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| Overview  Country or Region: Asia  Industry: Media and entertainment  Customer Profile  World Sport Group (WSG) is the leading sports marketing and media business in Asia. The company has been at the forefront of sports development in Asia since 1993.  Business Situation  The company’s IT procurement policy has always stressed license compliance. However, a new amendment to the Singapore Copyright Act gave the company further impetus to review and expand its existing policies and make sure it was in full compliance.  Solution  The Microsoft® LicenseCare program appointed LicenseCare consultant TecBiz FRisMan to conduct a license inventory covering more than 60 computers, including five servers.  Benefits   * Peace of mind * Simple, ongoing SAM methodology * Cost-effective allocation of licenses |  |  | “It was important for us to ensure that our organization was consistently applying IT policies and procedures to safeguard our business assets. To be license compliant has put our worried minds at ease.”  Andrew J Morriss, Chief Financial Officer, World Sport Group |
|  |  | Since 1993, World Sport Group (WSG) has been the leading sports marketing and media firm in Asia. Run by individuals with a passion for sports development, WSG has been hugely successful in promoting Asian sports to a global audience. Compliance has always been a key part of the company’s procurement policy. With further expansion planned and an increased headcount expected in the year ahead, WSG decided to conduct a formal verification of its inventory to ensure full compliance of its existing software assets. The company enrolled in the Microsoft® LicenseCare program, and TecBiz FRisMan (TecBiz) was appointed to perform an on-site assessment. The review took one day, and WSG was relieved to discover that the company was mostly compliant, with some redundant licenses. With only minimal effort, the company has since made certain that all its licenses match the installed software. |
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| TecBiz Logo |  |  | CEPFiles_logo_Microsoft |
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Situation

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| “Compliance is much too important to risk our company’s reputation on. We run our business by that reputation, and our clients depend on us to deliver on it. We can’t afford the hiccups that come with not having the right licenses.”  Andrew Moriss, Chief Financial Officer, World Sport Group |

World Sport Group (WSG) is dedicated to the development of sports and their related commercial rights in the world’s fastest growing and very dynamic marketplace—Asia.

The foundation of the WSG philosophy can be summed up in a simple yet powerful proposition: taking Asian sports to the world.

The company has been hugely successful in promoting sporting events, generating incredible levels of interest across the continent with packed stadiums and live television broadcasts. These events have delivered record-breaking numbers of viewers and extensive media coverage.

The WSG vision for Asian sports is to create winning partnerships by marrying corporate and sporting values in a way that brings lasting benefits to all parties. By understanding the needs and ambitions of both sports and business, WSG provides the solutions that turn opportunity into success.

Compliance has always been part of the WSG IT procurement policy, and is the combined responsibility of the company’s Finance and IT teams. The two departments have been diligent in maintaining records of the company’s software assets, maintaining compliance by using EZ-Audit software to conduct internal software inventories. However, in 2005, the company was planning to further expand its business and increase the number of client and server computers. But before proceeding with these plans, WSG wanted to formally verity its software inventory to ensure full compliance with existing software licenses.

“Compliance is much too important to risk our company’s reputation on,” says Andrew Morriss, Chief Financial Officer of World Sport Group. “We run our business by that reputation, and our clients depend on us to deliver on it. We can’t afford the hiccups that come with not having the right licenses.”

Solution

As a first step toward more robust Software Asset Management (SAM), WSG chose to participate in the Microsoft® LicenseCare program, which offers on-site assessment of an organization’s compliance status. Through the program, Microsoft works with customers to help them achieve compliance and avoid complications arising from using unlicensed or underlicensed software. The program also introduces corporate customers to the practice and benefits of SAM, including showing companies how they can better manage software purchases and potentially cut costs.

Next, WSG contacted TecBiz, a Microsoft partner with expertise in SAM, to conduct the on-site assessment. Headquartered in Singapore with additional offices in Malaysia, Thailand, and Taiwan, TecBiz is a leading provider of SAM consulting services in Southeast Asia. The company's methodology and tools help customers manage their IT assets more effectively. As a result, the customers have increased visibility into these assets, can allocate them more efficiently, and gain assurance of software license compliance.

The TecBiz SAM methodology includes the following four phases:

* Inventory management
* Installation management
* Reconciliation analysis
* Compliance attainment

In June 2006, two TecBiz consultants were sent to WSG to conduct an inventory and assess the company’s licensing situation. Specifically, TecBiz documented all registered licenses and then carefully inspected all software installed on WSG client and server computers. The installation counts of each version of every software product were tallied and compared to the licenses recorded. This process required only one day.

After the on-site assessment, the TecBiz consultants informed WSG that they were mostly compliant. The remaining unmatched installations and registrations were discussed with IT administrator and resolved quickly.

Additionally, TecBiz shared with WSG employees the TecBiz systematic methodology of organizing physical licenses and the reconciliation of licenses owned against usage. WSG chose to implement this methodology, in addition to continuing to use E-Z Audit software, to keep its licenses up to date and remain compliant on an ongoing basis.

Benefits

Having completed a thorough software inventory, WSG gains peace of mind, knowing that it is in full compliance with licensing agreements. And the new SAM program includes a simple methodology and easily repeatable steps to maintain that compliance. SAM also helps WSG allocate its licenses more cost-effectively.

Peace of Mind

WSG takes managing its software assets very seriously, particularly in the area of reconciling licenses with software deployment. “We want to ensure full license compliance,” says Morriss. “It is important that our organization consistently apply IT policies and procedures to safeguard our business assets.”

Part of the peace-of-mind benefit is related to the laws of Singapore. Given the company’s reputation for management excellence, WSG was especially determined to fully adhere to Singapore’s Copyright Act. “The new amendment to the Copyright Act prompted us to amplify the company’s SAM policies and gave further impetus for us to achieve full compliance,” Morriss adds. “We had previously attempted an internal audit through the use of EZ-Audit, but we were worried that we may still be underlicensed in some areas. The new SAM program has resolved that issue. Being license-compliant has put our worried minds at ease.”

Simple, Ongoing SAM Methodology

The initial SAM inventory was simple and thorough, and Mr. Morriss and his IT staff were able to tap into TecBiz expertise to learn compliance techniques. The TecBiz methodology augments the company’s existing procedures and works with its current SAM software, E-Z Audit, so that no additional SAM products have to be purchased. As a result, WSG has a simple, cost-effective SAM program that will help ensure full compliance in the future.

Cost-Effective Allocation of Licenses

The inventory that WSG conducted identified an excess of licenses for Microsoft Office 2000 editions. The TecBiz consultants offered professional advice on how WSG could optimize the use of all licenses without compromising with the law. By reallocating valuable licenses, WSG can manage its software assets more cost-effectively. “There were some surprises during our inventory,” says Morriss. “For instance, we had over-purchased Microsoft Office 2000 and realized that we had unused licenses in our Hong Kong office, so we transferred the unused licenses to the Singapore office.” As a result, the Singapore office saved an estimated 10,000 Singapore dollars (U.S.$6,500) by avoiding additional license purchases.

WSG is pleased with its SAM program and the assistance that TecBiz has provided. “We have a good working relationship with TecBiz, and the company saved us time and money by providing its expertise and by giving us an auditable report on our compliance. Overall, we were satisfied with the findings.”

Microsoft Software Asset Management

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| Software and Services   * Microsoft Office System * Microsoft Office 2000 * E-Z Audit | Partners   * TecBiz FRisMan |

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For more information about TecBiz FRisMan products and services, call 6225-1998 or visit the Web site at: [www.tecbizfrisman.com](http://www.tecbizfrisman.com)

For more information about World Sport Group Pte Ltd products and services, call 6826-2688 or visit the Web site at: [www.worldsportgroup.com](http://www.worldsportgroup.com)

Software asset management (SAM) is a program to help optimize your technology investment. Software is an asset, and knowing what you have, acquiring only what you need, and establishing current and ongoing policies and procedures to track and maintain software are critical functions of any organization.

For additional information, including free tools and resources, visit:

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