



Optimisation Services for Microsoft

Insight 

Introduction

There is always an opportunity to improve, but it takes time, resource and deep knowledge. Where do you start, what do you look at and how do you go about it?

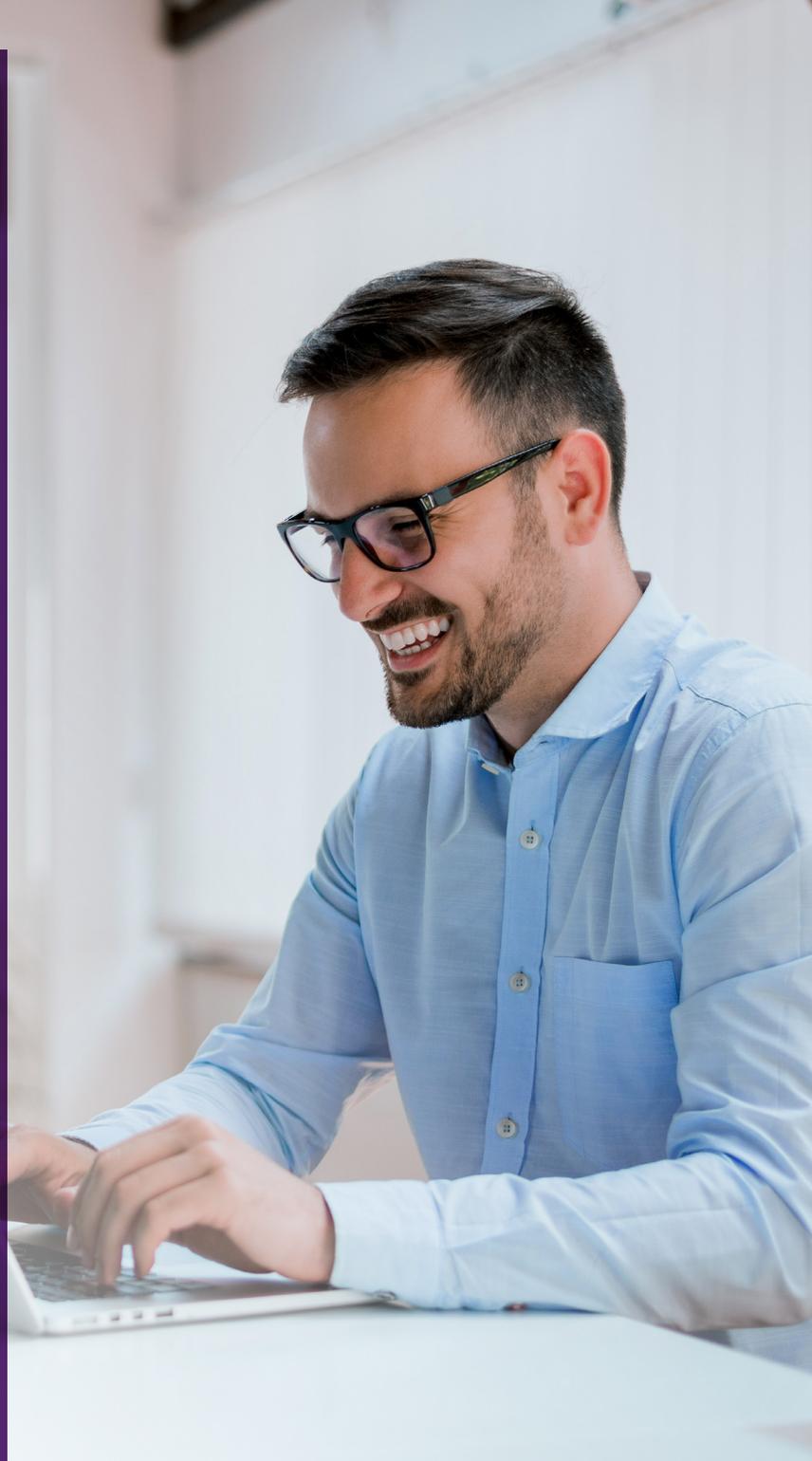
In today's complex software and cloud environment you need to be both a technical and commercial contracts expert to truly make a difference.

Insight has Microsoft licensing consultants who have deep expertise, knowledge and experience in all things to do with Microsoft licensing, gained through previous licensing, commercial contracts and auditing roles within Microsoft.

We deliver the right insight, guidance and expert help at the right time, so you can be in the best position to maximise costs, reduce risks and achieve a greater return on your investments

Additional Software Supply Chain Optimisation guides for reference:

- Procurement services
- SAM-as-a-Service
- Optimisation services



Contents



Commercial Healthcheck

4



Azure Governance – Cost Optimisation

5



Optimised Licencing Solution

6



Optimised Commercial Contracts

7



Continuous Optimisation Service

8



Commercial Healthcheck

Recent times have seen rapid changes in how businesses have to operate. The move to rapidly adapt to remote working environments whilst maintaining operations has put huge strains on resources and budgets.

However, there is an opportunity to look at optimising or reducing costs to support your software strategy in both the short and long term. Focusing on your upcoming Microsoft renewal can have a big impact on your planned spend and deliver better agility moving forwards.

Our Service

Our consulting experts will work with your team through a rapid remote engagement, providing data-driven analysis to benchmark your proposal.

How we deliver:

- Provide your preliminary proposal.
- Insight's experts will perform a commercial benchmark, using our proprietary knowledge database.
- Insight will deliver and present your commercial benchmark report through a remote meeting.

Your Outcomes

Your commercial benchmark report will show how your proposal compares to organisations of a similar size and complexity.

- Access to detailed market intelligence.
- Commercial benchmark of your overall agreement discount to understand how your deal compares to what is happening in the market.
- Potential to improve your negotiations and optimise your cost reduction opportunity.



Azure Governance – Cost Optimisation

Speed and agility to adapt has never been more important than it is now. Many businesses have had to rapidly modify their operations in recent times. This has put increased pressure on both budgets and cashflow at times of great uncertainty.

The need to quickly identify areas within current operations that can save cost and reduce expenditure is an imperative. This supports the business to help fund their immediate requirements such as, technology that enables their workforce to continue operations or to improve cashflow.

Insight's Azure governance service is a rapid, remote delivered engagement focused on identifying cloud wastage and the actions you can take to reduce cost and improve cashflow.

Our Service

Our consulting experts will work with your teams through a rapid remote engagement, providing data-driven analysis and guidance to reduce your costs. We help you through a structured and proven process that delivers results fast:

- Requirements preparation meeting.
- Remote delivered workshop: including download of billing and technical data, live analysis to show you how to review over-provisioned, under-used or abandoned resources.
- Detailed report with key recommendations.
- Review of recommendations and actions with your team.

Your Outcomes

As a result of our engagement, you will be able to make quick decisions around reducing costs and optimising your cloud spend.

- Gain a clear picture your cloud computing usage, cloud spend, and over-provisioning or under-use.
- Identify immediate cost saving actions.
- Increase operational efficiency.

Where we have helped before - Manufacturing Client

- Needed guidance and support to optimise resources in cost control, predictability and cost avoidance.
- 20% immediate savings on monthly Azure spend.
- Process improvements implementation to void overspend.
- Regained control through improved process management.



Optimised Licensing Solution

Having the right detailed information at your fingertips is an essential part of being in a strong position to determine your next licensing agreement.

More often than not, organisations are caught out and put on the back foot because they do not have a clear picture across entitlements, consumption, compliance position, risks or future opportunities. What if you could have a clear set of options that align to your future IT strategy and meets your demands?

Our Service

- Facilitation of your data gathering requirements supported by Insight standard templates.
- We perform analysis across your entitlements, desktop/user estate, server estate and cloud consumption.
- We lead a series of strategic planning workshops with architects, IT management, procurement and other relevant stakeholder groups.
- We model a set of scenarios based on the gathered data and workshop outputs.
- We prepare our recommendations for future licensing and contract requirements.

We can also help through

- Producing your consumption baseline.
- Providing licensing briefings on current and future products.
- Cloud governance services to identify wastage and remediation.
- On-going support to optimise your licensing position.

Your Outcomes

- A clear view over your current usage of licensing and subscriptions.
- Insights into relevant licensing topics and publisher roadmaps for your key stakeholders.
- Alignment of your business requirements into a clear demand for your next agreement.

Where we have helped before

Local Government

- No complete visibility of deployed licenses and compliancy concerns.
- Objective to reduce costs and mitigate risks.
- Identified deficiencies in licensing and areas to reduce cost.
- 20% immediate cost savings identified.
- Full visibility and assurance their Microsoft estate was compliant.



Optimised Commercial Contracts

More often than not commercial contracts always favour the publisher and tie you into agreements that do not deliver the flexibility you need.

This is often driven by the licensing models and behaviours of publisher sales account teams resulting from their incentive structures. What if you could develop a publisher engagement strategy that has flexibility to meet both your current needs and future IT roadmap? You could be in a stronger negotiation position based on detailed market intelligence and benchmarking with deep knowledge of where you can negotiate more advantageous terms to suit your business. The result is an optimised contractual agreement to suit your future needs

Our Service

- We provide focused support and constructive challenge to your negotiation team.
- We advise you on publisher communication strategies.
- We work with you to determine negotiation strategies and options, including commercials, contractual contents and terms.
- We explain the levers and fall-back options you can use with Microsoft.
- We provide market intelligence through commercial and contractual benchmarking.
- We prepare and present our recommended approach with detailed spreadsheet analysis.

We can also help through:

- Producing your consumption baseline and SAM services.
- Providing licensing briefings on current and future products.
- Cloud governance services to identify wastage and remediation.
- On-going support to maximise the return from major licensing agreements.

Your Outcomes

- Develop a clear negotiation strategy – essential versus desired outcomes.
- Leverage market leading experience to obtain the right contract contents and structure.
- Access to benchmarking to help ensure you get the right price, discount and product mix.
- Have a contract and terms that supports your future requirements and you utilise the value obtained.
- Reduce wastage by procuring what you really need, an optimised contract for your business.

Where we have helped before

Case study

- Used consumption and future requirements information to produce an optimal licensing structure.
- Negotiated flexibility into key terms, including revised profiles.
- Over €11 million in future contract savings.
- Achieved a discount of over 17% on all relevant product categories.



Continuous Optimisation Service

Align your licensing solution to your IT roadmap for Microsoft technology on an ongoing basis with a reduced total cost of ownership

We define and deliver the contractual structure to support your business to acquire and maintain the right licensing and subscriptions. We deliver services targeted to improve decision making, prevent overspending and under-utilisation. We start with preparing you for renewing your Microsoft agreements. We then deliver recurring and ad-hoc services in close collaboration with your IT and procurement teams to help you make informed decisions. As your agreement period approaches expiry (typically 9-12 months), we prepare the subsequent renewal or migration of your Microsoft agreements.

Our Service

We use a three phased approach:

- **Phase one** - The delivery of two service elements, which are described previously: optimised licensing solution to build your ideal requirements and an optimised commercial contract
- **Phase two** - On-going services across your Microsoft contract period including:
 - Day to day support on Microsoft licensing using our Licensing Desk to answer questions and provide licensing briefings and information on demand
 - Semi-annual health checks reviewing changes made to your Microsoft infrastructure
 - Semi-annual workshops to update you on how the latest Microsoft developments may impact your organisation
 - True-up support guiding you through your annual count and declaration using our entitlements and subscriptions platform within myInsight
 - An advisory board for new projects and to support contractual negotiations that are required through major organisational changes (e.g. acquisitions, divestments or new technology adoption).
- **Phase three** - Revisits phase one prior to your next Microsoft agreement negotiations

Your outcomes

- Ensure you maximise the benefits of your investment in Microsoft technology on an ongoing basis.
- Reduce the total cost of ownership of your investment in Microsoft technologies.
- Access to on-demand licensing knowledge through our myInsight platform, with a team to answer all your Microsoft licensing questions.
- Support for new projects through an advisory board to understand the impact on your licensing estate and contractual situation.
- Regular assessments to deliver ongoing optimisation and remediation plans.
- Efficient support through your annual true-up process based on the myInsight platform.
- Commercial support if and when your situation changes, for example mergers and divestments.

Where we have helped before

Software Publisher

- Current licensing contracts and products did not meet strategic goals and requirements.
- Reduced profiles and contracts to meet business requirements.
- Immediate \$2.6M saved on true-up.
- Realising \$13M future cost savings over a 3 year period.
- Renewal process now managed with a clear business and SAM methodology.

About Insight

Today, every business is a technology business. Insight Enterprises Inc. empowers organisations of all sizes with Insight Intelligent Technology Solutions™ and services to maximise the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Centre Transformation, Connected Workforce, and Supply Chain Optimisation solutions and services, we help clients successfully manage their IT today while transforming for tomorrow. From IT strategy and design to implementation and management, our 11,000 teammates help clients innovate and optimise their operations to run business smarter. Discover more at uk.insight.com.



08444 723 800 | uk.insight.com