

## CERTERO

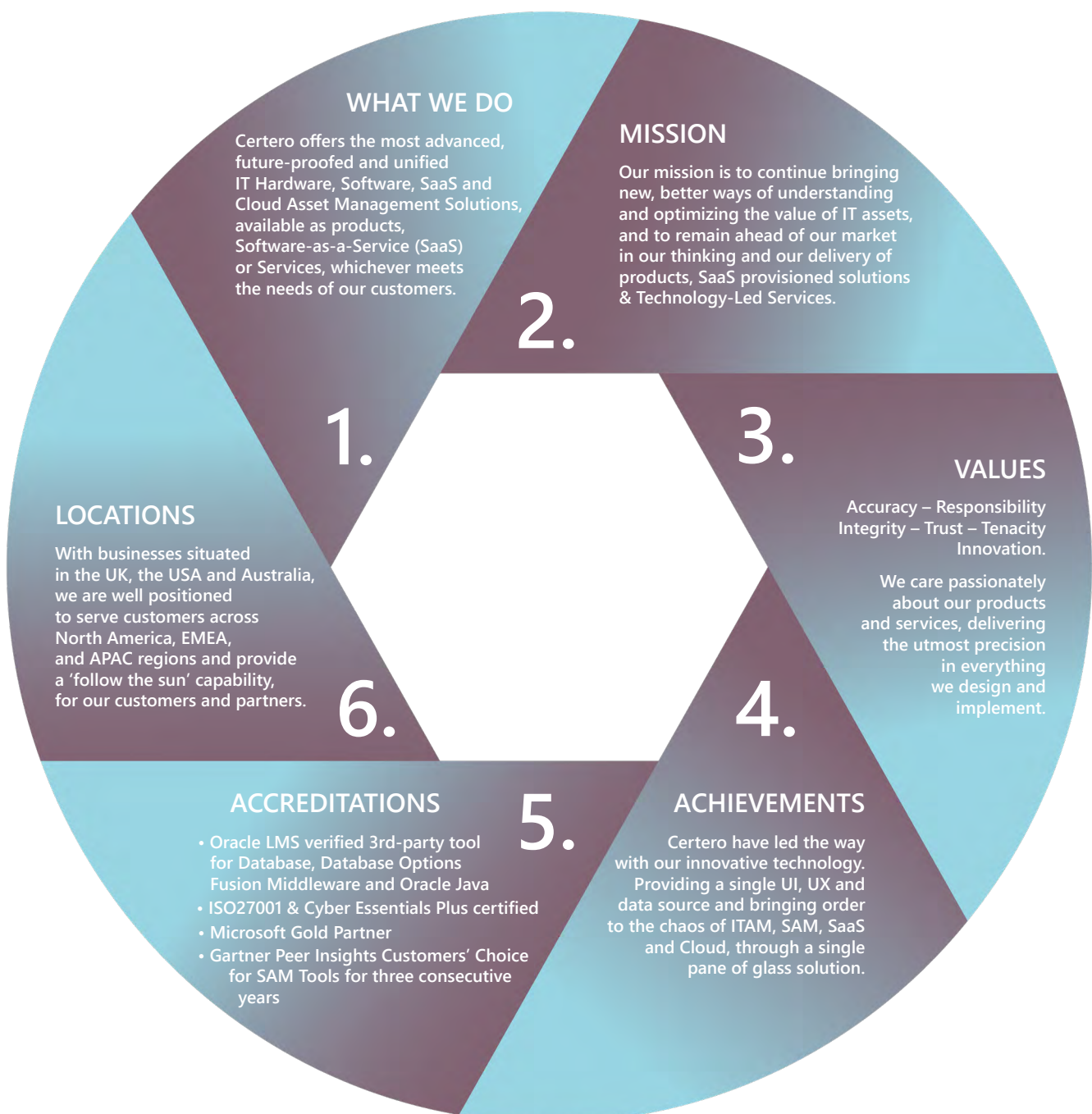
# IN A NUTSHELL

### Aim

For those that don't know Certero, this document will help you understand who we are, what we do and how we do it.

### Who We Are

At Certero, we think [and do] IT differently. Our vision and ability to innovate through our technology has created solutions that deliver higher business value to our customers, our partners and this unique ability underpins delivery of our Products, SaaS provisioned solutions and Technology-Led Services.





## CERTERO MARKETS

# WHAT WE DO

Certero offers the most advanced, future-proofed and unified IT Hardware, Software, SaaS and Cloud Asset Management solutions, available as Products, Software-as-a-Service, or Technology-Led Services, whichever best meets the needs of our customers.

### IT Asset Management & Software Asset Management

ITAM provides visibility through automated discovery & inventory of all IT hardware, software, end-user devices and infrastructure. This centralizes intelligence on what's out there - both on and off the network. ITAM also includes functions like software distribution, patch management and software usage metering.

SAM provides automated identification of all deployed software, what it is, how it is licensed and whether you're compliant with your licensing agreements with vendors. SAM manages considerable financial and legal risk and prevents over-spending on software that does not deliver business value.

### Cloud Asset Management/FinOps

Cloud Asset Management has emerged out of the need to take the commercial reigns over the rapidly growing Cloud Market. Due to the evolving nature of how businesses buy and consume Cloud resources, new structures of ownership and accountability are emerging, so new processes and tools are required to deal with it.

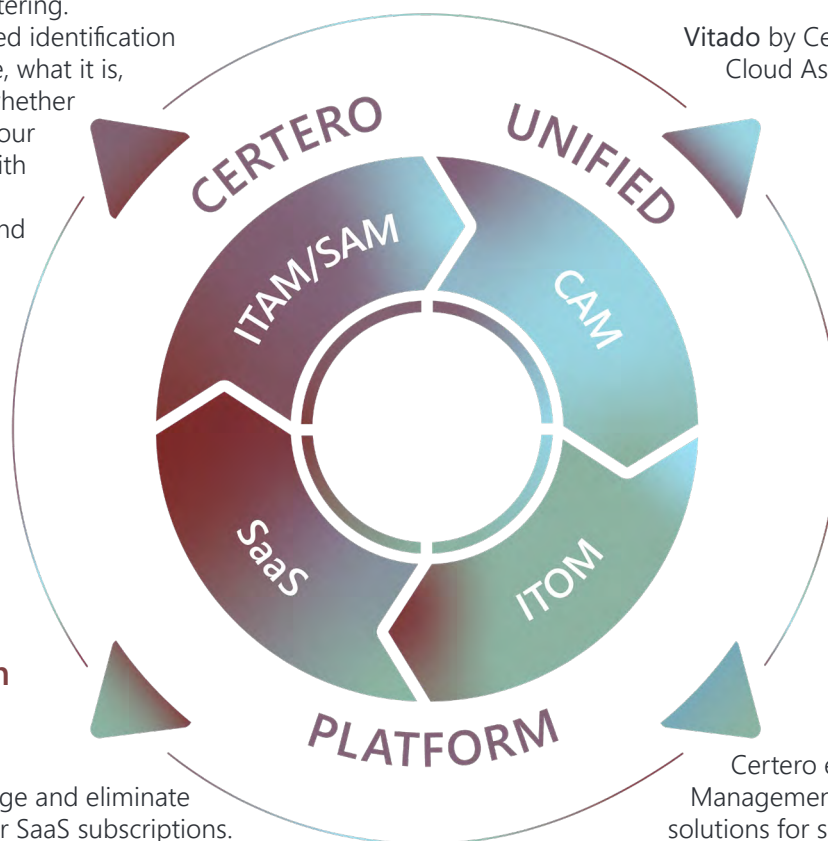
Vitado by Certero is the first dedicated Cloud Asset Management solution, developed to demystify and simplify Cloud management and cost optimization.

### SaaS Subscription Management

Everything you need to be able to see, manage and eliminate over-spending with your SaaS subscriptions. Uncontrolled applications not only mean data security risk, they're also very expensive. Certero for SaaS brings back that centralized visibility and control for IT to see precisely what subscriptions are in use and what is and isn't delivering value. Unused SaaS subscriptions account for 30% of spend, so optimization can be a quick-win cost saving for IT. Certero for SaaS has options for all the top vendors: Office 365, Google Workspace, Adobe CC, Salesforce.com, Dropbox, Slack, Okta, Box, Wrike, Zoom, Tableau

### IT Operations Management

Certero extends into IT Operations Management with the inclusion of our solutions for self-service Password Reset (Passworks), self-service App-Store (AppCentre), Mobile Device and Application Management (Certero for Mobile) and enterprise PC Power Management (PowerStudio). All four help to control and reduce costs and increase efficiency, with the self-service solutions minimizing Help Desk calls whilst freeing-up staff to be efficient by automating common, time-consuming tasks. PowerStudio reduces energy costs and CO<sup>2</sup> by automatically powering down unused PCs out of hours, and Certero for Mobile extends visibility and control over mobiles and the applications.





## CERTERO OFFERINGS

# WHAT WE SELL

Certero offers solutions and services that cover the full-spectrum of enterprise IT Hardware, Software, SaaS and Cloud Asset Management. From providing visibility and clarity over IT hardware and infrastructure, to software, software licensing, SaaS and cloud management and optimization, to mobile device management, Certero has you covered.

Whatever your IT asset challenge is, Certero can support you to solve it through our products, SaaS provisioned solutions and our Technology-Led Services and any of the challenge-specific solutions therein. This provides the optimum balance of innovative technology, combined with any required resources and expertise.



### On Premises Products

Certero provides 11 innovative products allowing you to transform the way in which you manage ITAM, SAM, ITOM, SaaS and Cloud challenges.

Certero's products all reside on the Certero Platform, creating consolidated IT asset intelligence across disciplines as well as a way to simply select the functionality you require, with additional module options to further fine-tune the solution to meet your requirements.



### SaaS Provisioned Solutions

All of Certero's 11 products can be delivered seamlessly as SaaS provisioned solutions with no loss of functionality.

The Certero Platform and all products can be conveniently provisioned for you as SaaS, removing the overhead of hosting and supporting the solution on-premises if you don't want to, without compromising any of the product's power or functionality.



### Technology-Led Services

Certero's Technology-Led Services approach provides a fresh approach to ITAM, SAM, SaaS and Cloud Services.

Certero are pioneering a new way that ITAM, SAM, SaaS and Cloud services can be delivered, combining industry-leading technology with direct services expertise, to create significantly higher-value, exponentially more efficient option for customers called 'Technology-Led Services'.



## CERTERO PRODUCTS ITAM & SAM

Certero helps organizations shake-off the hangover of 'legacy' technology from the IT Hardware & Software Asset Management process, so you can spend more time doing what you should be doing – delivering value to the business, demonstrating reduced licensing costs and risk, instead of wrestling with data sets and uncertainties.

### Certero for Enterprise ITAM

The easiest, fastest and most resource-efficient way to discover, inventory and manage your IT assets, from mobile to desktop to datacenter. It's fast to implement and configure, which means you can start delivering value to the organization straight away. It's easy to use and share live information, so can be valuable to a broad spectrum of technical and business-orientated users. It can integrate with any Service Desk to provide live, detailed IT intelligence beyond a CMDB and it is accurate and highly detailed, providing high-quality, accessible data transformed into meaningful business intelligence through a common UI and reporting interface.

### Certero for Oracle

Optimize your Oracle Database, Middleware, E-Business Suite and Java applications with Certero's dedicated Oracle discovery & license management solution. The Certero for Oracle product is verified by Oracle LMS/GLAS for Oracle Database, Database Options & Management Packs and Oracle Fusion Middleware. This means Oracle's audit team will accept data from Certero for Oracle during an official audit, as an alternative to installing Oracle License Management measurement tools.

### Certero for IBM

Verify ILMT accuracy and manage all IBM software & entitlements across the network to understand licensing risks and optimize spend. Ensure compliance with IBM T&Cs across platforms and generate an accurate IBM Effective License Position (ELP). The IBM ELP allows infrastructure optimization opportunities that can realize true cost savings by reducing overall license consumption.

### Certero for Enterprise SAM

Certero for Enterprise SAM is anything but just another SAM tool. It stands above the norm in many ways, from its use of hyper-scalable cloud architecture to deliver an unrivalled implementation and onboarding experience, to advanced inventory and automated software recognition and vendor-specific licensing capabilities to support the management of your most complex and expensive software publishers. Clarity and accuracy are at the core of the solution, in turn eliminating manual processes and risk, that ultimately enables SAM experts to focus their attention more on higher-value activities like cost-reducing software license optimization.

### Certero for SAP Applications

Certero for SAP Applications dramatically simplifies the process of gathering, analyzing and presenting the data necessary to understand how SAP applications are really being used and whether your SAP licensing is truly optimized. With Certero's software asset management solution for SAP in your corner, you will never be unprepared for a licensing conversation with SAP again.







## CERTERO PRODUCTS

# CLOUD ASSET MANAGEMENT

Unlike Cloud operations management tools that can help to migrate workloads to the Cloud and see resources, Vitado by Certero is the first solution to address CIO's primary concern – the rapidly spiraling cost and complexity of cloud financial management.

Vitado helps to demystify and simplify Cloud cost management, providing clarity through centralized visibility of multi-Cloud environments. Cloud governance and cost-management processes need to be simplified. Vitado streamlines communication through live dashboard reporting, providing stakeholders the information they need to take ownership and make sense of Cloud assets across financial, business, technical and senior leadership teams.

Centrally control and report on the strength and health of cloud governance policies and optimize resources with confidence - reducing cloud costs across your leading vendors.





## CERTERO PRODUCTS

# ITOM

The Certero Platform unifies solutions used to discover and manage IT assets everywhere and extends into the realm of IT Operations Management with the inclusion of our solutions for self-service Password Reset (Passworks), self-service App-Store (App-Centre), Mobile Application and Device Management (Certero for Mobile) and enterprise PC Power Management (PowerStudio).





## CERTERO PRODUCTS

# SAAS MANAGEMENT

Certero for SaaS is designed to prevent the routine, unnecessary over-spending on SaaS subscription licenses that currently accounts for up to 30% of SaaS expenditure for most businesses. This over-spending is caused by the lack of detailed visibility into application usage, combined with uncertainty around starters and leavers processes, resulting in many premium SaaS subscriptions being routinely renewed, but delivering no business value.

With clarity through Certero for SaaS, you can confidently eliminate this overspending and optimize licenses for an ever-increasing number of SaaS vendors, delivering a quick-win financial saving and ROI.





## CERTERO TECHNOLOGY-LED SERVICES

# STRATEGIC AND TACTICAL

Certero are pioneering a new way that ITAM & SAM Services can be delivered, using our ground-breaking Technology-Led Services approach to modernize and transform the standard labor-intensive and error-prone manual information gathering processes, freeing-up consultants' time to deliver expertise to greater effect.

Certero brings live information; not immediately out-of-date snapshot reports, but detailed business intelligence, accessed in real-time. Plus, the specialist expertise and technology are seamlessly delivered together in harmony by Certero, so efforts are focussed on achieving business value, free of the old inter-partner politics and excuses.

## STRATEGIC SERVICES

### SAM Managed Services Foundation

A dedicated service designed to manage your Effective License Position (ELP) and optimization for **Tier 1** vendors.

### SAM Managed Services Advanced

An advanced service designed to manage the licensing and optimization of your **Tier 2 and Tier 3** vendors.

### SAM Managed Services Advanced Plus

Designed to go beyond license compliance, our Advanced Plus offering supports overall SAM governance for **Tier 2 and 3** vendors.

## TACTICAL SERVICES

Establish license compliance & identify all possible cost-saving opportunities.

Achieve complete visibility of your IT assets everywhere, within a single pane of glass.

A complete solution to help mitigate risk & reduce the costs of software audits.

Expert analysis of your software licensing contracts, clauses & additional value opportunities.

Right-size SaaS subscriptions, eliminate wasted investment & reduce costs when you renew.

Benchmark your SAM program against industry best practices to identify gaps, risks & potential improvements.





## HOW WE [DO IT] DIFFERENTLY

# THE UNIFIED PLATFORM

Certero eliminates the need for multiple, legacy ITAM, SAM, ITOM, SaaS and Cloud solutions, with data trapped in silos and reliance on manual collating of information. Certero instead unifies the management of enterprise IT assets everywhere, straight out-of-the-box.

Creating a hyper-scalable and flexible central management platform in Certero, enables businesses to visualize IT, communicate in real-time IT intelligence and eliminate the laborious, repetitive, manual information-gathering processes that prevent agility and hinders intelligence-driven transformation.

Certero provides answers and gives stakeholders the information they need whenever they need it, without having to be a technical solution expert. Certero were the first to digitally transform the IT Asset Management disciplines and beyond:

### Drive Efficiency

Certero's 'single pane of glass' solution to manage IT assets everywhere, covers all vendors & platforms, so the level of information you need is in already in one place, from the big picture to exquisite detail.

### Future Proof

Certero's solutions can manage IT assets across the full enterprise scope, so you can simply switch on the products you need now and in future.

### Increase Agility

Intuitive, common UI/UX across all Certero products means teams can communicate information easier and do more across the platform.

### Real-time Decision Making

Automation and live IT asset intelligence supports safe decision making at the pace you need.

### Reduce Costs

Optimize the value of IT assets, support strategic procurement, governance and proactively avoid overspending.

### Limitless Scalability

Certero's architecture means the platform is fully featured whether on-premises or delivered as SaaS, capable of managing IT assets on any scale.

### Time-to-Value

Whether upgrading to Certero from another tool or commencing a service, Certero's industry-leading implementation gets you to the point of value, quickly.

