



Top Five Major Reasons why Companies Augment SCCM with Survey

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Executive Overview

Virtually all of Scalable’s customers have an existing Asset Management product at the time they purchase Survey. SCCM in particular is one of the most common products Survey is purchased to augment. The following key areas covered in this document articulate the primary reasons why companies implement Survey with SCCM. By definition this document outlines many features that SCCM does not have. It should not be seen as positioning Survey to replace SCCM as Survey cannot replace SCCM. SCCM has a long-list of capabilities not present in Survey. Rather, for organizations evaluating Survey this document illustrates those areas where Survey can add considerable value to a SCCM implementation.



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Automated Real Application Usage Across Windows Desktops and Servers

Survey automatically tracks real application usage dynamically with zero configuration. This dynamic usage tracking occurs independent of where the application is launched from and is tracked at a user and machine level. SCCM requires discrete application rule identification in order to track what applications should be 'metered' ahead of time. However, the old saying "you don't know what you don't know" makes this requirement almost self-defeating. Applications not pre-defined, will never be shown as having been used, even if they are used heavily. This fact is particularly relevant for applications that run in a virtualized environment that leaves no trace on the workstation. Stated differently, SCCM will always under-report the list of applications being used in any organization making it impossible to rely on its information for migration planning.

Furthermore, the usage monitoring only identifies the amount of time the application is run on the workstation. No information is provided as to the amount of time a user genuinely interacts with the application. A common usage profile for applications is: they are launched; used once, remain open (possibly for hours) on the desktop then closed at the end of the day. SCCM usage monitoring would show this as a heavily used application, Survey would correctly report it as very lightly used. The impact of this is that, for applications SCCM does identify as being used, SCCM will always over-report the extent to which those applications are used. The impact of this mis-reporting of usage is that any application migration or licensing planning exercise, based on SCCM usage information, will always result in the migration or licensing of applications that either aren't required or for which a more efficient implementation is possible.

In addition, Survey can distinguish between usage that is read-only in nature and full read/write activity. For high-end, expensive and complex applications the ratio of read only usage to total usage can be very high. When considering licensing costs or migration issues, understanding which users fall into which categories can dramatically reduce ongoing expenses. Often solutions for read-only usage requirements are more cost-effective, give greater end-user satisfaction and are easier to migrate and maintain. Any progressive organization will want to identify its constituency of read-only users for each of its main applications to improve the service it provides its end-users. This feature is not present within SCCM.

Another key element that Survey provides out of the box is the categorization of applications. Survey can be customized to import application lists that would be deemed as 'non-supported' Windows 7 or VDI applications. These application lists can also be defined easily within the Survey UI using a simple rule engine. This allows rapid identification of applications that pose a migration risk to the organization based on usage and deployment.



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The final point in relation to real application usage tracking is that Survey is able to do this across all forms of application delivery. Survey gathers the same information for applications that work through web browsers; run on Citrix Metaframe/XenApp or Terminal Services; or are streamed down via an App-V or ThinApp application virtualized application environment.

Capturing the full picture of application usage (traditional, SaaS, Virtual) in a single place, rather than having to aggregate less accurate information from a variety of disparate sources is another key reason why people buy Survey in addition to SCCM. For companies without Survey, getting this full picture would take an order of magnitude more time, with the resulting information being inaccurate and incomplete.

Application Data Object & Dialog Usage

Survey features a unique usage capability which captures detailed usage at a read/write level on data objects.. A data object in this context could be a Word document, Project file, development project anything identified in the caption zone on an individual window. The benefits of this feature are considerable for a data rationalization or migration project. It's possible to see the extent to which any particular object is used by a defined group of users. In a recent example of where this feature had a profound effect on the service delivered to a group of end-users, Survey identified a large group of individuals that were regularly sharing the same Microsoft Access database. Early identification by Survey enabled the organization to rapidly migrate the data onto a SQL Express platform. This lowered the ongoing maintenance and support cost and improved the performance of the environment.

The dialog usage metering capability of Survey enables tracking of those application sub-functions that do not exist independently of the main application but have a discrete licensing, maintenance or migration impact. Common uses for this feature include the ability to determine whether all licensed market data feeds are required by a user community, or whether certain communities of users require training on newly deployed or existing application sub-functions.

Performance and Process Tracking

In addition to tracking the extent to which applications and data objects are genuinely used by individuals, Survey can track the impact of that usage on the underlying hardware. This ability is wholly absent in SCCM. For running processes Survey will capture the CPU, memory and I/O activity and report that information back to the server. The sampling frequency is user customizable. Once back on the server the data can be aggregated and reported to show concurrent resource requirements of any monitored application across any group of users or machines. This perspective is essential for an organization wishing to correctly plan for a migration to VDI where users and applications will be competing for shared resources. Furthermore, Survey can assist in right-



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sizing each virtual desktop and back-end resources before any CapEx funds have been spent and valuable time has been expended. Other key uses for performance tracking in Survey include application migration projects such as IE 8. Survey can reveal details of the performance impact of applications running in prior versions of IE and contrast that with the same application running in IE8 thereby enabling the impact of a wholesale rollout to be understood.

Printer Usage Analysis

Survey contains a wealth of information relating to local and network printer utilization. Using this data it is possible to identify print inefficiencies by easily spotting usage anomalies on printers with high consumable costs. We have had customers reduce their printer to employee ratio from 1 printer from every 2 employees to 1 printer for every 13 employees with no reduction in service to the employees. This also becomes important when considering virtualized environments such as XenApp or a VDI implementation. The fewer peripherals required, the less network bandwidth and support effort needed thus driving down the cost of Terminal Services and VDI adoption.

Automated Matching of Run-Time Components to Installed Packages

Survey has a unique capability to dynamically identify which installed package a particular run-time component is part of. This matching is achieved using an algorithm Scalable invented and does not require any form of catalog. It enables a very clear relationship to be made between the running processes on the workstation and licensable packages being consumed. It will work on packages installed using both MSI and non-MSI methods. This unique capability makes it possible to unequivocally identify a run-time component as an artifact of a particular package installation.



Additional Features Relevant to the Discussion

Intelligent Software Application Catalog

Survey has, to the best of Scalable's knowledge, the most complete and well-maintained, software recognition catalog available. Through a variety of mechanism, including heuristic processes and crowd-sourcing, we are able to keep the catalog of over 100,000 titles current. The impact of this to an organization is an unrivalled ability to identify and categorize any inventoried software package generally available. This capability should be contrasted with the facilities in SCCM, which are very effective for Microsoft products, but rapidly deteriorate when other vendors or shareware products are discovered.

USB Device Usage and Alerting

Survey can track usage of USB devices across the estate and provide detail into which device is being used by whom and when in real time. This information can be used to identify unauthorized use of USB devices in walk off security scenarios and also to ensure any migration plans, particularly to VDI, take account of any USB device dependencies.

License Key Retrieval

Survey is able to retrieve license keys from remote workstations for all Microsoft and Adobe products. These keys can be stored and/or used to for subsequent installations. Scalable adds support for additional vendors products as market demands dictate.

SCCM Native Integration

Survey integrates directly with SMS and SCCM through a natively supported integration interface. This integration piece completes the workflow between removal/redeployment of underutilized applications and SCCM's package management capability. Ultimately, SCCM administrators can save days by using Survey as the intelligence tool to drive SCCM software management policies.

