



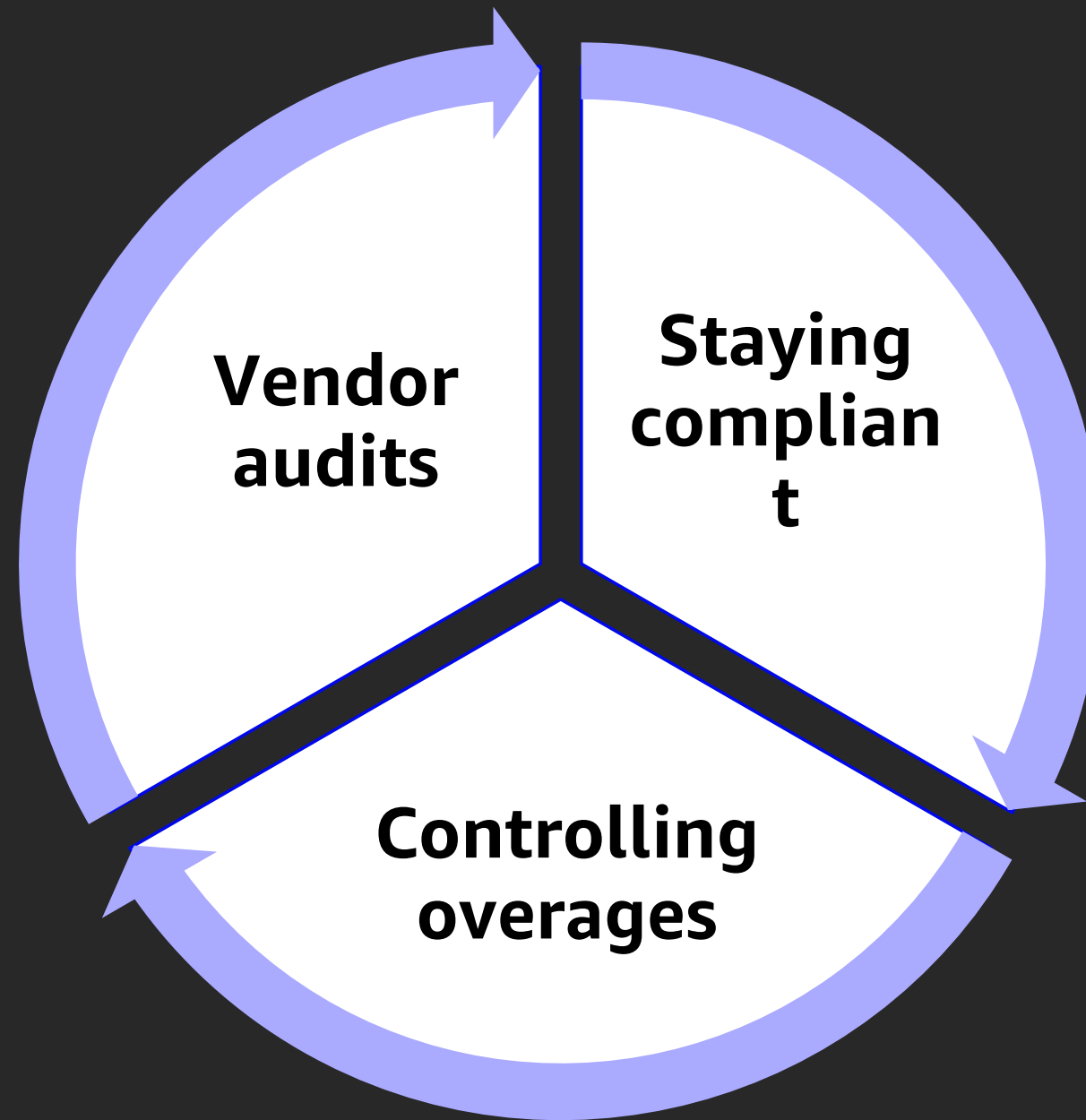
Gain Control Over Your License Usage and Reduce Costs using AWS License Manager

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What to expect from this session

- Capabilities of AWS License Manager
- Learn how to configure licensing rules and track different types of licenses across your AWS accounts
- Learn how to manage licenses centrally with instances across AWS and on-premises
- Customer testimonials

License management challenges



How am I going to figure out all our licenses?

We need to get ready for a true-up report in 2 days



Customers use variety of software licenses

Operating system licenses

Windows Server, Red Hat, SUSE

Database licenses

SQL Server, Oracle Database, IBM DB2

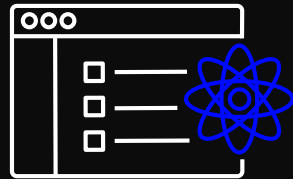
Application licenses

SAP ERP, Microsoft Dynamics, SharePoint Server, IBM WebSphere & MQ

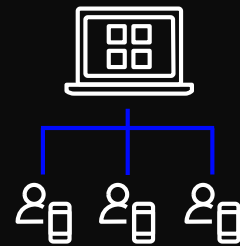
Other third-party licenses

AWS License Manager

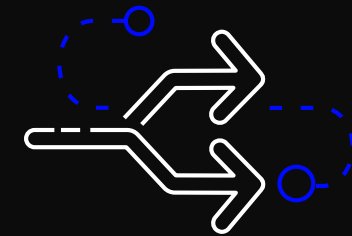
A one-stop solution for managing licenses from a variety of software vendors



Manage licenses across hybrid environments



Proactively stay compliant per your organizational structure and processes



Built-in integration with AWS Services

Roles involved in license management

Administrators

Manage licenses

Report out usage

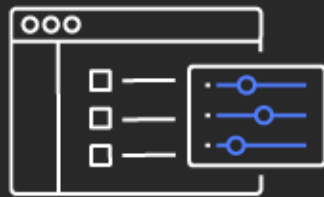
Manage true ups and audits

Users

Spin up instances

Getting started

1



Define licensing rules

2



Enforce licensing rules

3



Track usage

Defining licensing rules

Define rules in AWS License Manager based on license agreements

Server Licenses (per core) – Licensing by Physical Core on a Server

1. Customer may use the server software on a **Licensed Server**, provided it acquires sufficient **Server Licenses** as described below.
2. The number of **Licenses** required equals the number of **Physical Cores** on the **Licensed Server** subject to a minimum of four **Licenses** per Physical Processor.
3. For Enterprise edition, Customer may use any number of **Running Instances** of the server software on the **Licensed Server** in a number of **Physical OSEs** and/or **Virtual OSEs** equal to the number of licenses assigned to it.
4. For each additional Enterprise edition **License** that Customer assigns beyond the number of **Licenses** required under paragraph 2 above, it may use of the server software in one additional **OSE** on the **Licensed Server**.
5. For other editions, Customer may use any number of **Running Instances** of the server software only in the **Physical OSE** on the **Licensed Server**.

Server Licenses (per core) – Licensing by Individual Virtual OSE

1. Customer may use any number of **Running Instances** of the server software in any **Virtual OSE** on the **Licensed Server**, provided it acquires sufficient **Licenses** as described below.
2. The number of **Licenses** required equals the number of **Virtual Cores** in the **Virtual OSE**, subject to a minimum of four **Licenses** per **Virtual OSE**.
3. If any **Virtual Core** is at any time mapped to more than one **Hardware Thread**, Customer needs a License for each **Hardware Thread** to which it is mapped.



Create license configuration

The license configuration settings emulate the terms of your license agreement with the software vendor. Review your license agreement terms before creating a license configuration.

Configuration details

License configuration name
Identifies your license configuration and its resource associations

Maximum 100 characters

Description - *optional*
Brief description of the license configuration.

Maximum 400 characters

License type
The counting model used for the license. The selected type determines the additional configuration options.

Cores

Number of Cores - *optional*
SNS notifications are sent when the license reaches its limits. To configure the SNS topic, go to Settings

 Cores
Only numeric values allowed. Max: 100000

Enforce license limit
Prevents license usage after available licenses are exhausted, e.g.: an instance launch requiring licenses will be blocked to prevent overuse

► Rules - *optional*

Flexibility of licensing rules

License measured by

vCPUs, physical cores, physical sockets, and number of instances

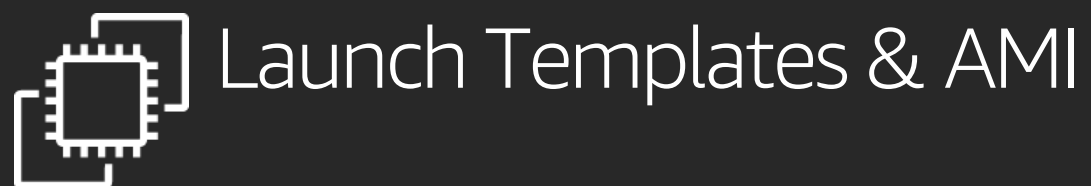
Usage limits

Hard or soft limits: Integrated with Amazon Simple Notification Service (Amazon SNS)

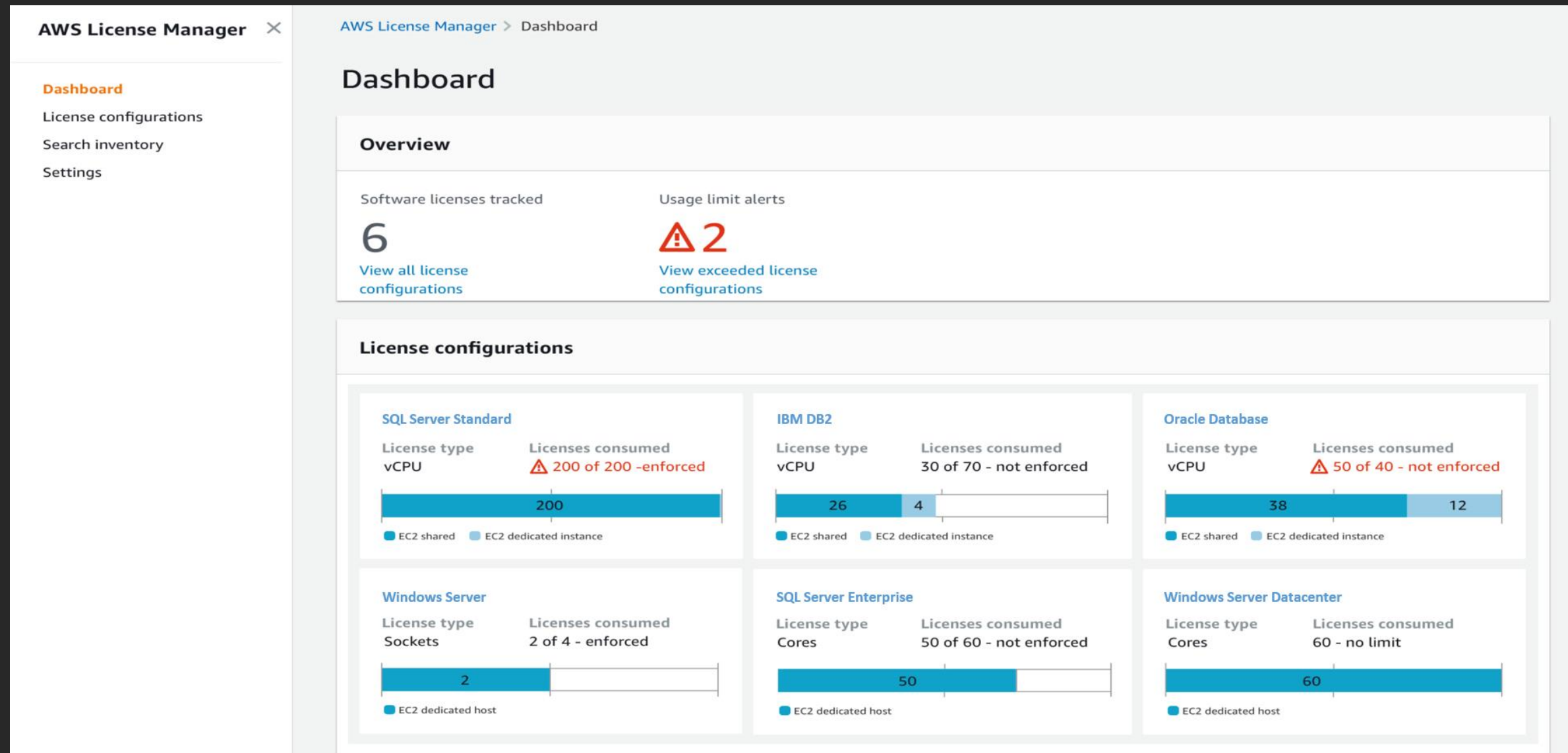
Constraints

Min/Max vCPUs, cores, Optimize CPU, Tenancy restrictions

Enforcing rules



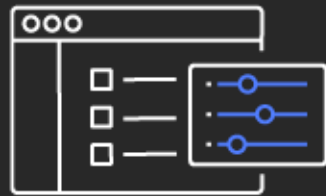
Track usage through built-in dashboard



Discover software and attach rules

Built-in integration with AWS Systems Manager

1



Search inventory

2



Attach licensing rules

3



Track usage

AWS License Manager sets up Amazon S3, Amazon Athena, and AWS Glue in your account

Hybrid and cross-account management

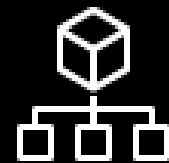
Define licensing rules once and use across your AWS accounts



AWS Resource Access Manager



AWS Systems Manager



AWS Organizations

Built-in integration with AWS Services

Amazon EC2, AWS Marketplace, AWS Systems Manager

Manage licenses used by instances

AWS Organizations, AWS Resource Access Manager

Seamless cross-account license management

Amazon EC2 AMIs and Launch Templates, AWS CloudFormation, AWS Service Catalog

Licensing rules enforcement options for centralized cloud governance

Amazon SNS

Notifications on usage violations

Pricing

You only pay for the resources you use and there are no additional charges for using AWS License Manager

What are customers saying?

Customers are using AWS License Manager to control usage based on their license terms; and make licensing true-ups and audits easier.

"Managing license deployments for large scale Microsoft SQL Server clusters is a time consuming, and often manual, process to oversee. AWS License Manager allows me to see real time deployments of a license across our infrastructure as well as manage our allocated license budget; which allows upcoming vendor license audits easier to manage." John Bowker, Product Owner, Xero



"This new capability will allow us to dramatically reduce the amount of time spent on license tracking and reporting. This tool is extremely simple to use and we can now obtain a snapshot of our license utilization in seconds, rather than hours. Having the ability to create custom rules, maintain compliance and keep an eye on spend is also a huge plus ..." Ian Wright, VP Cloud & Operations, Pearson



Pearson

Demo

Resources

Product documentation:

<https://aws.amazon.com/license-manager/>

Blog:

<https://aws.amazon.com/blogs/mt/using-aws-license-manager-to-track-your-microsoft-sql-server-licenses/>

Q&A

Thank you!

