



Software Asset Management

Pedrollo subscribes to the value and protection of intellectual property

A company that is forced to fight against large-scale counterfeiting of its products has chosen the Microsoft SAM (Software Asset Management) service to improve software management and develop an integrated technological platform which can support growth and innovation, in compliance with licensing rules and the current copyright laws and regulations.

Requirements

Greater protection of intellectual property and respect for the market dynamics

The need for a serious commitment at a European level against counterfeiting is what emerges from the words of Silvano Pedrollo, who founded a company that exports electrical pumps to 160 countries all over the world and suffers from the unfair competition of manufacturers that exploit the worldwide recognition of Pedrollo quality to offer counterfeited and low-quality products. Many manufacturers and trading companies in the Far East seem to be indifferent to simple market rules, such as the protection of copyright and trademarks. In addition, the economic policies of some countries foster price dumping and damage healthy and quality-oriented productive structures, like many Italian companies that have to face huge costs for the legal protection of their products.



General information

Benefits

Microsoft® SAM allowed to assess software compliance, improving the management policies and the control systems for hardware and software resources. Technological upgrading and user training were identified as strategic elements for a use of the software resources which is correct at a legal level and effective from the operative benefits point of view. After being issued with the Microsoft SAM certificate, Pedrollo has defined a consolidation plan based on the implementation of the Microsoft platform for the management of the infrastructure and the evolution of the application services.

Business challenge

The desire to check the correct usage of the Microsoft software products, to understand how applications are used and to optimize investments with accurate evolution plans led to the choice of the Microsoft SAM (Software Asset Management) service.

Solution

The analysis identified a heterogeneous client base, with different versions of messaging and office automation tools and with ample room for optimization on the client side and on the production servers at the head office. Microsoft SAM indicated the best software management procedures and the actions required to integrate the continuous technological evolution with the best usage of the Microsoft licensing tools.

Partner

Vecomp Software, Microsoft Gold Certified Partner

Products and technologies

Microsoft SAM
Microsoft Active Directory®
Microsoft Exchange Server 2003
Microsoft Office 2003
Microsoft Systems Management Server 2003
Microsoft Windows Server™ 2003



"For over ten years our products have been continually counterfeited, causing a lack of growth for the company which we estimate at about 40 percent, together with a damage to our image. We are committed to product innovation as a distinguishing element of our firm, but the investments are not valued precisely due to counterfeiting and price policies that put many Far Eastern manufacturers outside the rules of competition. To solve this problem, which has led many Italian businesses to a situation of crisis, I believe we need a resolute action at a European level and the establishment of a new culture, capable of recognizing the value of ideas and of the products that they originate".

Silvano Pedrollo
Owner of Pedrollo S.p.A.

The quality of the products itself, as well as the commitment to innovation and assistance to countries where life often depends on a few wells of water, represent the civil and industrial ethics of the founder of Pedrollo S.p.A., and these ethics have also been appreciated with several recognitions over the years.

"For over ten years our products have been continually counterfeited, causing a lack of growth for the company which we estimate at about 40 percent, together with a damage to our image", Silvano Pedrollo says. "We are committed to product innovation as a distinguishing element of our firm, but the investments are not valued precisely due to counterfeiting and price policies that put many Far Eastern manufacturers outside the rules of competition. To solve this problem, which has led many Italian businesses to a situation of crisis, I believe we need a resolute action at a European level and the establishment of a new culture, capable of recognizing the value of ideas and of the products that they originate". For a businessman like Silvano Pedrollo, it is natural to understand the importance of protecting intellectual property in all sectors. For this reason, on the request of his IT manager, he did not hesitate accepting the Microsoft SAM service to perform a check-up on the software platform in order to understand the typology and quantities of installed products, verify the full correspondence with the purchased licenses (software compliance) and assess the competitive advantage that an updated and efficient software platform can provide to a company like his. Pedrollo S.p.A. engaged Vecomp Software, as a Microsoft Gold Certified Partner with SAM qualification, to perform the Software Asset Management service. This company checked and integrated the Microsoft software installed, providing consultancy to improve software management in terms of product usage policies, software provisioning and planning the application platform evolution in relation to business processes.

Solution

Software Asset Management as a system supporting investment decisions

The Microsoft SAM service first of all completed an inventory of the software resources and the corresponding licensing documents, then made the required integrations and defined a plan for hardware and software resources management. The analysis demonstrated the benefits that could be achieved by standardizing the existing PCs and servers, the latter on Windows® Server 2003 and all the clients on Microsoft Office 2003. In addition, Microsoft Systems Management Server 2003 was used to provide integrated management functionalities for the approximately 100 clients of the network, whilst the previous mail server was migrated to Microsoft Exchange Server 2003. In order to guarantee the availability of software upgrades on the release of new versions, a licensing coverage with Software Assurance was chosen.

While consolidating the platform, Vecomp Software, as a CPLS (Microsoft Certified Partner for Learning Solutions), started up a training program on the systems and differentiated training courses for the users of the new versions of the software.

"Because of the evolution that has taken place in recent years, besides a detailed check of the Microsoft platform installed and of the state of the licenses, we also wanted to understand how to globally improve the infrastructure of our network and applicative tools", says Dario Ambrosini, IT manager at Pedrollo S.p.A. "Microsoft SAM helped us achieve our objectives for the software infrastructure improvement, using the up-to-date solutions proposed by Microsoft, capable of supporting the future expansion, in terms of new users and support for new applications".

Benefits

Infrastructure management and user training

Microsoft SAM allowed the company to correctly assess software compliance, improving the management policies and the control systems for hardware and software resources. While the standards for the client systems were being redefined, tests were performed on the users to assess their ability in the use of the IT tools. According to the results collected, homogeneous classes were formed, based on which the training activities were planned. Following the standardization on Office 2003 and the aforementioned training activities, a significant increase in productivity and a decrease in the costs of helpdesk support were estimated. Furthermore, the standardization of the company servers on Windows Server 2003 and the migration to the Exchange Server 2003 mail server introduced the benefits of Active Directory-integrated management and of Web access, which is essential to make all the corporate network services available to out-of-the-office employees.

"Pedrollo is a company that believes in continuous innovation and the IT context therefore plays an important service role for the core business", says Ambrosini.

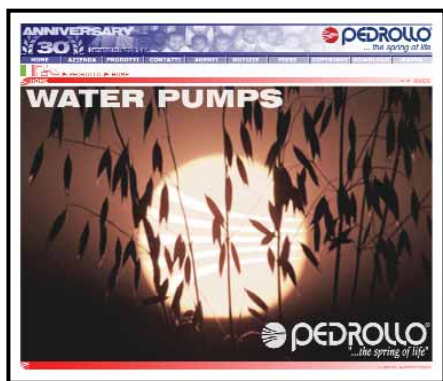
"For this reason, we want to provide our users with complete and up-to-date applicative solutions. We also agree with the Microsoft SAM philosophy which sees upgrading and training as key elements for the correct software resources usage, not only from the legal point of view but also to take the greatest advantage of their potential". On the conclusion of the Microsoft SAM service, Pedrollo S.p.A. decided to implement Microsoft Systems Management Server 2003 for managing hardware and software resources, increasing the efficacy of the helpdesk and systems support.

The standardization of the platform and the use of the new management tool today offer the IT manager more time to consolidate the server side of the infrastructure and to design new services.



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Dario Ambrosini
IT Manager, Pedrollo S.p.A.



"Continuous innovation is the best weapon against counterfeiting. With this assumption we consider Microsoft technology, made up of genuine and constantly updated products, the starting point for an evolution of the IT systems in line with our values and development policy".

Silvano Pedrollo
Owner of Pedrollo S.p.A.

For more Information

For more information about Microsoft products or services, please call Microsoft Customer Service (02.70.398.398). To access information using the World Wide Web, visit:
www.microsoft.com/italy/business/

For more information about Pedrollo, visit:
www.pedrollo.com

For more information about Vecomp Software, visit:
www.vecompsoftware.it



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An evolution of the Intranet on Microsoft SharePoint™ Portal Server is under study, as a first example of integrated evolution to meet the need for greater efficiency in managing and sharing information assets.

Asset management and control over innovation

After obtaining the certificate of correct Microsoft software management and following the choice of consolidation for platform and client systems, Pedrollo S.p.A. is looking towards the future with the desire to pursue its choices of quality and legality. Paolo Roverani, International Relations and Development Manager at Pedrollo S.p.A., underlines how having state-of-the-art technology will make it easier to take the next steps towards the management of global infrastructures supporting the international presence of Pedrollo: centralized management of the international branches systems, business intelligence and mobile connectivity tools, guaranteed business continuity of the central systems and improved workgroup processes are the contributions of Microsoft technology to the assertion of a healthy company against unfair competitors.

"Continuous innovation is the best weapon against counterfeiting", concludes Silvano Pedrollo. "With this assumption we consider Microsoft technology, made up of genuine and constantly updated products, the starting point for an evolution of the IT systems in line with our values and development policy".



Vecomp Software is a Gold Certified Partner, Certified Partner for Learning Solutions and SAM Partner, active in the IT sector since 1981. The company provides services and solutions that range from project consulting to certified training, from software development to the supply of document management solutions, from installation, maintenance and integration services for the Microsoft platform to consulting services in the Web and business intelligence areas. Vecomp Software is based in Verona and operates directly and through its partners nationwide. Its references include major Italian companies.