

# Tideway and Concorde Partner As Licence Optimisation Takes Off

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Automated solution removes cost and risk, speeds time to value

Tideway, one of the fastest growing providers of IT automation software, today announced a strategic partnership with Concorde, experts in software asset management. The joint solution will help customers ensure effective software asset management, mitigate risk through on-going licence compliance and identify areas for significant cost savings in data centres.

The combined Tideway and Concorde offering will allow enterprises to analyse their IT infrastructure and generate an automated audit of the software, hardware and applications running in a data centre. Tideway Foundation continuously maps an organisation's entire IT infrastructure across all technology layers to deliver a 360-degree view of the IT estate. Customers can then tailor their software usage and compare a snapshot of their current requirements against their contracts to determine if they are over licenced, under licenced or have unused software. Data from Tideway will link seamlessly into the Concorde managed service that ensures continuous and effective IT asset management and licence compliance.

"Analyst firms now estimate that software licence audits are up by 35% in the last 12 months, as large vendors attempt to squeeze more from their existing customer base to generate revenue," said Peter Grant, VP of EMEA Sales at Tideway. "Tideway and Concorde provide the market with a simple and fast turnkey solution to the complex problem of software asset management and compliance in the data center. Our partnership will deliver fast time to value and ensure our customers can be in a position of strength during licence negotiations."

The automated solution represents a fast and cost-effective alternative to traditional manual audits. A one-time manual inventory of 1000 servers can take up to 60 person-days of work – and is often outdated before it is even complete. By automating this process, customers are empowered with complete and accurate information about all their infrastructure components and can remove excessive IT costs while reducing the risk of service outages.

"The number of custom developed applications and software running in global enterprises continues to grow and represents significant exposure for customers in terms of licence compliance," said Martin Prendergast, Managing Director at Concorde. "Being able to identify both out-of-the box and custom assets and map their relationships and dependencies is critical to helping our customers ensure software licence compliance. Tideway allows us to achieve this in a faster, less intrusive manner and provides an excellent platform for on-going compliance."

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## About Tideway

Tideway provides a shared platform for technologists to visualize and report on the data they need to make informed decisions. Tideway Foundation™ software continuously maps application relationships to physical and virtual infrastructure, including the dependencies between them. This single, automated view

of application topology enables enterprises to cut costs, reduce risk and better manage change. Tideway is rated as a category leader by prominent analyst firms. Clients include Dresdner Kleinwort, ING, Linklaters and Mizuho Bank. For more information, visit [www.tideway.com](http://www.tideway.com).

#### About Concorde

Concorde deliver solutions for organisations seeking to control the commercial risks associated with their hardware and software assets. Concorde operates with the clear objective of empowering customers to proactively meet compliance requirements. Concorde's managed service provides the capability to monitor compliance liability, and delivers the information required to drive down cost and meet contractual obligations. Concorde's customers include Linklaters, Centrica, Serco and Vodafone.

For more information, visit [www.concordeuk.com](http://www.concordeuk.com).

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