



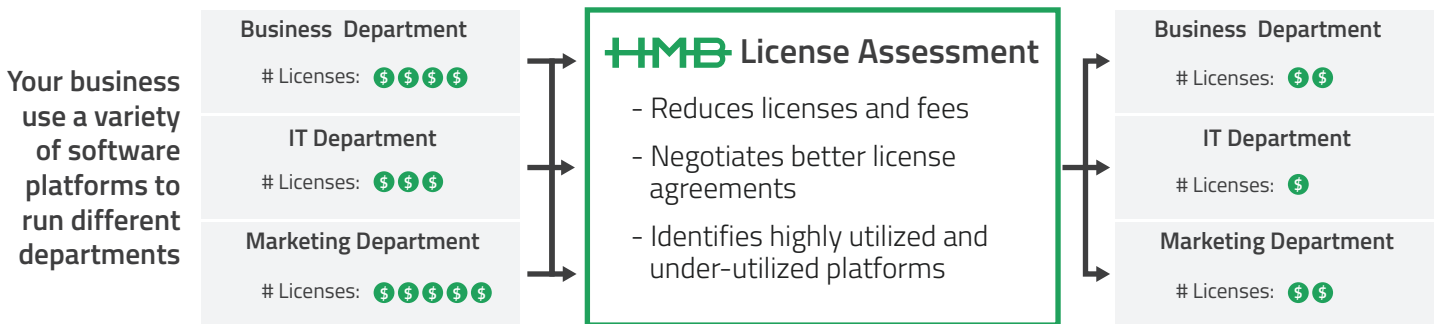
## SPEND & LICENSING SERVICES

Optimize the cost of your software licenses.

Software licensing is expensive (and elusive). HMB's Spend & Licensing Services can assist in ensuring your organization is getting the greatest value from existing and future licensing agreements by shaping a customized process to manage the lifecycle of licensing in your organization. The result, you're spending less on software while meeting business objectives. *This service pays for itself.*

### Our solution provides:

- A detailed inventory of your current software licenses
- Quick wins resulting in immediate savings
- Strategic platform alignment
- Future licensing assistance (migrations & vendor negotiation)
- Governance to prevent app/licensing sprawl



## Why leverage HMB's Spend & Licensing Services?



### We identify under-used platforms

Make full-use of your most valuable platforms and reduce spend by removing under-used platforms



### We have a long, proven track record

HMB has successfully delivered spend & licensing solutions for a wide variety of customers for over two decades.



### We excel at licensing negotiation

HMB has rich experience with systems integration, custom application development and business analytics



### We excel at reducing IT spend

Our host of experience, in combination with our refined processes and tools, help us clearly identify where you can make the biggest impacts

Interested in HMB's Spend & Licensing Services?  
Call 614.221.6831 or email [solutions@hmbnet.com](mailto:solutions@hmbnet.com)



## WORKING WITH HMB ON YOUR ENTERPRISE SPEND & LICENSING IS EASY.

We typically assist you in one of three ways:

### 1 CONDUCTING A LICENSING ASSESSMENT

We audit your current license agreements to give you a full picture of your licensing spend. We identify duplicate or overlapping agreements so you can eliminate unnecessary fees.

### 2 ESTABLISHING A LICENSING GOVERNANCE PROCESS

Lean on an effective process to ensure future licensing purchases resonate with the goals of your business.

### 3 EVALUATING NEW LICENSING PROPOSALS

Ensure licensing proposals fit with organizational goals and will provide expected value.

## OUR PROCESS

HMB's streamlined process for Spend & Licensing management allows organizations to align IT expenditures to strategic organizational goals. Our process looks at the total price impact to own, operate and support your platforms .

### DISCOVER

Discover what is being billed, what tools are actually being used by the business, what is supported and on what network

### IMPACT / ANALYZE

Prioritize License Usefulness, ROI Impacts, etc

### RECOMMEND

Quick, strategic, program to manage, roadmap

### EXECUTE & MANAGE

Implement customer governance processes and manage changes

### REASSESS / CHECKINS

Software Licensing Checkup

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