

# Navigating enterprise licensing opportunities during COVID-19

## Immediate actions to take

Optimizing and right-sizing your enterprise license and cloud spend can free up much-needed liquidity while enabling your organization and workforce with the right tools to have maximum impact. The key is to make appropriate evaluations of on premise and SaaS licensing before making purchasing decisions.

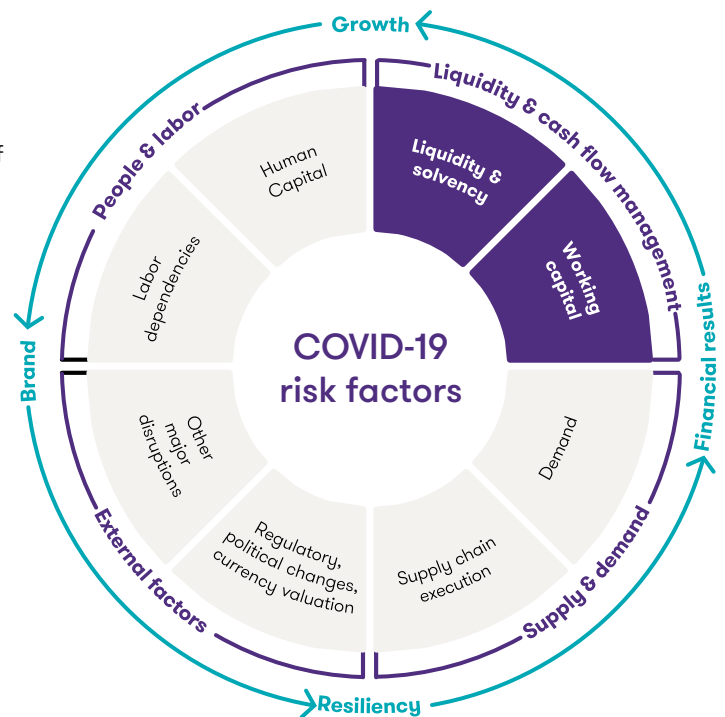
### Important actions to take include:

- Rationalizing user profiles by level of access to functionality
- Optimizing licensing metrics (users versus CPU), support levels
- Analyzing contracts to identify unnecessary products / bundles
- Evaluating SaaS usage and adopting optimum usage / pricing models
- Identifying areas of infrastructure optimization
- Determining areas for reducing licensing, compute, storage and network costs in the cloud

The COVID-19 crisis may also heighten the audit risk for end-users as software companies try to recover from the crisis by initiating more audits of their customers. Having the appropriate knowledge, processes and tools to defend your organization with trustworthy data will help you avoid high penalties.

### To increase audit resilience, consider:

- Performing frequent reconciliations of entitlements versus deployment for expensive software
- Leveraging technology tools to manage compliance in virtualized environments



Resiliency starts with a commitment to identify and mitigate risk factors that can further disrupt your business

## Assessing your level of preparedness

As you evaluate your level of preparedness to address immediate opportunities and areas of risk, you can consider:

- Are your Cloud and SaaS licenses truly economical to your organization's objectives in this novel environment?
- Do you have the trustworthy data and expertise to renegotiate your software contracts to your advantage?
- Do your internal resources have the time and expertise to address enterprise licensing optimization as they continue to work remotely and address other competing priorities?
- Are you prepared for sudden and untimely audit notifications from your key software vendors such as Microsoft, Oracle, SAP or IBM?

## At the ready to help you

As you work to quickly reduce cost and audit risk during these unprecedented times, our software asset management specialists can help you formulate creative and agile strategies. Specifically, we can help you with:

### Contract analytics and optimization (for 90 day renegotiations)

- Rapid analyses of contracts, order documents and licensing metrics to understand entitlements
- Return on investment analysis for contract renegotiations / renewals focused on product mix, pricing, discounts and special terms
- Managed services for support with renegotiations, renewals and annual certifications

### Technology services and cloud economics (for near-term expense reduction)

- Cloud economics assessments and migration assistance to optimize licensing, compute, storage and network costs across Azure, AWS, GCP and other providers
- Fine-tuning SAM tools to maximize return on investment generating trustworthy data for decision making
- Implementation of SAM tools such as ServiceNow, Snow Software, Aspera and others

## Living our values of collaboration, leadership, excellence, agility, respect and responsibility

We will help you focus on what is most critical now so that you can better respond to the pandemic and move towards resiliency.

### You can count on us to:

- Deliver insight based on how software vendors operate as a result of past roles with major software companies
- Bring a calm and deliberate approach to discussing key considerations
- Save hard dollars
- Respond at the speed of your need
- Help you align software asset maturity to your exact needs in light of the current environment



## Contact



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