Is Your Software Inventory Accurate?

Attain Secure and Authoritative Software Identification

Software asset management (SAM) is difficult and expensive to do well.

IT organizations struggle to correctly identify installed software and track utilization in order to manage license compliance, improve network and device security and optimize license utilization. Due to the archeological processes used to create software inventory today, accurate software inventory drains engineering and financial resources from the organization.

Software publishers invest millions of dollars managing issues around software identification. Issues range from auditing to support to customer and partner satisfaction concerns. Software publishers also require customers to agree to audit clauses in software licenses, but do not provide details to the customer to authoritatively identify software themselves.

SAM tool and service providers expend significant resources to keep products and knowledge base details synchronized with software publishers' constant barrage of new software releases. There is no way any of these vendors can cover the breadth and depth of the market and stay current on every release of every software product. This means that the information they (and eventually, their customers) rely on is constantly out-of-date.

TagVault.org

TagVault.org was developed to address these and other issues facing all members of the SAM eco-system and to continue driving changes in the market that make SAM and other IT processes easier to implement and manage. TagVault is:

- The registration and certification authority for software identification (SWID) tags

- Developing tools for software identification tag (SWID tag) creation and management and verification, including cross-vendor, cross-platform APIs

- Compiling a repository of tags for certified and legacy software applications

- Promoting the adoption of certified SWID tags amongst prominent members of the software ecosystem

- Managing and promoting work groups to define requirements, processes and tools to support certified SWID tags

"We fully expect certified software asset tags to become the standard for software publishers and SAM tool vendors. In the near future enterprise customers will demand that all software vendors provide certifiable software asset tagging and deployment reporting methods with their products!"

Timothy Willey
Sr. Director, Pricing & Licensing Strategy
Symantec

"Now that the ISO/IEC 19770-2:2009 standard defining software identification tags has been published, IT organizations should require software publishers to include certified software identification tags as part of the purchase process or eliminate external audits from license agreements in lieu of definitive software identification."

Howard Hastings
Director, Product Management
CA Technologies

Revolutionizing Software Identification

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Why is Software Identification Critical?

Authoritative and accurate software identification is critical to almost all IT policies, processes and procedures in use by organizations today, including:

- Software entitlement compliance
- Network and device security
- Device stability
- Organizational interoperability
- Device configuration management
- Software optimization
- IT budgeting
- Configuration management solutions
- Consolidation to virtualized systems
- Management of cloud based services

Who is promoting and using SWID tags?

Numerous companies have already either released software that includes software identification tags, or are supporting the ability to discover and use SWID tag information. IT and software purchasing organizations are also specifying SWID tags as a requirement in their purchasing processes. The following is a partial list of organizations providing, promoting or using SWID tags in some manner.

Software Publishers	SAM/Discovery Tool Providers
• Adobe Systems Incorporated	• Aspera
• CA Technologies	• CA Technologies
• ModusLink	• Sassafras Software
• Symantec Corporation	• Software Management.org
	• Symantec Corporation

Software Purchasing Organizations
General Services Administration (GSA)
US Air Force (USAF)

Learn how the revolution in software identification can benefit you!

Learn more and join TagVault.org today!

TagVault.org is a non-profit organization formed as a program of IEEE-ISTO. TagVault.org is the registration authority for ISO/IEC 19770-2:2009 software identification tags (SWID tags). TagVault.org has numerous working groups defining additional requirements, processes and tool API's for industry and standards bodies efforts in support of authoritative software identification tags. These efforts are having a direct and positive impact on software license compliance, network and device security, license optimization and many other IT processes that require accurate software identification data.

IEEE-ISTO is a not-for-profit membership organization. The ISTO is a federation of programs that works to standardize technical implementations that span the spectrum of today's electro-technologies. The ISTO supports the development and proper implementation of industry standards and facilitates the activities required to drive their market acceptance.

Learn more and download a membership form at www.tagvault.org

Why TagVault.org?

Software Consumers

Accurate software inventory is critical to managing software assets and eases compliance security and optimization. If you accept audit clauses in your licensing contracts, you need to demand authoritative software identification information.

Software Publishers

By providing the information your customers and SAM tool providers need to more effectively manage licenses, the cost of compliance is lowered for everyone.

SAM Tool Vendors

Having a standardized method for software identification allows you to focus on helping users maximize their software asset utilization.

Founding Members

- **CA**
- **ModusLink**
- **Symantec**

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