

# See all your technology to seize IT opportunities

## Silos don't belong in today's hybrid IT world



### Get ahead of your evolving IT

You live in a hybrid IT world, but still operate with a siloed IT approach. You're still set up in yesterday's configurations (SAM here, cloud there, security over there), which put you at a disadvantage as you aim to manage and secure the future of your evolving technology.

You've been moving your organization toward digital transformation, but it's like trying to saddle a dragon: costs accelerate, technical debt accumulates and vulnerabilities proliferate faster than your processes can react.

Flexera One gives you the vision and tools to see your technology and seize your technology opportunities. Flexera One arms you with unparalleled insights into your technology resources that:

- let you see across your entire estate to rightsize resources and optimize costs
- allow you to put cost control and governance reins on your digital transformation
- enable you to negotiate hundred-million-dollar agreements from a position of informed strength

## What makes Flexera One unique?

You're faced with myriad challenges, including negotiating a single contract with major vendors such as Microsoft, IBM, Oracle and SAP, which have portfolios that span on-premises, SaaS, the cloud and containers. You must also manage your increasing spend with pure-play cloud vendors like AWS, Salesforce and ServiceNow.

Unlike solutions in the ITSM or ITFM space, Flexera One delivers the game-changing data and automation you need to sustain and even accelerate your digital transformation efforts by maximizing the value of your technology investments. With Flexera One, you can feed clean, curated technology data into your ITSM, ITFM, ITOM and tooling across your IT estate to make these data processes and workflows more efficient and reliable.

## Flexera One differentiators

DIFFERENTIATORS	DEFINITIVE TECHNOLOGY RESOURCE DATA	CONSUMPTION INTELLIGENCE	AUTOMATED PORTFOLIO GOVERNANCE	HYBRID IT OPTIMIZATION
BUSINESS VALUE	Gain comprehensive visibility into the environment from data center to SaaS to cloud <ul style="list-style-type: none"> <li>• Informed financial and operational decision making</li> <li>• Reduce obsolescence and security risk</li> </ul>	Save up to 30 percent by applying use rights and rightsizing investments <ul style="list-style-type: none"> <li>• Manage compliance</li> <li>• Rightsize environment</li> <li>• Workload placement</li> </ul>	Automate processes to optimize the environment and seamlessly feed data into the ecosystem <ul style="list-style-type: none"> <li>• Increase business agility</li> <li>• Guardrails for compliance and control</li> </ul>	Negotiation readiness with Microsoft, IBM, Oracle, SAP, Salesforce and more <ul style="list-style-type: none"> <li>• Optimize consumption and spend</li> <li>• Negotiation readiness</li> <li>• Vendor performance</li> </ul>
FEATURES	<ul style="list-style-type: none"> <li>• Discovery</li> <li>• Technopedia</li> <li>• Identification engine (normalize and enrich)</li> </ul>	<ul style="list-style-type: none"> <li>• SKU, PURLs</li> <li>• BYOL use rights</li> <li>• Utilization of cloud/ SaaS resources</li> <li>• Migration workloads</li> </ul>	<ul style="list-style-type: none"> <li>• Ecosystem collaboration/ integration</li> <li>• Policies</li> <li>• Reconciliation engine</li> <li>• APIs</li> </ul>	<ul style="list-style-type: none"> <li>• Technology spend dashboard</li> <li>• Vendor workspaces</li> </ul>

*The ways Flexera One optimizes the value of your technology.*

## Deliver the source of truth with definitive technology resource data

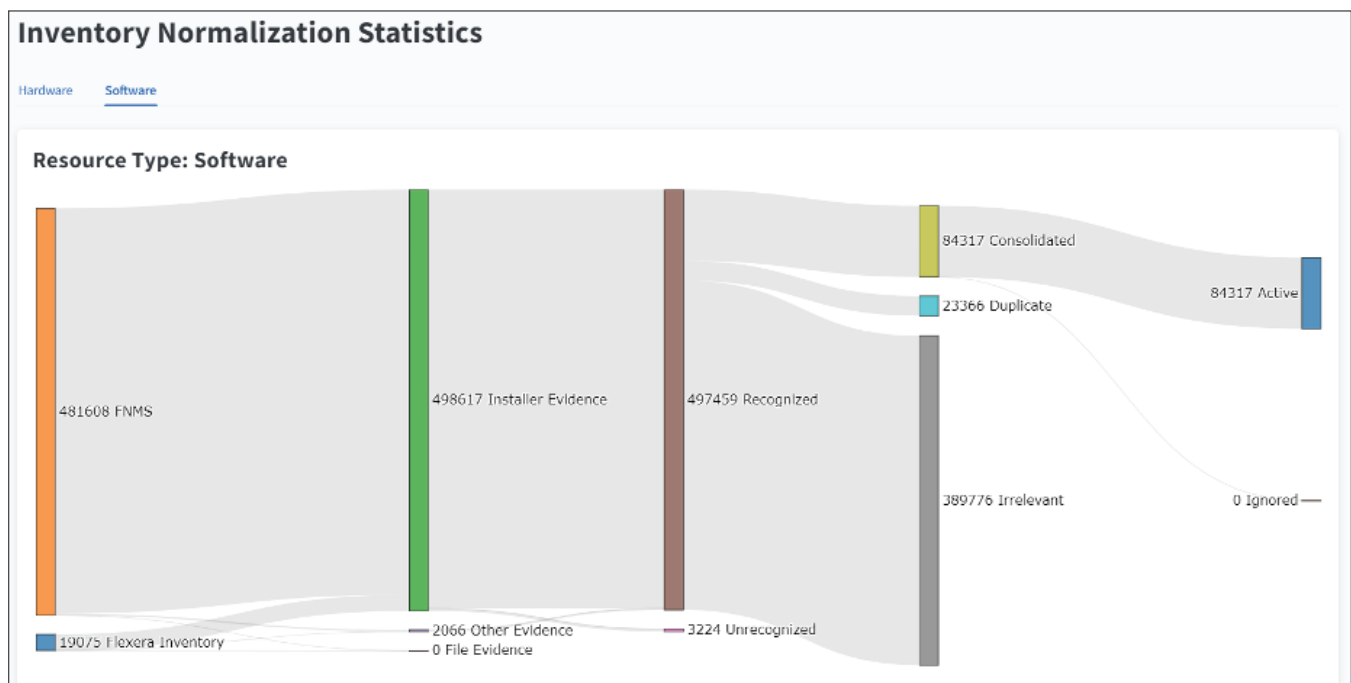
### Good data is the foundation for having a source of truth

Have you ever tried to determine what's in your environment only to end up with more questions than answers? What is it? Who's the supplier? Who's using it? Is it end of life? Does it pose any risk? Can we rationalize it?

With Flexera One's definitive technology resource data, you gain full, detailed visibility into your landscape, from data center to SaaS to the cloud. Flexera automatically aggregates data from discovery and billing sources, then normalizes and enriches all the data about what's in the environment.

The results are presented in plain language your stakeholders can utilize to make decisions. And the definitive technology data can be fed into other systems (ITSM, ITFM, enterprise architecture) to realize synergies in the business.

Now you'll have clean, curated and enriched data that's second to none. Having good data will help you make better decisions, drive change or indicate where you need to make additional investments.



*Flexera One provides automated normalization and enrichment of IT resource data.*

FLEXERA ONE FEATURES:	USE CASES:
<ul style="list-style-type: none"> <li>• Aggregates discovery and cloud billing data from any source, resulting in a list of consistent vendor and product names; ignores irrelevant data to minimize the noise</li> <li>• Normalizes data against Flexera's Technopedia—the most trusted and comprehensive source of IT asset data in the world, covering more than 4.7 million products across hardware, software, open source, SaaS and the cloud</li> <li>• Data enrichment leveraging Technopedia data, including lifecycle management (end of life and support), vulnerability and open source</li> <li>• Contextualizes how resources are utilized by business service, organizational units, cost centers, locations and more</li> <li>• Oracle LMS-verified discovery for Oracle databases and Oracle Fusion Middleware</li> <li>• The only solution approved by IBM as an ILMT replacement</li> <li>• Kubernetes, Docker and IBM Cloud Pak discovery</li> <li>• Common bill ingestion from any cloud provider</li> <li>• Business service mapping</li> </ul>	<ul style="list-style-type: none"> <li>• Discovery and identification of resources</li> <li>• Find end-of-life resources</li> <li>• Surface application rationalization opportunities</li> <li>• Automatically map business services/workloads for cloud migration</li> <li>• Technology lifecycle management</li> <li>• Regulatory compliance (e.g., FFIEC)</li> <li>• Quickly uncover vulnerable software and SaaS</li> </ul>
THE PROOF:	BUSINESS VALUE:
<ul style="list-style-type: none"> <li>• 60 percent reduction in time spent researching and validating IT data</li> </ul>	<ul style="list-style-type: none"> <li>• Be able to answer the tough questions about your IT landscape in seconds with clean, curated, categorized data</li> </ul>

*“Flexera One’s clean and curated data is really important. It sort of supports everything. We get to other outcomes by having trusted data as the basis. The data is visualized and intelligence is applied to it, so we analyze it to find where the opportunities are.”*

**Director, technology solutions**  
Insurance industry

## Rightsize your investments with consumption intelligence

### Save up to 30 percent by applying use rights and rightsizing technology investments

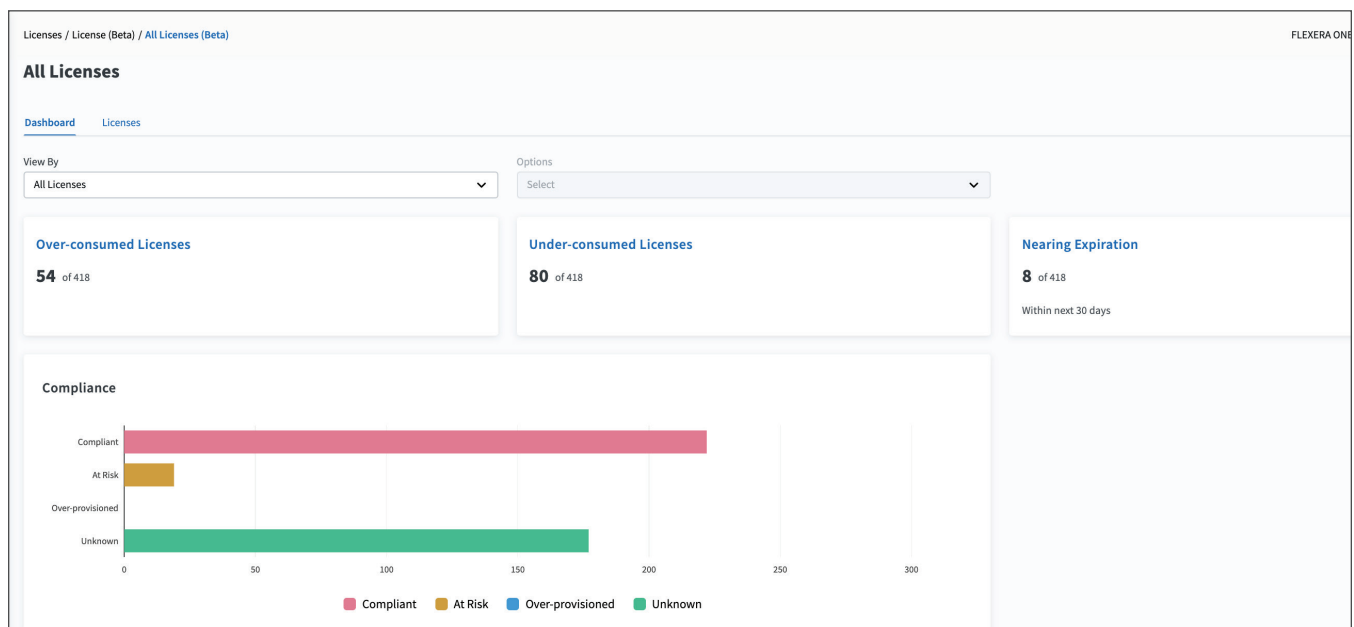
Understanding what you have in the environment is a foundational piece of the puzzle. Next, you need to understand “what does this really mean?” There are commercial implications for most technology that exists within your IT estate, and understanding these implications is non-trivial with the complexity of purchasing options (SKUs), licenses, product use rights and cloud services.

#### Consider this example:

You have an Oracle database instance that supports a customer-facing application. Do you know how it should be licensed (i.e., how much should it cost)? The answer is dependent on the

intelligence on how it's being consumed. For example, the amount of computing resources available to the database, whether it's on an active or passive node in a cluster, whether it's in production or highly available, which cloud hosts the installation and many more dimensions (product use rights).

Flexera One provides consumption intelligence to automatically calculate optimal software, SaaS and cloud costs based on how the products are purchased and how these are deployed. Now you can understand how you're consuming technology, automatically apply favorable use rights (e.g., sub-capacity use rights) with a business outcome of optimizing the use of the technology.



*Flexera One keeps track of IT estate licenses and their status.*

FLEXERA ONE FEATURES:	USE CASES:
<ul style="list-style-type: none"> <li>• Product use rights libraries to automatically apply favorable use rights for BYOL, clusters, non-production, virtualization, second use, upgrade/downgrade, disaster recovery and more; the product use rights content enables you to stay in compliance with complex licensing rules</li> <li>• SKU library to automatically normalize purchases and associate installations with the purchased products</li> <li>• Contract and entitlement management that translates convoluted terms and conditions into algorithms so you can stop counting and start analyzing</li> <li>• Largest breadth of license models to cover even the most complex software and SaaS</li> <li>• Multi-cloud resource utilization tracking to optimize cloud costs</li> <li>• Reserved instance monitoring and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Audit readiness and defense</li> <li>• Contract renewals planning</li> <li>• Establish and maintain an effective license position</li> <li>• Software and SaaS spend optimization and compliance</li> <li>• Cloud software licensing, compliance and optimization</li> <li>• Cloud cost management and optimization</li> <li>• Container software licensing and compliance</li> </ul>
THE PROOF:	BUSINESS VALUE:
<ul style="list-style-type: none"> <li>• A global packaged goods company saved more than \$36 million in the first 18 months by proactively managing key software license assets</li> <li>• Leader in Forrester Wave: Cloud Cost Management and Optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Save up to 30 percent or more by applying use rights and rightsizing investments</li> </ul>

*“Oracle licensing, for example, is very complex and it is based entirely upon decisions we make about how we deploy Oracle software or Oracle databases. Microsoft Azure Hybrid Benefit is changing how we are licensing things. With Flexera, we are able to make decisions that allow us to reap better licensing outcomes. So the intelligence around all the license rules and use rights is very important and very valuable.”*

**Director, IT infrastructure**  
Retail industry



## Keep things under control with automated portfolio governance

### Automate processes to optimize the environment and seamlessly feed data into the ecosystem

Your environment is complex and dynamic. Cloud instances come and go. Users subscribe to SaaS daily. Software is rampantly installed in the cloud, containers and on virtual and physical devices. Governance can no longer be a one-time exercise associated with compliance audits. It needs to

constantly ensure you're setting boundaries to control costs and deliver value.

Flexera One's automated portfolio governance delivers digital transformation confidence—whether to SaaS, cloud or hybrid IT—to proactively streamline operations, cost and efficiency at scale.

The screenshot displays the 'Automation Catalog' interface. At the top, there's a navigation bar with 'Automation / Catalog'. Below it, the 'Automation Catalog' title is followed by filters: 'Categories' (5 selected), 'Show' (Published), and a 'Search' bar containing 'AWS, Instances, Resources'. The main content is organized into two sections: 'Compliance' and 'Cost'. The 'Compliance' section contains six automation cards: 'Untagged Resources' (published Nov 11, 2020), 'Azure AHUB Utilization with Manual Entry' (published Jan 18, 2022), 'AWS Disallowed Regions' (published Aug 4, 2020), 'Azure Tag Resources with Resource Group Name' (published Dec 8, 2021), 'FlexNet Manager Low Available Licenses' (published Jul 20, 2020), and 'Flexera IAM Explicit User Roles' (published Oct 6, 2021). Each card includes a brief description and 'Unpublish'/'Apply' buttons. The 'Cost' section contains three cards: 'Scheduled Report' (published Mar 11, 2021), 'Azure Reserved Instances Utilization' (published Jan 19, 2022), and 'Budget Alerts' (published Jan 19, 2022).

*A standardized and reliable API catalog contains more than 150 out-of-the-box policies from major vendors to help manage your IT estate.*

FLEXERA ONE FEATURES:	USE CASES:
<ul style="list-style-type: none"> <li>• Standardized and reliable API catalog makes it easy to access data or processes</li> <li>• Enterprise integration into ecosystem tools provides the ability to collaborate data with other business systems (ServiceNow, BMC, Apptio, Planview, Coupa and more)</li> <li>• Extensible policies to drive ultimate automation based on configurable rules; for example, shut down cloud instances or remove unused volumes that increase costs by the minute; all the policies are open source and include cost, security, operations and compliance policies</li> <li>• Self-service catalogs so users choose cloud services, SaaS and software that's in compliance with company policies; easily integrate Flexera One self-service with other ITSM/workflow catalogs</li> <li>• Cloud services orchestration and provisioning</li> <li>• Automated governance and remediation</li> </ul>	<ul style="list-style-type: none"> <li>• API integrations to feed clean data into enterprise systems</li> <li>• Audit readiness and defense</li> <li>• Software and regulatory compliance</li> <li>• Cloud cost rate and usage optimization</li> <li>• Automated operational governance and remediation</li> <li>• Orchestration and provisioning</li> </ul>
THE PROOF:	BUSINESS VALUE:
<ul style="list-style-type: none"> <li>• A leading financial software company reduced cloud costs by 60 percent in five months and saved more than 37 percent on monthly spend</li> </ul>	<ul style="list-style-type: none"> <li>• Delivers digital transformation confidence—whether to SaaS, cloud or hybrid IT—to proactively streamline operations, cost and efficiency at scale</li> <li>• Automated processes to optimize the environment and seamlessly feed data into the ecosystem</li> </ul>

*“Flexera One helped us in supporting the overall cultural shift of the organization, moving from on-premises ways of working to cloud ways of working. The introduction of policies and automation are our front-and-center approach to moving off manual tasks and generally trying to support the wider culture change to modern ways of working.”*

**Director, DevOps**

Life sciences industry



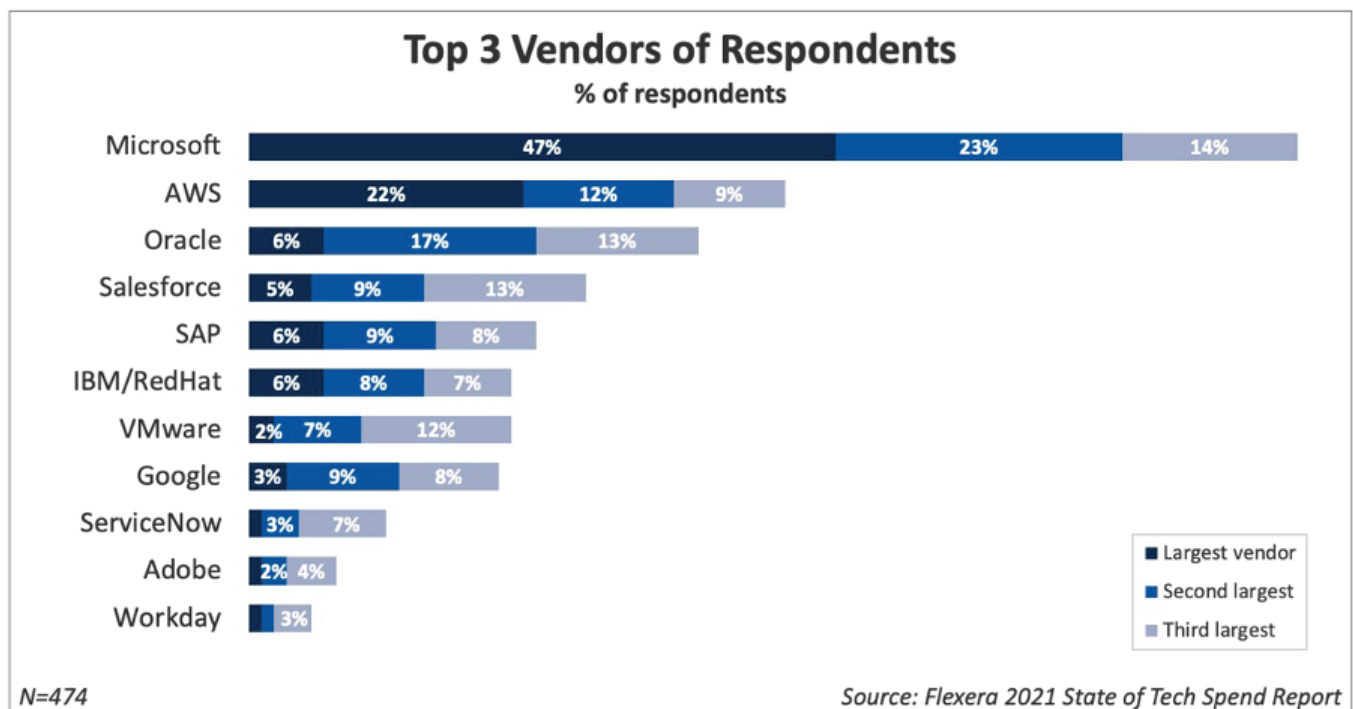
## Prepare to negotiate with hybrid IT optimization

### A single solution for understanding and optimizing your complex IT estate

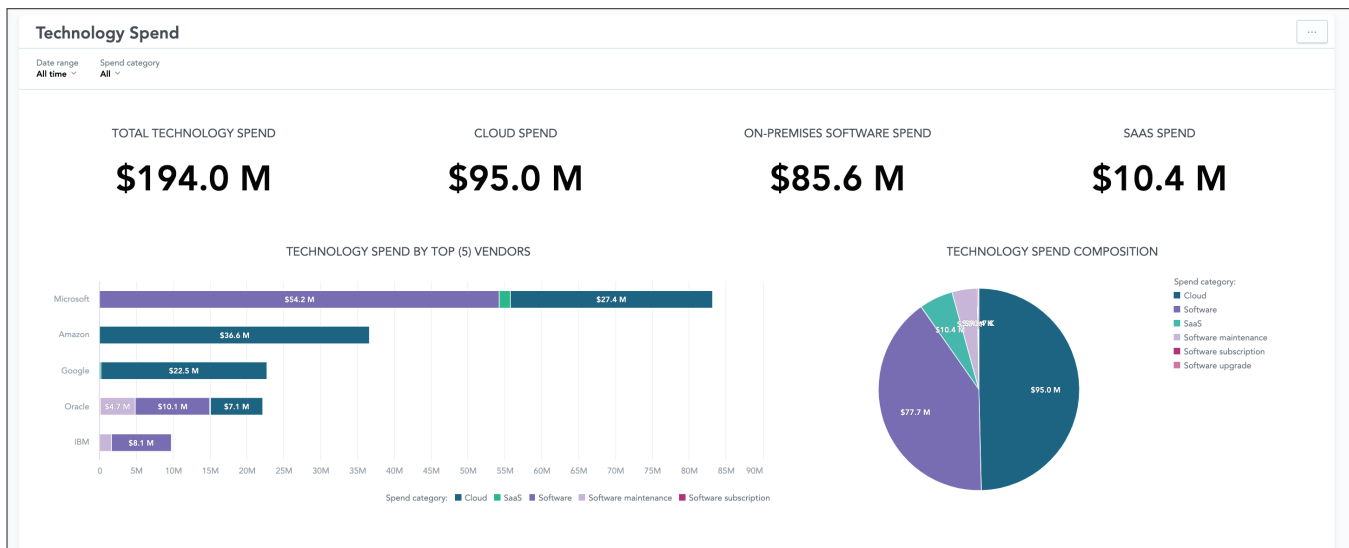
A siloed approach to managing your IT, with some staff and resources dedicated to SAM and others to the cloud, won't work anymore. It puts you at a disadvantage as you aim to manage the future of your ever-evolving technology.

Your estate is a world of hybrid IT with a mix of cloud, containers, on-premises and SaaS. And things aren't getting any easier. As your technology modernizes, nothing ever seems to go away or simplify. It's exponentially expanding. Technology suppliers are responding with an ever-increasing portfolio that spans software, SaaS and cloud.

On-premises apps aren't going anywhere, and cloud usage will continue to grow dramatically. So having separate tools or solutions to manage desktop, data center, SaaS and cloud doesn't make sense. After all, Microsoft, Oracle and others shown on the chart below are going to negotiate **a single enterprise license agreement** with you, and as a result, you'll require a single solution to discover, normalize and optimize hardware, software and services running across your complex hybrid environment.



*The vendors receiving the most spend have offerings that span on-premises to SaaS to cloud creating the need for a holistic approach.*



*Flexera One provides a holistic view of your entire software spend.*

FLEXERA ONE FEATURES:	USE CASES:
<ul style="list-style-type: none"> <li>Technology spend dashboard shows all spend across software, SaaS and cloud so you can balance spend and resources</li> <li>Ability to reconcile, optimize and govern spend across major vendors: Microsoft, IBM, Oracle, SAP, Salesforce and AWS</li> <li>Holistic view of spend with vendors</li> <li>Vendor management from desktop to SaaS to cloud</li> </ul>	<p>Negotiation readiness for mega-vendors whose product portfolios span on-prem to SaaS to the cloud:</p> <ul style="list-style-type: none"> <li>Microsoft: negotiate the optimal contract for Microsoft products, including Azure, O365, SQL Server, Visio based on what you actually need</li> <li>IBM: negotiate the optimal contract for IBM products, including IBM Cloud, Websphere, DB2, IBM Cloud Paks</li> <li>SAP: negotiate the optimal contract for SAP products, including Concur, SAP S/4HANA Cloud, SAP Engines, Cloud ERP</li> <li>Oracle: negotiate the optimal contract for Oracle Cloud, Oracle databases, Oracle Fusion Middleware, Netsuite and more</li> <li>Salesforce: CRM, AppExchange and Marketing Cloud</li> <li>AWS: minutes count, so utilize techniques such as reserved instances, self-service and rightsizing to reduce your spend and avoid surprise billing</li> <li>Public and hybrid cloud spend optimization</li> </ul>
THE PROOF:	BUSINESS VALUE:
<ul style="list-style-type: none"> <li>Flexera works with the best: six of the largest global companies, five of the top global retailers, four of the top five U.S. health insurers and ten of the top global banks</li> <li>Leader in Forrester Wave: Cloud Cost Management and Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Negotiation readiness with the top vendors—Microsoft, IBM, Oracle, SAP, Salesforce, AWS and more</li> </ul>

*“Having a comprehensive view of all our vendors is valuable because before we were looking at the spend in multiple places, which didn’t help us in the grand scheme of things. We started optimizing big spend, Microsoft, IBM and SAP. Then we tackled AWS and VMWare. Then we moved to Salesforce. We were able to shave around 20 percent off of each of those. When we started looking at it in a more holistic way, we got a better result of course.”*

**Managing director, IT**  
Manufacturing industry

## NEXT STEPS

Learn more about  
how Flexera One  
can optimize  
your hybrid IT

**CONTACT US**

## 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](https://flexera.com)