



USU Recognized in the 2026 Gartner® Peer Insights™ Voice of the Customer for Software Asset Management Tools

- 21 verified customer reviews
- Overall rating of 4.4 out of 5
- 89% willingness to recommend

MÖGLINGEN, GERMANY, August 13, 2026 /EINPresswire.com/ -- USU has been recognized in the 2026 Gartner Peer Insights™ Voice of the Customer for Software Asset Management Tools. The report is based on verified customer reviews and experiences from users in the Software Asset Management (SAM) market. With an overall rating of 4.4 out of 5 and a willingness-to-recommend of 89% as of April 2026, USU was positioned in the Aspiring quadrant.

"The "Voice of the Customer" is a document that applies a methodology (documented [here](#)) to aggregated Gartner Peer Insights' reviews in a market to provide an overall perspective for IT decision makers." "Vendors in the "Voice of the Customer" document are categorized into four quadrants based on User Interest and Adoption (X-axis) and Overall Experience (Y-axis)."

One USU customer from the financial services industry describes USU SAM in the summary of the [evaluation](#) as follows:

"Vendor is very responsive and supportive in any questions and needs we might have. USU Software Asset Management is a very mature tool which is recommended to be used by a mature company. Its approach of starting with the software catalog and a product recognition ensures a good and reliable data collection. It might raise the initial effort, though. Add-ons seem to give additional value if applicable for the company."

Johannes Biesing, Vice President Product Management at USU, comments:

"In our view an 89% willingness-to-recommend is the strongest signal we can receive. Compared to last year, we improved by three percentage points and are among the vendors with the highest recommendation scores in this year's report. We believe this trust from our customers reinforces our commitment to driving innovation, maintaining close customer relationships, and continuously advancing powerful Software Asset Management solutions."

The Gartner Peer Insights™ Voice of the Customer for Software Asset Management Tools, published on June 30, 2026, is available to qualified Gartner clients on the Gartner website.

*[Gartner Peer Insights, Voice of the Customer Methodology, 23 July 2026](#)

This press release is available at <https://www.usu.com/en/news>.

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About USU

As a leading provider of software and service solutions for IT and customer service management, USU helps customers optimize IT resources in the cloud and AI era. Organizations worldwide rely on USU to modernize their IT infrastructure, minimize cloud costs, and enhance service excellence.

USU technologies provide comprehensive transparency and control over hybrid IT environments—from on-premises data centers to cloud-based services and hardware assets. Additionally, USU's AI-powered platform serves as a central knowledge base, delivering consistent information across all communication channels and customer services.

More information: <https://www.usu.com/en/>

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This press release can be viewed online at: <https://www.einpresswire.com/article/933904023>

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