Vodafone VAMS, strategic user of the brainwaregroup Spider product range, won no less than two of the coveted prizes at «SAMS Strategies» in Berlin, Europe’s biggest SAM specialist fair – 1st prize in the category «Tool/Software» and 2nd prize in the category «Project/Strategy».

The project was presented to a specialist audience of over 350 persons within the context of SAMS 2017. The subsequent voting for both categories resulted in top ratings for Vodafone, which on the basis of the Luxembourg-based company «Vodafone Asset Management Services S.a.r.l. (VAMS)» is establishing a platform for the management and settlement of global and regional licence agreements. brainwaregroup COO Marius Dunker: «We not merely deliver the Spider product range for software licence management to our partner Vodafone, but are also closely involved in the implementation of the entire project. We are therefore absolutely delighted to have won these important prizes. We warmly congratulate Vodafone VAMS and in particular your Project Lead Stanislav Pavlin.»

Innovative smartphone app
An innovative smartphone app attracted particular interest during the course of the awards ceremony. This was presented live by Stanislav Pavlin, and enables authorised users around the world to retrieve dashboards on the licensing status of manufacturers and regions. In real-time and with maximum transparency.

Award also thanks to Spider
Due to data volumes and complexity, the legally compliant management of software licenses cannot be realised without suitable tools. The Spider product range gives companies an efficient tool that meets high licence management criteria, while at the same time cutting costs through optimisation. «This means decision-makers are kept properly informed at all times, and are able to take well-founded decisions,» said Marius Dunker.

Managing licences
In the interim, the Vodafone project has become operational. The system gives licence managers at the regional Vodafone companies the ability on the one hand to manage their regional software licences and agreements, while on the other taking part in global agreements. The Vodafone VAMS obtains a clearer understanding of regional requirements, and can negotiate global agreements more efficiently.

About Vodafone
Vodafone Group Plc is an internationally active British mobile phone company with headquarters in London. The name Vodafone is an acronym of voice, data and fone, and represents the services offered by the company. Vodafone operates in almost all European and many international markets, and with some 108 000 employees generated sales of GBP 41 billion in the 2016 financial year.

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