

# Automate License Compliance and IT Optimization with AI

Avoid surprise billings and true-ups while optimizing application performance

## Highlights

End-to-end discovery and contextualization of licensing data for dynamic application environments.

Automated license compliance enforcement of license agreements without risking application performance.

Automated license cost optimization that eliminates overspending to balance application performance and license compliance.

## Problem:

Innovate, modernize, increase market share and reduce costs. To meet these demands, your organization is digitizing every personal interaction and experience, with an increased dependency on technology. With the growing adoption of cloud, software now consumes more than 34% of IT budgets, according to [Flexera's State of Tech Spend report](#). Additionally, most organizations have more than one cloud—92% of enterprises have multicloud strategies and 80% have hybrid cloud strategies.

The challenge this raises is to optimize technology investments across complex, modern IT environments. A barrier to your success is the organizational and platform silos that exist between IT operations and procurement teams. Any changes made by one team will likely affect the other, yet neither team has the visibility to understand the impact of change. How can you confidently manage your IT environment if you don't understand how the changes you make will affect license compliance and possibly result in overprovisioning? If you move an application workload to a different cloud or server, what are the impacts to license use and costs? Will this move put you out of compliance, or cause surprise billings or true-ups? If you don't move workloads, what is the impact to the performance of applications and services?

The answer for most organizations is to build in buffers by overprovisioning IT resources and restricting license allocations. Understandably, licensing is complex, and IT resource usage can change on a second-to-second basis. How can you optimize IT resources and licensing to deliver on application performance expectations?

## Solution:

Flexera One with IBM Observability provides an accurate view of IT asset inventory and keeps you audit-ready with visibility into the allocation of assets across your hybrid cloud, multivendor landscape. Integrations with IBM Turbonomic® allow you to automate license compliance and optimization to meet dynamic business demands. Go beyond traditional license management to automate and optimize license compliance and IT spend.

### End-to-end discovery and contextualization

Flexera One with IBM Observability and Turbonomic help you optimize application performance. Real-time IT visibility and automation optimize your IT resource investment and help manage risk. Enforce software licensing compliance, optimize performance, control costs and accelerate your AIOps journey. Gain full visibility into your IT environment. Discover and normalize software and hardware with out-of-the-box visualizations. Self-service dashboards of devices and your application portfolio help you to identify risk concerns and rationalization opportunities.

### Automated license compliance enforcement

Eliminate surprise billings and true-ups with enhanced visibility. Expose back-level software versions to reduce security exposures. Flexera One with IBM Observability provides insights into license data and application performance data. Automate many of the tasks required to maintain compliance with software licenses to control software spending.

### Automated license cost optimization

Flexera One with IBM Observability is a new source of insights for Turbonomic to automate license and resource optimization. Ensure compliance while optimizing business application performance. Significantly reduce the total cost of ownership of IT investments including applications, software licensing, and infrastructure for on-premises and cloud. Optimize enterprise-wide software license optimization and reconcile purchased software license entitlements with installations and usage, supporting software and SaaS optimization and governance, including software reclamation.

### Benefits:

- Understand spend across your entire IT estate
- Right-size software licenses and spend
- Eliminate waste
- Mitigate risk and remain compliant
- Integrate with Turbonomic to deliver enhanced value
  - Optimize across software and infrastructure
  - Automate compliance
  - Automate IT spend optimization

## Why IBM

IBM is a recognized leader in automation and application resource management. IBM has the expertise, integrated solutions, and collaborative approach needed to deliver automated license compliance enforcement and cost optimization.

To learn more, visit [ibm.com/products/flexera-one](https://ibm.com/products/flexera-one)

© Copyright IBM Corporation 2022

IBM Corporation  
New Orchard Road  
Armonk, NY 10504

Produced in the United States of America  
March 2022

IBM, and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation, in the United States and/or other countries. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on [ibm.com/trademark](http://ibm.com/trademark).

Turbonomic is a registered trademark of Turbonomic Inc., an IBM Company.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

