

Oracle License Management Services (LMS)

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WHO is LMS?
WHAT is LMS?
HOW does LMS work?
WHERE to meet LMS?
WHY you should work with LMS!

We are presenting Oracle License Management Services (LMS) as an organization within Oracle, which assists customers in harnessing the benefits of optimal utilization of software and the control of software licensing risk. Our special focus lingers on the question how to work with LMS in case of a License Review and which other services LMS can deliver to Oracle's customers.

Topics in this lecture include:

- What are the Global LMS Mission, Vision, Aims etc.?
- What Services does LMS deliver to Oracle's customers?
 - License Reviews
 - Advisory Services
 - Managed Services
- How to work with LMS in case of a License Review or Audit?
- What Services does LMS Partner deliver to Oracle's customers?

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Who is LMS?

Video introduction Christina Crowley, VP Oracle License Management Services

“In the next 45 minutes we will provide you with an overview of our mission, of the Services LMS is offering to customers & partners and how we, as a team, mutually work together to increase customer satisfaction. Our mission is to promote the management, governance and awareness of the proper use and distribution for Oracle systems through expert services. Oracle License Management Services helps customers to understand their license entitlements ensuring sure optimal license utilization and maximizing the value of their investment. Mutually, we work on minimizing legal, operational and financial risk, improving corporate governance and support plan and budget more accurately to customer needs. With software licenses being a significant investment and valuable asset, Oracles License Management Services assist customers to obtain maximum value from those investments. As the managing complexities of these assets presents numerous business challenges, LMS partners with customers to educate, equip and enable them to proactively manage their licenses.”

With software licenses being a significant investment and valuable asset, Oracles License Management Services assist customers to obtain maximum value from those investments. As the managing complexities of these assets presents numerous business challenges, LMS partners with customers to educate, equip and enable them to proactively manage their licenses. LMS offers tailored services and Oracle licensing best practices to help reduce IT costs, optimize License utilization and manage risk exposure.

Customer’s today face three main risks regarding managing their assets: an operational, a financial and a legal risk. The most common challenges from an operational perspective are the inefficient license allocation & utilization and uninformed decision making. If customers understand this risk and mutually work with Sales and LMS openly, the benefit will show immediately. From a financial perspective, undisclosed liabilities, inaccurate budgeting and over expenditure are the most common challenges, which can be met by LMS’s services. Contravention of license agreements and the inability to meet corporate governance requirements are the third, the legal risk. Working with LMS here will help establish a baseline understanding of deployment including an effective licensing strategy to minimize the risk of unexpected financial and legal exposure due to software non-compliance.

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What is LMS?
 (Video introduction)

LMS Services

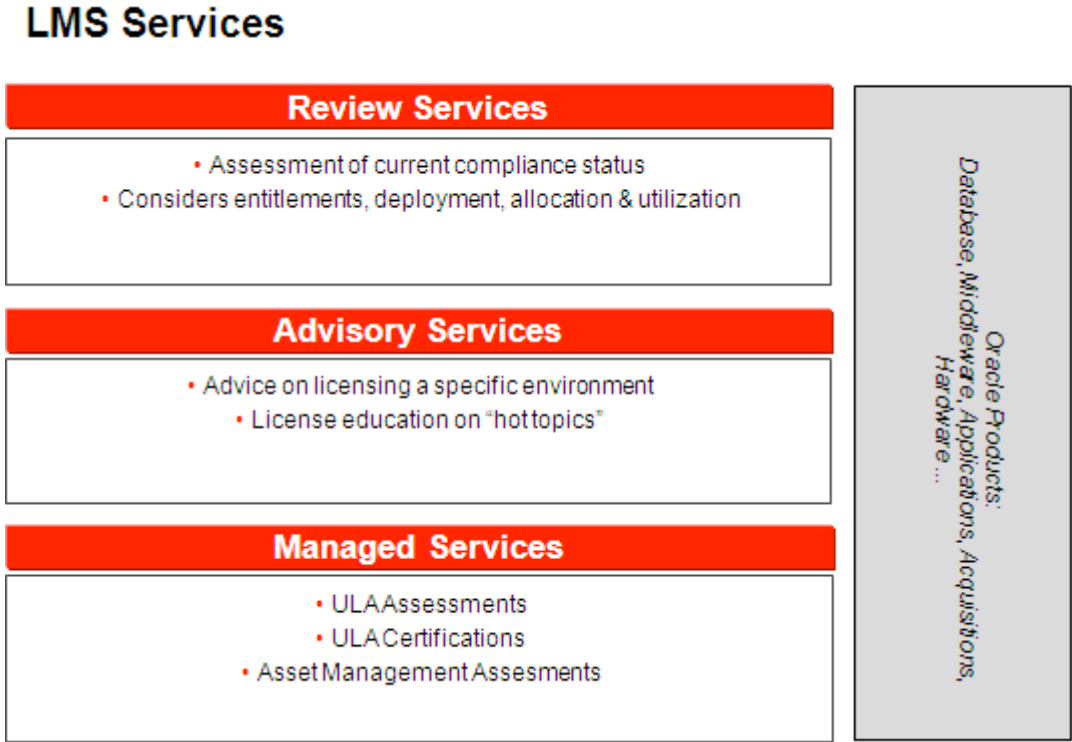


Abb.1: LMS Services

Review Services

Review Services provide a detailed evaluation of your current Oracle license position. By performing an analysis of your license entitlements, deployment practices, and utilization, the Oracle License Management Services team can evaluate your license position, identify areas of risk, and provide expert recommendations. Typically a collaborative effort, Review Services rely on information sharing to ensure a thorough understanding of your Oracle environment. They may also include the use of specially developed tools to identify and quantify your actual license usage. Upon completion of a Review Services project, you have a comprehensive understanding of your Oracle license entitlements and actual license usage. The Oracle License Management Services team uses this information to make recommendations on how to optimally utilize your licenses and ensure you have the license structure that best suits your needs. Ultimately, you can control your license risk and costs by knowing what licenses you own and managing your license utilization.

Advisory Services

Advisory Services are focused projects that consider a specific licensing question, scenario, or need for information. The scope of these services ranges from clarifying license entitlements and providing an evaluation of the licensing options available to analyzing the implications of planned infrastructure changes. This targeted assistance allows you to obtain expert advice when evaluating different options and ensures that you are able to make informed decisions about your Oracle software investments.

Managed Services

Managed Services go beyond Review Services, to assist you in implementing best practices for managing your Oracle software. Under this category of service, Oracle License Management Services works with you on an ongoing basis to develop a repeatable license management process, while also providing guidance on how to manage your Oracle software as an asset. Managed Services are a good choice for larger organizations that wish to self-manage complex licensing structures. By providing education on license management best practices and sharing specially developed usage tools, Oracle License Management Services empowers you to manage your Oracle licenses on your own. The processes and procedures you learn through Managed Services can also be included as part of a larger software asset management program for Oracle software.

Engaging in a Managed Services project allows you to achieve all the benefits of Review Services—and then lets you extend those benefits to include proactive and collaborative management of your Oracle software assets beyond a single point in time. Managed Services help you minimize license risk and meet industry or corporate governance standards. They also make you better equipped to make effective license decisions and budget for future projects.

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How does LMS work?

Video introduction Carmen Romero, Senior Director Oracle License Management Services, EMEA

Our customers expect not only the delivery of a service, they expect education and enablement: Education on the licensing and management of the same, education on best practices and how they can benefit from learning's; they want to understand current products and trends in the marketplace or if there are any compliance risks involved. We therefore enable our customers through a consultative approach and strong relationships to proactively manage their licenses. Together, customers and LMS, we will consider the procurement, deployment and usage of Oracle assets optimizing their allocation and utilization. It's a beneficial situation for all involved parties finding a baseline for future license management resulting from best practices and process recommendations and consult on new developments and changes. At the same time we are enabling and encouraging customer's self-management.

Our approach is quite flexible, working with customers to deliver our services according to set expectations in a consultative manner proving credibility and expertise throughout the whole engagement. All our services are complimentary, impartial, transparent & consultative and are documented for future reference. To meet different customer needs in the different EMEA regions, LMS services are delivered by local, Oracle license management experts and based on proven experience & methodologies.

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Where to meet LMS?

Key Events
Einführung in die Oracle Lizenzierung - Was ist zu beachten? 15.11.2011, 15:00-15:45 Uhr Raum Kopenhagen
"Oracle License Management Services (LMS) - License Reviews, Advisory Services and more?" 16.11.2011, 12:00-12:45 Uhr Raum Kopenhagen
Unconference Sessions
Oracle Lizenzierung und Verträge, Q&A 15.11.2011, 16:00-16:45 Uhr Mercator Lounge oder Presse-Center (1. Ebene)
"Oracle License Management Services (LMS) - License Reviews, Advisory Services and more?" 16.11.2011, 13:00-13:45 Uhr Mercator Lounge oder Presse-Center (1. Ebene)
LMS auf Oracle DOAG Stand
15.11.2011 bis 17.11.2011, 10:00 -12:00 und 14:00-17:00 Uhr

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