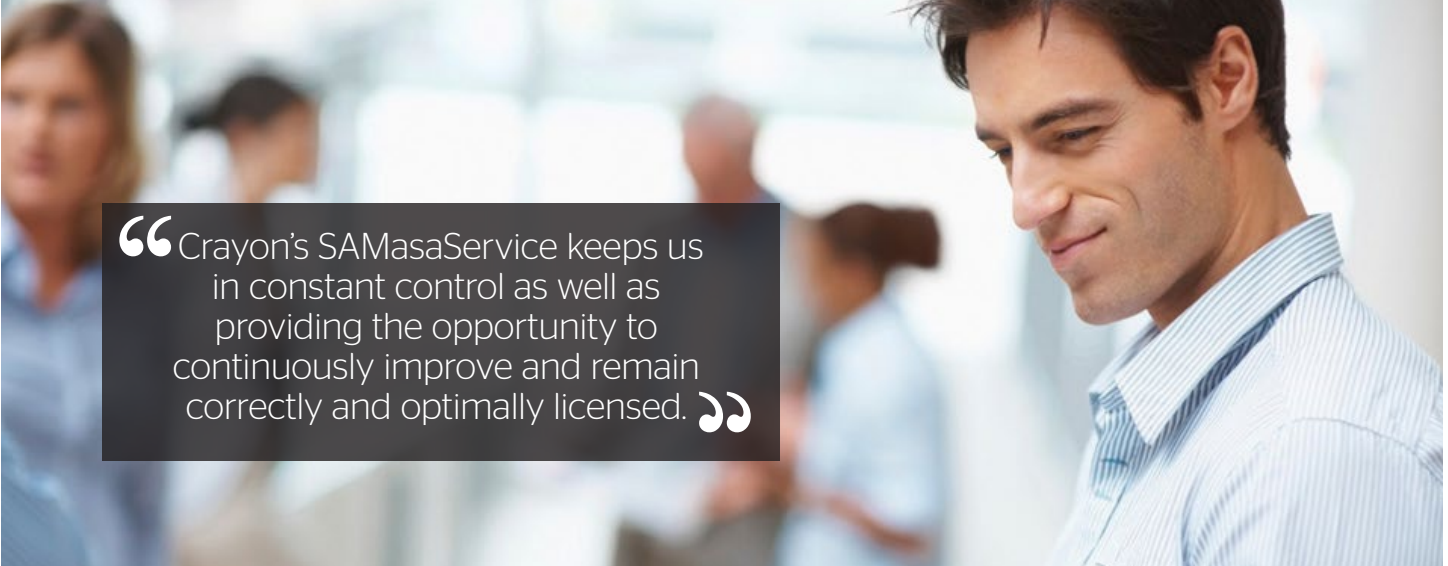


CRAYON CASE STUDY

Schibsted Media Group



“Crayon’s SAMasaService keeps us in constant control as well as providing the opportunity to continuously improve and remain correctly and optimally licensed.”

SAMasaService Keeps Schibsted in Constant Control

Schibsted IT has had a ‘SAMasa Service’ agreement with Crayon since 2011. As well as a dedicated consulting team, Crayon’s own tool, Catch, was implemented to collect user patterns from the infrastructure.

“As a professional IT provider it is crucial for us to keep on top of managing the software we distribute to our users. The only way to do this is through implementing a SAM system made up of tools, expertise and optimal routines and processes. Crayon’s methodology and procedure have put us firmly in control of our licensing situation.”

“Our own expertise in IT infrastructure combined with Crayon’s expertise in licensing and software asset management gives us the necessary control and the secure knowledge that we are correctly and optimally licensed in terms of our software agreements. Crayon’s expertise is very valuable to Schibsted in this respect.”

Through Crayon’s methodology and service delivery, Schibsted IT receives a monthly report showing developments since last month, as well as the types of security threats they might be

exposed to and what actions should be implemented.

“At our monthly SAM Board meeting, advisors from Crayon present us with the most important elements in our licensing situation. This means we don’t need to waste our time on the small stuff and can save our effort for areas that really demand our attention. Crayon’s ‘SAMasaService’ keeps us in constant control as well as providing the opportunity to continuously improve and remain correctly and optimally licensed.”



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