



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



Microsoft Baseline Review

4



Azure Guardian – Cost Optimisation

5



Optimised Licencing Solution

6



Optimised Commercial Contracts

7



Continuous Optimisation Service

8



Microsoft Baseline Review

Insight's customers all require software deployment and information to be able to effectively true-up or renew their Microsoft licenses every year. On the surface, it seems a simple process to collect this information but customers tell us this is not always the case. In fact, many customers find that they are required to divert critical projects and BAU resources to support their Microsoft review.

Insight has a solution designed to help customers collect this information, with minimal business impact, whilst leveraging our licensing expertise, to create opportunities to optimise your Microsoft spend. The Microsoft Baseline Review is specifically designed to help customers gather the information they need to enable a cost effective Microsoft true-p or Renewal and provide them with a complete view of their current Microsoft product deployments and licensing position.

Microsoft Baseline Review Opportunities

Insight's Microsoft Baseline Review engagement will help you:

- Save time by collecting the data you need to effectively renew with Microsoft
- Monitor and optimise costs associated with purchasing and maintaining your software
- Control business and legal risks related to improper software deployment
- Optimise your hardware and software investments based on accurate and detailed inventory and user data
- Align IT with organisational goals

What to expect from a Microsoft Baseline Review

Every engagement will be slightly varied depending on your infrastructure, needs, and goals. At a high level, an engagement can be broken down into four phased: Planning, Data Collection, Data Analysis and Presentation



Azure Guardian – Cost Optimisation

Public cloud is an enabler for organisational agility and flexibility to meet the increasingly rapid demands of an organisation to innovate and stay competitive. However, the pace at which a business moves, invariably means that operational governance is often overlooked or difficult to manage, leaving the enterprise open to vulnerabilities, spiraling costs and cloud usage that is not fit-for-purpose is commonplace

The complexity associated with managing Azure platform costs and the myriad of services and consumption options available for existing footprint, leaves significant opportunity to re-mediate inefficiencies and budget challenges. Proper governance and controls tailored to meet the needs of your organisation should be part of any good cloud strategy. It ultimately gives IT leaders the peace of mind for planning budgets.

How we help

Our technical and commercial experience with Azure will enable you to strike the right balance for a governance model on Azure usage and cost management that still fosters enterprise cloud agility and innovation. As a specialist, yet lightweight service, Insight Guardian provides regular reporting on your cloud environment. The Insight Guardian reporting summarises recommendations to reduce and optimise costs and other potential remediation activities including:

- Augmented Advisor Cost recommendations
- Platform-level resource clean up
- SQL right-sizing
- VM right-sizing
- Reserved instances
Hybrid use benefits
- Annual licensing reviews

Key challenges addressed

- Visibility and governance of cloud estate and total spend
- People and processes to manage cloud environment
- Optimising cloud resource usage and configuration
- Technical expertise to effectively manage and right-size Azure and IT core infrastructure aligned to best practices



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

Insight Enterprises, Inc. is a global Fortune 500 Solutions Integrator helping accelerate transformation by unlocking the power of people and technology. We architect, build and manage solutions for complex IT environments. Our digital transformation services include deep expertise in cloud, data, AI, cybersecurity and intelligent edge, augmented by longstanding relationships with 6,000+ technology partners. By quickly and effectively delivering best-fit solutions, we help our clients simplify modern business processes to improve customer and work experiences, business intelligence, efficiency and growth. We're rated as a Great Place to Work, a Forbes World's Best Employer and a Fortune World's Best Workplace. Discover more at au.insight.com. NSIT-M



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