

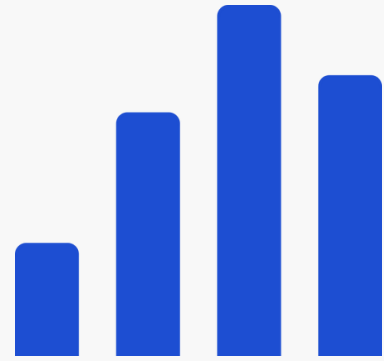


LICENSEWARE



**Modern companies can't exist
without software.**





On average enterprises **overspend** more than 30% on software licenses, and are exposed to more than **\$6 M risk** due to licensing non-compliance.

> [Source: Gartner](#)

> **Risk**

Software Audits are very common

> **Cost**

Services and tools are expensive

> **Resources**

Budget and expertise are hard to find

> **Time**

ITAM is time consuming



"Our vision is to make software asset management a commodity for organizations, by reducing complexity and lowering investment cost"

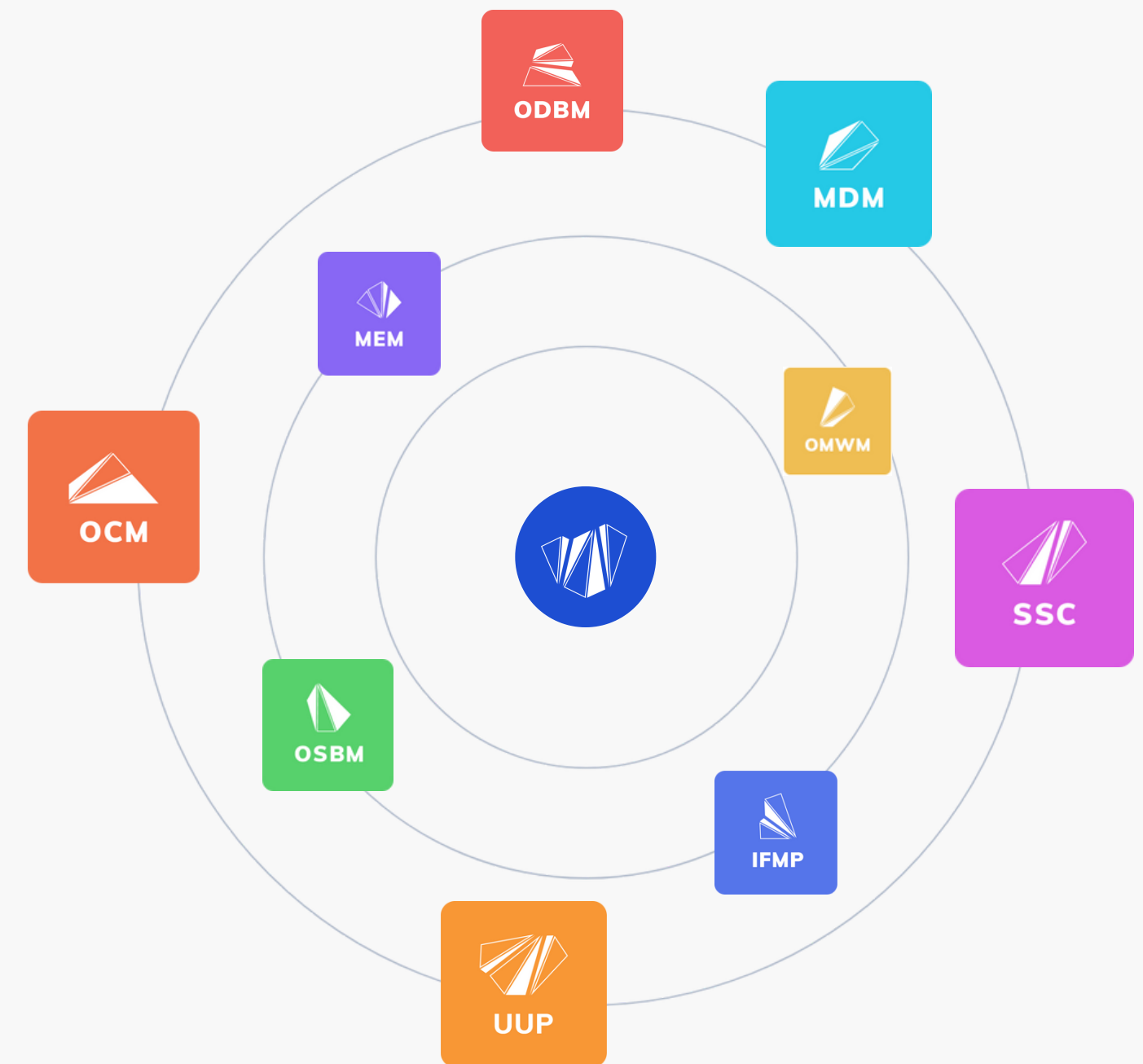




Obtain licensing insights in **minutes**, not **days**

Licenseware is the first open app ecosystem for IT asset management.

- On-demand, modular **apps**
- Pay **only** for what you need, when you need it
- **Zero** deployment SaaS based analysis
- Upload and analyze **different** data sources
- Drag and drop, **simple** to use
- Like **AWS**, for IT asset management





Partner values

> Market advantage

Automating manual analysis significantly increases speed to deliver and lowers overhead, that paired with the lower barrier to entry provided by data agnostic tooling grants a significant and competitive advantage in the market.

> Consistent accuracy

Removing human error with highly detailed and accurate analysis via automation ensures high quality customer deliverables on a consistent yet fast and scalable basis.

> Fast return

Automating tasks commonly performed by expensive resource on a global scale combined with the commercial advantage and customer values that this automation brings, profit increases considerably in comparison to manual processing.

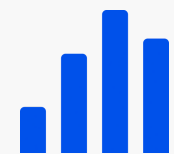




Upload raw data



Code analyzes



Get the results





Upload raw data

Supported Sources:

RVTools

Lansweeper

VMWare PowerCLI

Oracle CPU Queries

Oracle Review Lite

Oracle LMS DB Collection

Oracle FMW Collection Scripts

Oracle Options Pack Usage Statistics

ServiceNow Infrastructure

ServiceNow Oracle GLAS Report

IBM Hardware Management Console

Flexera Oracle Options

Flexera Oracle Infrastructure

Microsoft SCCM Queries

Licenseware Collector

Snow for Microsoft

More to come (2 weeks per source)





Code analyzes



Oracle Database Manager

Analyze and determine Oracle DB usage and license requirements



Oracle Middleware Manager

Analyze and determine Oracle Middleware usage and license requirements



Infrastructure Mapper

Map your IT with comprehensive CPU, virtualization, and relationship details



Microsoft Deployment Manager

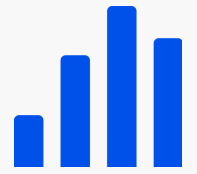
Automate license requirement analysis of Microsoft deployment data



Supported Software Catalog

Control your software deployment and requests via a supported software catalog





Get the results

Per Oracle Database

- **1.8 seconds** Avg. Time to analyze*
- **\$ 7,400 USD** Avg. Potential cost savings**

*Mean avg. when benchmarking 1000 Review Lite files with ODBM

****Rounded down** mean avg. of historical and cloned usage costs per DB found since June 2021

Accenture.

"We're now saving up to **50%** of the time required to finish a large project."



We're not building a tool...

Licenseware Competition

- Specific
 - Modular Apps
 - Community-driven
 - Pay As You Go
 - Data Agnostic
 - Partners Use and Sell
- Generic
 - One-stop Solution
 - Proprietary Only
 - Fixed Terms
 - Fixed Sources
 - Partners Sell

we built a toolbox.





Sell our technology

Bring the new wave of modular ITAM applications to your customer base to ensure their needs are met from a technology perspective whenever required.

Use our technology

Automate the analysis and determination of vendor license requirements from a myriad of data sources to deliver customer projects faster and with a higher profit.

Empowering Partners



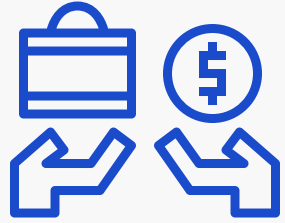
Create new services

All our apps can create a multitude of services from quick ELPs to bespoke managed services, or integrate to provide external self-service customer usage.

Develop together

We are a technology firm driven by community and partner input, we actively work in collaboration with parties to deliver custom applications to solve problems.





Sell our Technology

Licenseware Apps add new revenue streams, they don't replace existing.

Applications address a wider demographic whilst complimenting existing revenue lines.



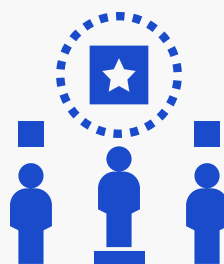
Exclusive Partnerships

2022 will only see <10 chosen re-sale partners onboarded into our program



Start as Gold Partner

20% Margin from the start, earn to keep not to obtain (+10% Deal Reg)



Differentiate Yourself

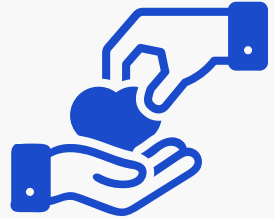
Provide a new modular solution line to ITAM management needs



Land and Expand

Easily create cross/upsell opportunities for both software and services





➤ Use our Technology

- **Build** or **accelerate** ITAM services with little to no resources
- **Automate** existing manual licensing analysis
- Offer **value add** services/technology to customers
- Co-brand/white label technology for customer **self service**
- Improve **accuracy** and **consistency** of license project deliverables
- **Drive** software **sales** through our supported software app and more
- Fill the software licensing **knowledge** and **resource gap**
- Increase engagement **profitability** via **automation**
- Cater to **varied** customer **data** availability and sources
- Create a **profitable** ITAM service with **low a investment**





> Example Use Cases

Cost Take Out

Identify quick wins to save customers licensing costs. e.g. cloned and historical usage

Audit Defence

Automate the analysis of Oracle datasets during an audit to focus on the defence itself

Tool Validation and Comparison

Upload multiple tool datasets and conduct comparisons to understand differences

Improve Quotation Speed and Accuracy

Provide tooling to sales/pre-sales to find the correct license requirements to quote against

One off/Recurring ELP Generation

Carry out recurring analysis with low effort

Tool Agnostic Services

Regardless of internal resource deliver high quality outcomes quickly irrespective of customers tooling

Cloud Migration Assessments

Apply cloud based licensing logic to understand licensing position if in a given cloud environment

Scenario Based Analysis

Alter the underlying infrastructure data to generate scenario based licensing requirements

Identify missing or questionable data

Analysis identifies missing or questionable data to be addressed for more accurate results

Deliver with accuracy and speed

Automation removes human error, improves consistency and delivers faster





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