

## Advice on Software Asset Management (SAM)

### What is Software Asset Management?

Software Asset Management is 'the entire infrastructure and processes necessary for the effective, management, control and protection of the software assets with an organisation, throughout all stages of their lifecycle'.\* With proper SAM processes in place an organisation will know what they own, will buy only what they need and will use their assets effectively. Businesses which start an asset management process can see up to 30% reduction in cost per asset during the first year and an extra 5-10% reduction in annual cost per asset during the next five years. \*\*

### Advice on Software Asset Management (SAM)

Risks can arise from illegal or 'pirated' software and it is important to protect against it by ensuring that the software that you use in your workplace is genuine and has a bona-fide licence for the number of terminals on which it is installed. Without this, your organisation could be subjected to significant risks including legal and financial exposure, in addition to interruption to and the deterioration in the quality of IT services, as well as damage to your public image. For further information and advice on SAM, please contact us at [complianceUK@corel.com](mailto:complianceUK@corel.com) or go to [www.justasksam.co.uk](http://www.justasksam.co.uk)

### ISO SAM Process standard (ISO/IEC 19770-1)

Corel supports the new ISO SAM Process standard (ISO/IEC 19770-1). This international standard will help to ensure that there is a certification on which all parties world-wide can rely upon and will enable organisations to prove they are performing SAM to a standard sufficient to satisfy corporate governance requirements whilst also ensuring effective overall support for IT service management.

### The Business Software Alliance (BSA)

The BSA is an advocator of good Software Asset Management, being the foremost organisation dedicated to promoting a safe and legal digital world. Corel is an active member of The Business Software Alliance and we support the BSA's programmes to educate businesses on the risks associated with software piracy. BSA programmes foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce.

### Is your Corel product legal?

Corel products can be purchased online or in store either as a licence, boxed copy or a downloadable version. Legitimate genuine Corel products all have a serial number and boxed products contain additional information alongside the main application CD in the box. This varies from product to product but can include items such as a User Guide, Handbook and Help Files for example. Corel academic products are clearly labelled as "Student and Teacher" or "Academic" editions and are not for resale to anyone who is not clearly identified in the Corel End User License Agreement (EULA). Corel OEM products are designed solely for partner integration and purchasing these as stand alone products is illegal.

\* As defined by ITIL® (the IT Infrastructure Library). ITIL is the most widely accepted approach to IT service management in the world and provides a cohesive set of best practice, drawn from the public and private sectors internationally

\*\* From [www.investorsinsoftware.com](http://www.investorsinsoftware.com) estimated by Gartner, Inc. Gartner, Inc. is the world's largest Information Technology research and advisory company.

## How to check if you are legal

### To ensure your product is a legitimate Corel product:

#### 1. Check you have a serial number.

If you purchased a single boxed copy the serial number is on a card in the box. If you purchased a number of licences, the serial number will be either on a card in the box, on your licence (either hard copy or PDF) or will have been emailed to you if you made a download purchase.

#### 2. Check you have a licence for each PC on which you have installed the Corel product.

The number of licences purchased will be on the licence certificate (either hard copy or PDF). Please note that the Corel End User Licence Agreement (EULA) does not permit concurrent use.

If you require a new licence, want to extend the number of licences you have, or want to upgrade to the latest version please contact one of the following resellers listed below.

For more information, on Corel Licensing Programmes, please visit [www.corel.co.uk](http://www.corel.co.uk) and click on the 'Volume Licensing' link under Quick Links.

If you want to verify your serial number or licence agreement, please contact Corel customer services through one of the following methods and we can let you know your current status.

If you are operating outside of your current licence parameters, don't worry, we can provide you with more information on how to proceed.

**Phone:** 01628 589835

**Email:** Through the Knowledgebase link at [www.corel.com/support](http://www.corel.com/support)

**Fax:** 01628 589879

**Post:** Corel UK Ltd – Get Legal,  
Sapphire Court,  
Bell Street,  
Maidenhead,  
Berkshire,  
SL6 1BU,  
UK.

## Special Offer! Get Compliant and Save on Corel Licensing

Corel is offering your organisation the chance to get legal, whilst making a saving on our licence programmes. To get legal and take advantage of these savings, sign up by contacting us at [complianceUK@corel.com](mailto:complianceUK@corel.com) or contact one of the authorised Corel resellers below before 30th September.

## Corel Resellers



08701 633300 [www.insight.com/uk](http://www.insight.com/uk) (solutions for corporate and public sector)



Borehamwood: 08705 168750, Bury: 0161 447 3123  
[licensing@pcwb.co.uk](mailto:licensing@pcwb.co.uk)  
[www.pcworld.co.uk](http://www.pcworld.co.uk) (solutions for consumers and businesses)



01974 200201 [www.pugh.co.uk](http://www.pugh.co.uk) (solutions for education sector)



01347 812100 [www.softbox.co.uk](http://www.softbox.co.uk) (solutions for public sector)



0870 577 1102 [www.softwarespectrum.co.uk](http://www.softwarespectrum.co.uk) (solutions for corporate sector)