

certero

for certain for sure



“Providing innovative products and services to help our customers achieve best value from their investment in Information Technology”

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About this brochure

This brochure is aimed at giving you an overview of Certero Limited and our products and services. We hope you find what you are looking for, there is more information on our website at www.certero.co.uk Or you can call us, we look forward to hearing from you.



About Certero

Since its formation Certero Limited has created a suite of products aimed at helping organisations achieve the best value from their IT investment and eliminate wasted spend on IT business assets.

With a belief that there was a gap in the market for a powerful IT asset management tool that would control IT estates more effectively, our team of highly experienced IT professional grasped the opportunity and put their technical expertise to the test.

AssetStudio™, formed the strong foundation on which Certero has successfully built a suite of products and services. AssetStudio™ gives customers full visibility of IT Assets, helps to standardise PC hardware and manage the task of software compliance whilst allowing software delivery from one point.

With software licensing often accounting for over 30% of the IT budget, organisations recognised the need to manage their software and identify unnecessary, unused and underutilised software and take action. The Certero team moved swiftly to developing a solution and launched Software Metering for Decision Makers™ (to help identify and remove waste), the perfect partner to AssetStudio™.

The business continues to go from strength to strength and so do its products with the launch of PowerStudio™, a power management solution for PCs and Passworks™, a self-service password reset solution.





Our Promise

We deliver on our promises and don't believe in excuses. By getting to know our customer's needs and working with them we are able to deliver the right product and service at the right time at the right price.

Our products and services provide significant economic and environmental benefits to our customers, helping them to reduce their carbon footprint, reduce costs and improve their overall productivity. We care passionately about all our products, services and the environment and communities in which we live and work, demanding the utmost precision from our people in everything they design and implement. We aim to get things right first time every time and recognise the impact of our delivery on our own and our customer's business.

Environmental Statement

Certero Limited is committed to achieving the highest standards of environmental performance and recognises its corporate responsibilities to the environment. Certero acknowledges that its operations have a direct and indirect environmental impact and its objective is to minimise that impact and operate in an environmentally responsible manner.

Corporate Social Responsibilities

At Certero, we recognise that the way we conduct our business is vital to earning and retaining the trust and confidence of our many stakeholders and that responsible business practice is central to our future success. Our products and services provide significant economic and environmental benefits to our customers, helping them to reduce their carbon footprint, reduce costs and improve their overall productivity.

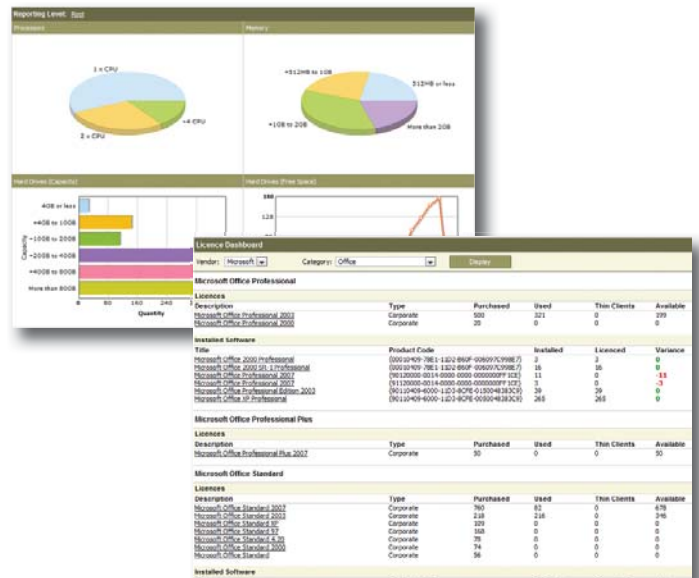
For more information about our environment and social policies, please visit our website www.certero.co.uk



Licensing, Software and Hardware IT Asset Management A new solution - AssetStudio™

With the value proposition of IT assets changing from hardware to software, organisations can find it difficult to adjust the traditional approach of 'Discovery/Inventory' to accommodate the new challenges they now face, namely the inclusion of software licensing, the adoption of Software Asset Management (SAM) best practices and ISO 19770.

Traditional solutions may struggle with legacy architecture and can only adapt by providing functionality which can be compromised by the limitations of integration. Wouldn't it be good to start all over again? Unfortunately this is not possible for most. At Certero, we have been able to do exactly this and the result is AssetStudio™



Purchasing unnecessary Software Licences?

It is estimated that around 30% of deployed software is underused or unused. This can account for a significant proportion of IT expenditure. Software Metering for Decision Makers™ will provide you with the necessary information to reallocate or remove unused software. Without such a capability organisations will continue to purchase software licenses unnecessarily increasing an organisations cost base year on year with no return.

Many software contracts are complex and varied, from concurrent usage to named user and increasingly, subscription based models. The complexity often means that negotiations with software vendors can be difficult, as there is little measurement information to hand to negotiate with, resulting typically in overspending. Can you think of any other function where this would be allowed to happen?



Return on Investment in 4 Months

It is generally accepted that it is common practice for organisations to leave their PC's switched on overnight (UK Average is 30%) and even during weekends and holiday periods. With the economic challenges that organisations are facing they are continually looking for opportunities or solutions that will save money and improve efficiencies. When you also add the "Green Agenda" with targets being set by Department of Energy and Climate Change (DECC) via CRC Energy Efficiency Scheme then the challenges look so much greater.

PowerStudio™ is designed to automatically power down PCs when not in use in a way that keeps everyone in the organisation happy; the user, the IT department, the CFO and the CEO.



Reduce calls to the Service Desk and improve service to users with Passworks™

On average, password reset requests make up 10 - 30 percent of all help desk calls, with each request costing from \$51 to \$147 in labour costs[1].

Many of these calls are from users who have forgotten their Windows password and are unable to logon to their PC. Unless they can speak to a representative quickly and identify themselves they could be without a computer and unable to work for a significant period of time.

[1] Password Reset: Self-Service That You Will Love (Gartner Research Note T-15-6454)



Certero is a Gold Certified UK Microsoft SAM Partner

Software Asset Management, or SAM, is defined by ITIL as all of the infrastructure and processes necessary for the effective management, control and protection of the software assets within an organisation, throughout all stages of their lifecycle.

Software is a business-critical tool in today's business world. So it is surprising that such little attention is given to its management, documentation and upkeep after purchase. People think of software as a commodity, something you buy off the shelf i.e. a CD or Book.



Software is not a commodity and cannot be bought. A licence is the right to use the software, however, the software still belongs to the software provider.

Software licences are assets and should be managed as assets.

With a SAM process, you can streamline management, reduce costs and enhance reliability and security. Without this process you will struggle to fulfil legal and contractual obligations that are required by software copyright owners.

Certero can help organisations with compliance reviews/audits and implementation of SAM best practice processes.

Application Packaging

In order to improve the efficiency of their IT support team and reduce costs, organisations need the ability to remotely deliver applications to personal computers without the need for a desk side visit.

Let Certero take the headache away from you by using our application packaging service.

Application Packaging Support

Organisations can sometimes need assistance with packages that are challenging. For example a line of business application may not function correctly as a standard user, there is no manufacturers install routine or the application is installed using multiple setup routines. By working with Certero, access to 'on tap' expertise can ensure that support is there when you need it.

ITIL Holistic Solutions

Two core products of an ITIL solution are ITSM and ITAM

Certero can integrate with any ITSM product that is ODBC compliant thus enabling an holistic solution that meets today's requirements.

It is no longer enough to have ITSM or ITAM solution in isolation, bringing the two solutions together really excels the ITIL capability at many levels

ITSM – Information Technology Service Management

ITAM – Information Technology Asset Management

What Our Customers Say About Us



Steve Moffat, Principal Strategic Infrastructure Officer at Hull City Council, explains

“Over time we have adopted a full suite of Certero products and could not be happier. We used the AssetStudio™, to replace our existing Asset Management Software, as it demonstrated more functionality and we were very impressed.

Since then we have successfully used SoftwareMetering™ and rolled out PowerStudio™ because it ‘does what it says on the tin’. We chose Passworks™ product above others, when we needed to increase security for passwords without increasing the calls to the help desk, because it was extremely strong on the reporting side.

We find all the Certero products simple and easy to use and extremely effective and the Certero team professional and helpful, what more could we ask for?”

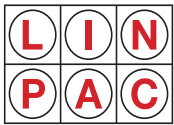


Manchester

Gary Pomfret, IT Support and Logistics Manager said “When I first discussed the project with Certero they were completely unfazed by the requirements and deadlines. They filled me with confidence on their ability to deliver. Their communication was excellent. Certero managed the project on our behalf and the bi-weekly project status update report kept us completely informed of progress. The project was signed off more than a week ahead of schedule. I certainly know who to call in the future!”



Paul Baxendale, Diodes’ IT Group Manager for Communication across UK and Europe says, “We have been very impressed with Certero. We look forward to working together in the future as Certero continues to expand its asset management offering.”



“We now have the added confidence to know that LINPAC’s assets are being managed”

Simon Warrington, VP of IT



Wiltshire

“Certero as an organisation have impressed us as much as their products have”

Catherine Dampney, Head of IT



“AssetStudio™ will ensure our software is compliant”

Steve Baxter, Head of Service Delivery



“Certero were a real find. Their products and capabilities are excellent”

Damian Ghee, IT Director



“AssetStudio™ is not just restricted to the experts”

Nick Dutton, Service Manager



“will help us to reduce our electricity in accordance with the ISO 4001 accreditation”

Aubrey Bacon, Information Systems Controller

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