Take a holistic approach to managing your evolving hybrid estate
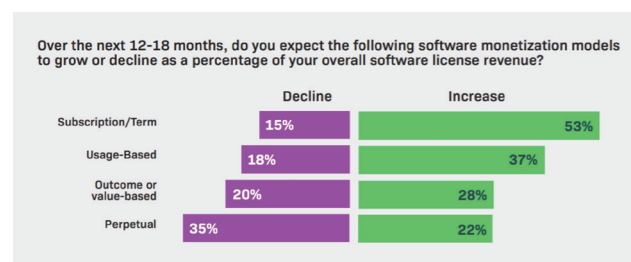
Optimizing software usage is key

Your environment is becoming increasingly complex with the increased adoption of SaaS, the cloud and containers. And all technologies are additive, so you're still faced with managing traditional software spend on software and hardware.

According to the *Flexera 2022 State of ITAM Report*, 74 percent of respondents are challenged with finding ways to optimize software use. This only compounds as vendors shift to usage-based and consumption-based models. The accompanying chart from the *Revenera Software Monetization Models and Strategies 2021 Report* shows most software publishers plan to increase both subscription-based and usage-based models.

Among respondents, 53 percent indicated they expect growth of this model and 37 percent anticipate having increased reliance on usage-based monetization.
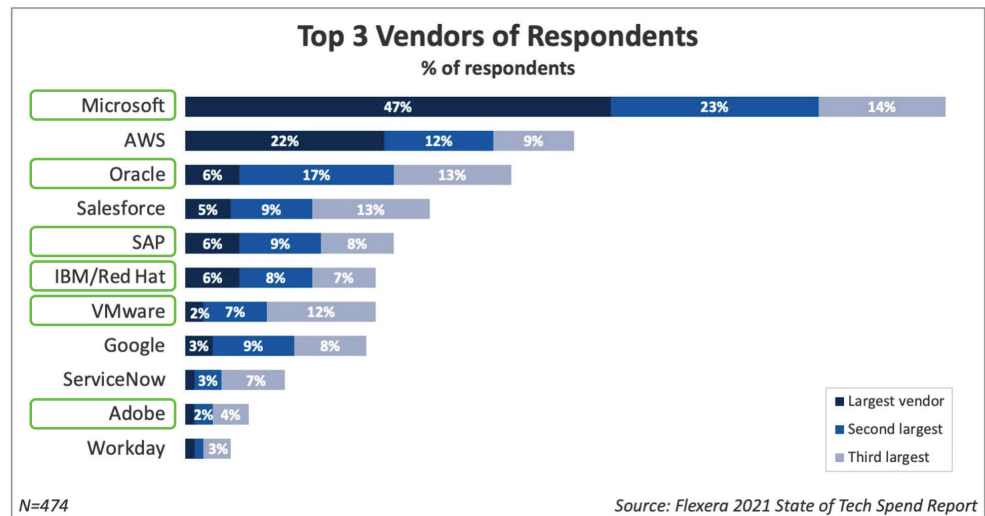

Over the next 12-18 months, do you expect the following software monetization models to grow or decline as a percentage of your overall software license revenue?

	Decline	Increase
Subscription/Term	15%	53%
Usage-Based	18%	37%
Outcome or value-based	20%	28%
Perpetual	35%	22%

Source: Revenera Software Monetization Models and Strategies 2021

All your top vendors are shifting to SaaS and the cloud

The situation only gets more complex as all your top vendors now have hybrid product portfolios that span on-premises, SaaS and the cloud. For example, Microsoft, Oracle, SAP, IBM and VMware all have traditional, SaaS and cloud-based offerings. Then there are the top-spend vendors that are exclusively SaaS or cloud: AWS, Salesforce, Google, ServiceNow and Workday. Spend with these vendors is increasing at an unsustainable rate.
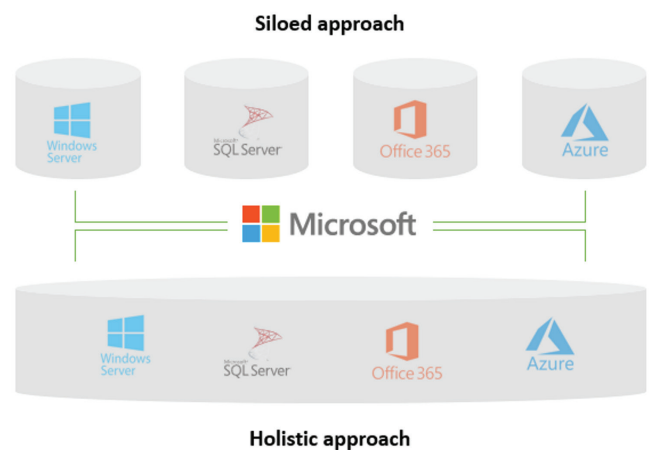
Hybrid portfolio of on-premises, SaaS and cloud

Top 3 Vendors of Respondents
% of respondents

Vendor	Largest vendor	Second largest	Third largest
Microsoft	47%	23%	14%
AWS	22%	12%	9%
Oracle	6%	17%	13%
Salesforce	5%	9%	13%
SAP	6%	9%	8%
IBM/Red Hat	6%	8%	7%
VMware	2%	7%	12%
Google	3%	9%	8%
ServiceNow	3%	7%	
Adobe	2%	4%	
Workday		3%	

N=474

Source: Flexera 2021 State of Tech Spend Report

Optimizing across hybrid vendor environments is vital

The implication is a need for doing things differently than you do today. As your P&L gets upside down, the hidden costs of wasted software spend will only increase. You need to maximize the value of your technology regardless of where it's hosted.

After all, you're only going to negotiate one contract with Microsoft, so you can no longer afford to take a siloed approach to vendor spend. A more holistic approach is required to be negotiation ready.

Siloed approach

Windows Server | SQL Server | Office 365 | Azure

Microsoft

Windows Server | SQL Server | Office 365 | Azure

Holistic approach

Flexera One delivers the business outcomes needed to holistically optimize your spend

Flexera One is a modern SaaS platform that future-proofs your optimization efforts as your spend shifts to SaaS and the cloud. Flexera One is purpose-built to optimize highly complex hybrid environments like yours. Flexera One opens myriad opportunities to make the most of your portfolio across on-premises, SaaS and the cloud.

Flexera One capabilities drive you up the value curve

DIFFERENTIATORS	**DEFINITIVE TECHNOLOGY RESOURCE DATA**	**CONSUMPTION INTELLIGENCE**	**AUTOMATED PORTFOLIO GOVERNANCE**	**HYBRID IT OPTIMIZATION**
BUSINESS VALUE	Common language and taxonomy of IT – 60% reduction in time spent researching and validating technology assets.	Reduce audit risk with reliable licensing intelligence. Including the most complex licensing across SaaS, cloud, containers, clusters and virtual technologies.	Extensible automation provides governance and guardrails over IT spending.	Negotiation readiness for top vendors with hybrid portfolios such as Microsoft, IBM, Oracle, SAP and Salesforce. Save 30% or more in contract negotiations.

Flexera One differentiators

Take advantage of FlexNet Manager conversion offers

Flexera is pleased to announce a conversion program for on-premises customers so you can start taking advantage of Flexera One capabilities. Flexera is offering three options for FlexNet Manager on-premises customers. And for a limited time, conversion has never been easier, with a fixed-priced services engagement to move your data into Flexera One and ensure all your valuable licensing information is preserved.

OPTION 1	OPTION 2	OPTION 3
Flexera One platform benefits	**Flexera One platform benefits**	**Flexera One platform benefits**
Flexera One ITAM conversion All PURLs SaaS Management Request and Reclamation	**Flexera One ITAM conversion** All PURLs SaaS Management Request and Reclamation	**Flexera One ITAM conversion** All PURLs SaaS Management Request and Reclamation
Fixed price conversion services*	**Fixed price conversion services***	**Fixed price conversion services***
	IT Visibility Technopedia EOL/EOS data	**IT Visibility** Technopedia EOL/EOS data
		Cloud Cost Optimization
		Cloud Migration and Modernization
		Business Service Mapping

25k Fixed-price conversion services available for a limited time

Three conversion options for FlexNet Manager on-premises customers

Put the power of Flexera One to work

Converting to Flexera One provides current on-premises customers with many benefits, including more:

• Capabilities

• Automation

• Certifications

Plus qualitative soft benefits.

Additional ITAM capabilities included in conversions

FlexNet Manager on-premises customers can take advantage of additional ITAM capabilities, including content libraries for all major vendors—even SAP. All Flexera One ITAM customers also gain access to SaaS Management, enabling you to gain visibility into SaaS applications in use and SaaS cost optimization. A unique feature of Flexera One SaaS Management is that it goes deep into the SaaS vendors that make up the most spend, like Salesforce. Additionally, all Flexera One ITAM customers gain more BYOL

capabilities to leverage hybrid use rights, like Microsoft SQL Server Azure Hybrid Use Rights, enabling you to leverage existing investments as you expand into the cloud.

Take advantage of additional certifications in Flexera One

Flexera recently announced a partnership with IBM, designating Flexera One ITAM as a certified ILMT alternative. While FlexNet Manager on-premises customers can use FlexNet Manager as an alternative for ILMT with a Passport Advantage addendum, Flexera One ITAM customers don't need the addendum. The reason IBM only certified Flexera One ITAM is because it's a SaaS-based delivery model. So, unlike the on-premises

delivery that requires upgrades to stay current, IBM has confidence in the currency of Flexera's capabilities and asset recognition content.

In addition, Flexera One Cloud Cost Optimization is a FinOps-certified platform that enables best practices to optimize cloud costs in multi-cloud environments.

flexera
Inform IT. Transform IT.

IBM®
ILMT Certified Replacement

FinOps Certified Platform

Additional ITAM capabilities in Flexera One

Key vendor optimization	Flexera SaaS Management is included in Flexera One ITAM conversions	Focus on the biggest SaaS spend	Hybrid use rights
Optimize more strategic vendors		Deep integration with Salesforce	Identify licenses eligible for Azure Hybrid Use Rights to save costs
IBM ORACLE Microsoft SAP salesforce vmware	**SaaS cost optimization** Governing and planning SaaS spend, identifying waste from unused SaaS **SaaS visibility** Enterprise-wide catalog of sanctioned and unsanctioned SaaS **SaaS security** Identify and remediate unauthorized access to SaaS applications and data	salesforce User, Features and Permissions licenses Intuitive view across all SF.com orgs salesforce appexchange **Only Flexera SaaS Manager solves this challenge today** salesforce marketing cloud Tracks consumption based upon usage of contacts and messaging	SQL server Windows server Linux server
*Formerly known as Product Use Rights Libraries			

Automate more with Flexera One's policy engine

Flexera One is built on a powerful policy engine that enables automation of tasks such as those shown on the right. The policy engine is extensible and enables customers to benefit from productivity gains resulting from more automation.

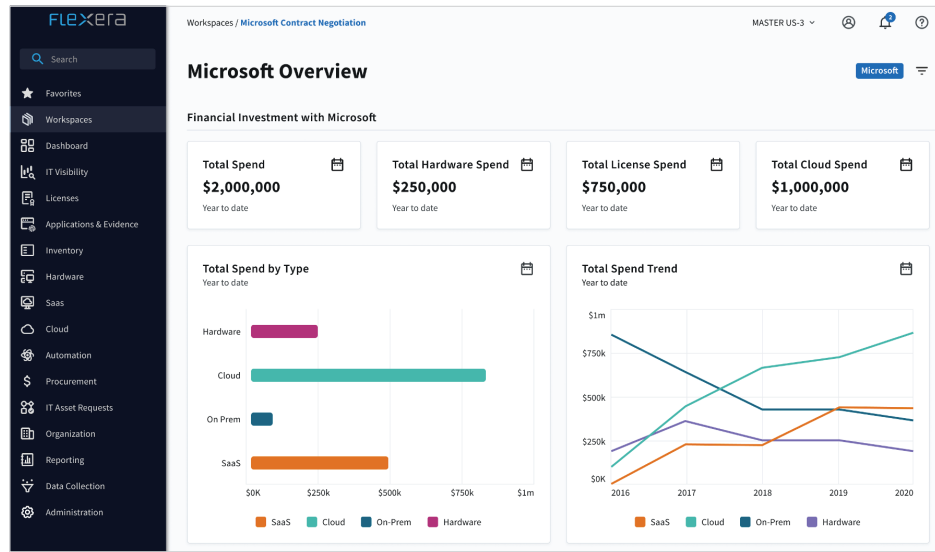| Licensed software	SaaS subscriptions
Renewal reminders	Renewal reminders
Licenses at risk	Suspicious users
Low available licenses	Inactive users
License expiration	Unsanctioned spend
Azure Hybrid Use Benefit	Redundant SaaS apps
Missing inventory	O365 security alerts
Email alerts	User status changes
	ServiceNow inactive approvers
	Duplicate users

Examples of policies built for licenses and SaaS subscriptions

Additional qualitative benefits

Flexera One's SaaS-based delivery model means customers can quickly take advantage of new features without having to rely on IT resources required for upgrades and ongoing administration of internal infrastructure. In addition, Flexera One is built from the ground up on a cloud-native microservices and API-based platform that's extensible and scalable. For more information, visit our Flexera One conversion benefits page.

What's more, Flexera One customers benefit from improved user experience with modern navigation, dashboards and executive visualizations.

Flexera One Microsoft overview dashboard

Calculate your ROI

Flexera Business Advisory built an ROI model to calculate the benefits of moving to Flexera One. Engage your Flexera teams to customize your ROI model based on the added value of additional capabilities. Benefit areas are shown below.

Flexera One conversion benefits model

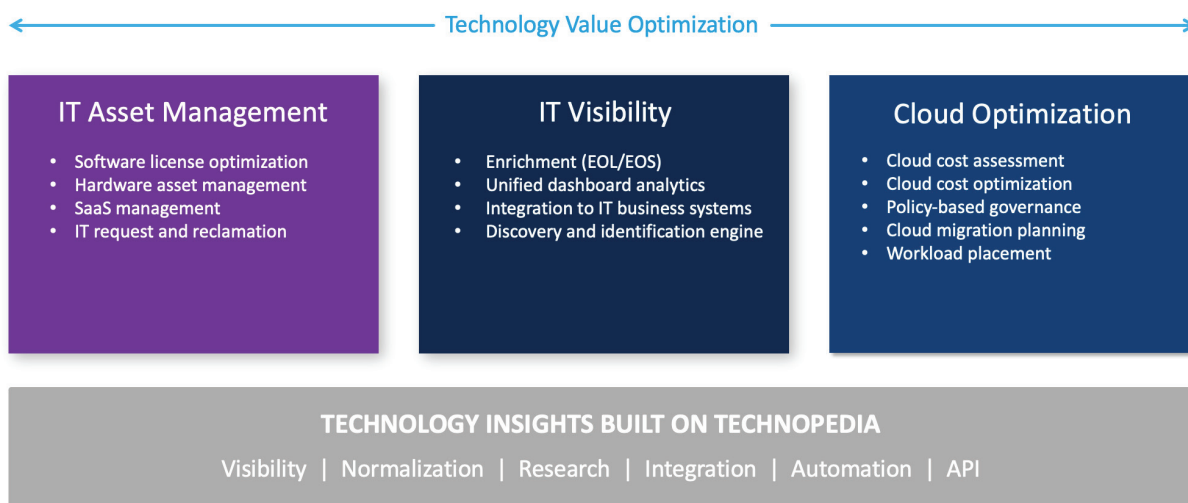| New capability benefits	Incremental value	On-prem cost takeout	Platform automation	Secondary/ Qualitative
Standard benefits of additional capabilities gained through conversion	Additional value from current on-prem solutions taking advantage of new features	Elimination of current on-prem infrastructure, administration, upgrade and other current solution costs	Incremental productivity gains through policies and automation	Additional benefits not included as part of the ROI

The value path to hybrid IT optimization

For more information on additional applications in Flexera One, including IT Visibility, Cloud Cost Optimization and Cloud Migration, see our Flexera One webpage.

Conversion to hybrid IT optimization

← Technology Value Optimization →

IT Asset Management

- Software license optimization
- Hardware asset management
- SaaS management
- IT request and reclamation

IT Visibility

- Enrichment (EOL/EOS)
- Unified dashboard analytics
- Integration to IT business systems
- Discovery and identification engine

Cloud Optimization

- Cloud cost assessment
- Cloud cost optimization
- Policy-based governance
- Cloud migration planning
- Workload placement

TECHNOLOGY INSIGHTS BUILT ON TECHNOPEDIA

Visibility | Normalization | Research | Integration | Automation | API

Converting FlexNet Manager to Flexera One ITAM is straightforward with tools developed by Flexera; your data will be preserved during the process, which is low cost and delivers fast time to value

NEXT STEPS
Take advantage of our SaaS conversion offer

LEARN MORE

ABOUT FLEXERA

Flexera delivers SaaS-based IT management solutions that enable enterprises to accelerate digital transformation and multiply the value of their technology investments. We help organizations *inform their IT* with unparalleled visibility into complex hybrid ecosystems. And we help them *transform their IT* with tools that deliver the actionable intelligence to effectively manage, govern and optimize their hybrid IT estate.

More than 50,000 customers subscribe to our technology value optimization solutions, delivered by 1,300+ passionate team members worldwide. To learn more, visit **flexera.com**

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Inform IT. Transform IT.