OMV wins coveted SAMS Award 2018
with software by brainwaregroup

Berlin/Zug, 1 March 2018 – At the sixth awards ceremony held at the largest software asset management (SAM) trade fair in Europe, SAMS 2018 in Berlin, OMV was crowned the winner in the Overall Project/Strategy category. Axel Springer SE secured second place in the Tool/Software category. Both companies rely on brainwaregroup’s Spider SAM suite.

SAMS is regarded as the leading SAM trade fair. Around 400 decision-makers gathered in Berlin from 25 to 28 February to bestow coveted SAMS Awards in various categories by voting online right there. SAMS awards acknowledge outstanding achievements in the company-wide implementation of software asset & licence management strategies.

Using brainwaregroup’s Spider SAM suite in its project, OMV, which produces and markets oil and gas, energy solutions and petrochemical products, successfully transformed software asset management from a marginal issue into a focal point of its business. OMV’s nomination and subsequent victory in the Overall Project/Strategy category was primarily due to its innovative project approach and implementation. Already at the implementation stage, it succeeded in making savings and identifying additional need for optimisation. The project was implemented in parallel in several sub-projects, not consecutively.

Axel Springer SE, Europe’s leading digital publisher, landed second place in the Tool/Software category by adopting an innovative, holistic approach to cloud subscription management based on brainwaregroup’s Spider SAM suite. The existing licensing process was adapted to the ‘laws’ and requirements of the cloud world, which differ vastly from those of the ‘installation per device’ community. An end-to-end process was introduced, from end-user requirements to provision of the software or the cancellation of subscriptions to cost allocation. This approach optimises the need for a licence by continuously monitoring licence usage in the respective manufacturer portals. The ensuing transparency in licence management generates cost savings.

Marius Dunker, COO of brainwaregroup, says: «We support our partners throughout all project phases, thereby ensuring that our tools are put to optimal use. The software industry is also undergoing a digital revolution, and here the benefits offered by new possibilities were impressively demonstrated. The examples set by OMV and Axel Springer SE clearly highlight the benefits for companies and users alike. We’re proud that our customers won SAMS Awards this year with successfully implemented SAM projects based on our products».