

## Charging IT Costs Back to Business Units

**A major integrated energy company, "Company A," has developed a winning charge-back strategy for its global IT operations by using Open iT LicenseAnalyzer metering software to coordinate business data with software usage data. The company achieved a ten-fold return on investment (ROI) in less than six months based on license cost savings and significantly reduced staff time.**

Company A is one of the largest integrated energy companies in the world. With research and production sites established in more than 40 countries, it employs about 40,000 people. The IT Asset Managers had to try to keep 1,700 high-end software users happy and supply their equipment needs while keeping costs down. Assessing the value of each new IT investment was an ongoing challenge. It became increasingly important for business unit managers to see where and how IT resources contributed to the company's bottom line. In addition, a recent merger made it imperative to eliminate duplicated software, renegotiate vendor contracts and provide management with an accurate reading of how and where costly IT investments were being used to further overall business goals.

### Manual Usage Reports

Preparing usage reports for management had always been difficult since the process involved multiple steps by several individuals. It included the painstaking job of scripting and manually transferring data to Excel spreadsheets. The technical personnel who did this had to set aside essential tasks in order to help. "I was getting very tired of asking key technical personnel to help me manually put together Excel spreadsheets of software usage information," explained the company's global application portfolio manager. "I knew this information was critical to the company, but I also knew that important operational work had to be postponed as a result."

At that time, there was no effective way to integrate business data with usage data for company-wide charge-back. Management needed a breakdown of IT expenses by each user at each location to make proper budget allocations. Such data would also be useful in providing proper support and for making critical business decisions. Those data were also needed to negotiate the company's long-term objectives with software vendors.

### Implementing the Solution

After considering the development of an in-house solution and reviewing several data-collecting and reporting software packages, Company A chose Open iT's LicenseAnalyzer for its user-friendly, Web-based reports and its flexibility to accommodate company-specified functions. It was easy to install and supports both Windows and Unix/Linux platforms. The program includes a software inventory, a real-time monitor and a usage-reporting tool that analyzes software and license utilization over specified time periods.

The initial installation, report format set-up and training, together with the integration of user data from the Active Directory, took less than two weeks. After this, software was installed locally on the nine regional sites in North America, Asia, the Middle East and Europe, and the company appointed managers to be in charge of each site. Training sessions were held as online meetings, and each manager could readily see his or her own usage statis-

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tics for different applications and features and compare this to the overall enterprise picture.

One of the key license reports was a table showing applications used, feature names, name of user, the business units they belong to, the site locations, the SAP cost centers, job titles, the total active time and the maximum number of licenses in use. This information can be regrouped at any time to target key areas of focus. Senior management could now access the reports directly, get the information they needed, and analyze company needs for future investments.

Today, site managers, IT asset managers, and senior business managers all have access to software usage data for nine sites around the world. They can easily see the cost or profit center needs without asking for help from the technical staff. License agreements can now be renegotiated with vendors using real data. Unnecessary expenses of unused licenses can be readily recognized and eliminated, and IT resources can be consolidated and optimized.

"With Open iT Software in house, I can create all the reports I need," explained the global application portfolio manager, "and even better, I know that all the other managers and analysts of software assets in our company on a regional level can do the same."

One of the company's business solutions analysts stressed that "one of the most important features of our Open iT Software implementation was the addition of our Active Directory information to all of our reports. With these reports, we can get a very clear idea of an individual user's application needs. We also use this information to provide usage statistics to management for accurate maintenance charge-back. Open iT Software has given us the ability to understand better the usage trends and value of our software."

The company recovered its initial product expense almost immediately by modifying a license agreement that was up for renewal shortly after installing Open iT Software. "To go for a packaged solution saved us both time and money and was a great success," enthused the director of geoscience support. "In the first six months we have seen a ten-fold return on our investment by simply analyzing license check-outs and dropping unused licenses. Our next analysis will focus on license usage patterns such as a 'follow the sun' analysis, to determine optimal licensing scenarios for our application portfolio, including site licensing, global licensing, leasing, or simply the transfer of licenses. In the future, we will use the employee job title from the Active Directory data combined with application usage reports to provide our exploration management the data they can use for skills management assessment and career development decisions."

Managers at Company A now have ready access to relevant resource data, and can streamline and guide expenditures to support the company's overall business strategy.

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## UPSTREAM IT NEWS

Photogrammetry

# Laser Scanning Jumpstarts 3D Models

As oilfield facilities age, the various upgrades, retrofits, debottlenecking and repairs can result in the actual facility no longer resembling the blueprint or computer-aided design (CAD) model. Plant lifecycle modeling is a relatively new concept, after all, and many oil and gas facilities pre-date such ongoing computerized documentation. So what is a facilities