

ORACLE®

**LICENSE MANAGEMENT
SERVICES**



INFORMATION ENABLES

Effectively Manage Your Oracle Software Licenses

Oracle License Management Services

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ORACLE IS THE INFORMATION COMPANY



Get Maximum Value from Your Investment in Oracle Licenses

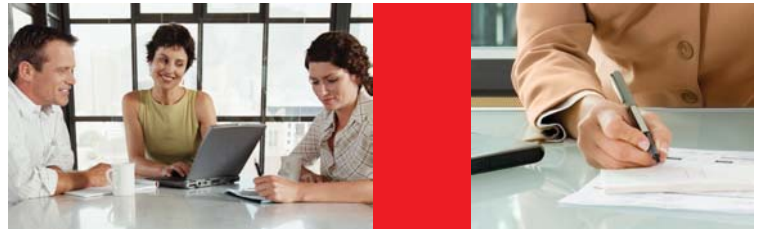
By educating, equipping, and enabling you to better manage your Oracle license assets, Oracle License Management Services helps maximize your IT investment, control software licensing risk, and achieve long-term IT cost reduction.

You've made significant investments in Oracle software—but managing those investments can be challenging. After all, licensing issues don't impact only your IT department, but also your finance, procurement, and legal operations. Without a coherent software management strategy, you risk accruing unexpected financial liabilities, violating contractual or corporate governance requirements, or purchasing unnecessary licenses.

For more than 15 years, the Oracle License Management Services division has been helping Oracle customers and partners manage their Oracle software assets. Our goal is simple: to educate, equip, and enable organizations to manage and maximize their Oracle license investment. Through services tailored to your specific needs, Oracle License Management Services is able to **educate** you on Oracle licensing, license management, and business practices; **equip** you with the knowledge and tools to manage your Oracle software usage; and **enable** you to proactively control your licensing risk and reap the associated benefits.

Establishing a sound license management strategy has significant benefits. Financially, you reduce the risk of unbudgeted or unnecessary license expenditures, you can more accurately forecast future license and budget requirements, and you gain a more precise understanding of the true total cost of ownership (TCO) of your Oracle software. Operationally, you gain visibility into the licenses you own, including how they are utilized and allocated. This allows you to optimize provisioning of additional users and ensure your licensing terms meet your changing business needs. Finally, by understanding your license agreements and how you have deployed your Oracle assets, you will be better positioned to satisfy industry standards and improve corporate governance.

Fact: Oracle License Management Services assists more than 3,500 customers per year to obtain increased value from their Oracle licenses.



Oracle License Management Services

- Expert
- Tailored
- Transparent
- Consultative

Services Tailored to Meet Your Needs

Oracle understands the challenges involved in license management and has simplified the process to ensure your success. Because each organization has different needs and goals, Oracle License Management Services has developed service offerings that can be tailored to meet your specific business requirements. All services are based on proven methodologies and have been designed to ensure a transparent, impartial, and consultative approach. Moreover, these services are available to you at no cost.

When you engage the Oracle License Management Services team, you receive a hands-on consultation customized to your specific requirements and based on expert licensing capability. We offer three categories of service: Review Services, Managed Services, and Advisory Services.

Review Services

Review Services provide a detailed evaluation of your current Oracle license position. By performing an analysis of your license entitlements, deployment practices, and utilization, the Oracle License Management Services team can evaluate your license position, identify areas of risk, and provide expert recommendations.

Typically a collaborative effort, Review Services rely on information sharing to ensure a thorough understanding of your Oracle environment. They may also include the use of specially developed tools to identify and quantify your actual license usage.

Upon completion of a Review Services project, you have a comprehensive understanding of your Oracle license entitlements and actual license usage. The Oracle License Management Services team uses this information to make recommendations on how to optimally utilize your licenses and ensure you have the license structure that best suits your needs. Ultimately, you can control your license risk and costs by knowing what licenses you own and managing your license utilization.

Fact: Oracle License Management Services operates in 114 countries, providing localized consultation and expertise across the globe.



Educate, Equip, and Enable

Oracle License Management Services works with you to

- Provide free consultative services
- Clarify license entitlements, agreements, and terms
- Reconcile usage and optimize license allocation
- Provide tools and measurement methodologies
- Assess current and future licensing needs
- Educate staff about Oracle licensing
- Advise on licensing management best practices
- Facilitate compliance with regulatory requirements

Managed Services

Managed Services go beyond Review Services, to assist you in implementing best practices for managing your Oracle software. Under this category of service, Oracle License Management Services works with you on an ongoing basis to develop a repeatable license management process, while also providing guidance on how to manage your Oracle software as an asset.

Managed Services are a good choice for larger organizations that wish to self-manage complex licensing structures. By providing education on license management best practices and sharing specially developed usage tools, Oracle License Management Services empowers you to manage your Oracle licenses on your own. The processes and procedures you learn through Managed Services can also be included as part of a larger software asset management program for Oracle software.

Engaging in a Managed Services project allows you to achieve all the benefits of Review Services—and then lets you extend those benefits to include proactive and collaborative management of your Oracle software assets beyond a single point in time. Managed Services help you minimize license risk and meet industry or corporate governance standards. They also make you better equipped to make effective license decisions and budget for future projects.

Advisory Services

Advisory Services are focused projects that consider a specific licensing question, scenario, or need for information. The scope of these services ranges from clarifying license entitlements and providing an evaluation of the licensing options available to analyzing the implications of planned infrastructure changes.

This targeted assistance allows you to obtain expert advice when evaluating different options and ensures that you are able to make informed decisions about your Oracle software investments.

“Partnering with Oracle License Management Services helps customers and partners implement effective licensing strategies and minimize software license risk. Our goal is to provide you with the most up-to-date knowledge, best practices, and tools to maximize your investment in Oracle software.”

Christina Crowley, Vice President, Oracle License Management Services, Oracle Corporation



Benefits

Oracle License Management Services helps you

- Understand your license entitlements
- Ensure optimal license utilization
- Minimize legal, operational, and financial risk
- Adopt license management best practices
- Improve corporate governance
- Plan and budget more accurately

Better Control with Oracle License Management Services

Enterprises today are increasingly aware that a critical component of a successful enterprise software deployment is properly managing the software license. Through the use of Oracle License Management Services, you gain the knowledge and information necessary to

- **Understand license ownership, rights, and limitations.** Enterprise software licenses can be complex. By understanding exactly what a license allows you to do—and also what you cannot do—you’ll be better educated and able to reap maximum benefit from your Oracle software.
- **Monitor and optimize license utilization and allocation.** Understanding the terms of your agreement is just the beginning. You’ll also be able to effectively monitor your utilization and optimize license allocation to account for this usage. Effectively managing your licenses in this way can have a significant impact on your TCO and license costs.
- **Understand licensing and budget implications of upcoming projects.** When planning future developments, you’ll be better equipped to understand the impact of IT requirements and plan for license and budget implications. This will ensure more-informed decisions and wise money management.
- **Identify potential deficiencies in meeting regulatory mandates.** You will gain insight into how well you are meeting current regulations and can put procedures in place to address your corporate governance needs.

Expert Advice You Can Trust

By engaging with Oracle License Management Services, you gain optimal license utilization; improved efficiencies throughout your procurement, legal, and IT operations; and enhanced governance of your Oracle licenses. By working as your licensing partner, the Oracle License Management Services team educates, equips, and enables you to better manage your Oracle software assets.



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Oracle is committed to developing practices and products that help protect the environment

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