when it comes to managing their IT environment. With the introduction of cloud based services, such as Salesforce.com, Office 365 and Google Apps for Business, they now understand that they have new opportunities to improve IT productivity whilst optimizing their spending. Cloud based solutions provide even more substantial benefits such as cross geographical and cross functional collaboration, data protection and resilience, better economics and even more.

The move to the cloud is a major contributor to the change in IT environment. It poses a huge challenge to IT managers to oversee a hybrid environment, where on premise software and cloud services reside side by side. It also affects the end user computing environment and calls for better understanding of users' behavior when managing and optimizing resources. Desktop virtualization and the penetration of mobile devices and tablets create additional complexity. Hence, the availability of real application usage information is becoming essential when planning, managing and optimizing IT resources

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By looking at real usage of software applications and patterns within the enterprise, CIOs now have many options for optimizing their end-user computing environment. The information collected and analyzed by Softwatch's **OptimizeIT Premium** solution significantly improves IT managers' understanding of their resource utilization and guides them as to how to reduce operational costs. The analysis enables the building of an end-user computing environment that fits the user profile, utilizing various combinations of hardware (powerful WS, standard WS, virtualization and low cost tablets) and software (on premise, cloud based), and by that substantially reducing operational costs over time. The outcome of the **OptimizeIT Premium** analysis will be a flexible and cost-effective hybrid cloud architecture accommodating different needs for different users at optimal cost. While power users may continue to use advanced applications using powerful workstations, others may be better off using relatively low-cost tablets and cloud-based applications.

The solution: OptimizeIT Premium Service

The **OptimizeIT Premium** service helps companies manage and optimize their end-user computing environment, delivering the data required to understand the real application usage of corporate users and optimize resources accordingly. The service is based on the ongoing collection of data regarding the actual usage of all desktop and web applications and services.

OptimizeIT Premium provides organizations with the following main capabilities to support IT major initiatives and needs:

- In depth understanding of the organization's usage patterns and user segmentation for all software applications and cloud services, including homegrown applications
- Software License Optimization (SLO) including:
  - In depth understanding of the organization's usage patterns and user segmentation for all software applications and cloud services, including homegrown applications
  - Software License Optimization (SLO) including:
  - decommissioning of excess licenses
  - reuse of unused licenses
  - Identification of the required license mode (viewer/editor) for each user and replace unneeded expensive licensees with cheaper ones
  - Providing essential information to support negotiation on Enterprise License Agreement renewal
  - Ongoing optimization of software purchasing
- License management
- Relevant information to support building of user profiles
- Relevant information to support end user computing initiatives (such as OS replacement, Tablets purchasing, BYOD, etc.)
- Relevant information to support decision making processes to move to cloud based applications
- Application monitoring activity: obtaining a list of active applications for each user and machine
- Cleaning up of non-utilized homegrown applications
- Special usage analysis of cloud storage and web conferencing
- Chromebook Adoption Readiness (CBAR) providing an in-depth analysis of the readiness to adopt Chrome devices for employees who base their work on web applications.