

# Optimized Software Licensing – Combining License Types in a License Portfolio

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## Abstract

Although software licenses usually range among the most expensive items within the IT budget, they still lack the necessary attention by many companies. Therefore, most companies inadequately have implemented their software asset management neglecting further potential for cost reduction, which can be obtained by optimizing the use of different license types. This paper shows how possible savings can be realized by combining different types of licenses in a license portfolio. The model presented is based on the most common license types considering different user groups as well as their behavior. Additionally to cost risks, the risk of service quality is also taken into consideration. The following examples illustrate the model's high relevance and show how it can be applied in practice.

## Keywords

License portfolios – License types – Software licensing – License management

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