

# Software Smart Buying

Lower cost, better insight





**Software Smart Buying by SCC helps you understand your software estate and licensing risk – achieving transparency, cost predictability and control. We enable you to pre-empt nasty surprises and save you money across all your business software assets.**

**By partnering with us, you can proactively manage the risk of non-compliance, save money through effective use of licensing and encourage business growth through the correct utilisation of your existing estate.**

### **What is Software Smart Buying?**

The software buying process is difficult. Often businesses don't know what licenses they've bought, what they need, or if they're getting true value for money.

Then there is the question of compliance and the risk of hefty fines for not having control over your software estate.

Software Smart Buying is SCC's approach to giving you full transparency. Our expert consultants help you regain control and Software Smart Buying ensures you keep it.

### **Software Smart Buying will help you:**

- Predict software and licensing costs and avoid nasty surprises
- Lower total annual costs by up to 23%
- Eradicate risks associated with software deployment
- Manage the software lifecycle and transition process
- Enable full visibility across your entire software estate

### **What Does Software Smart Buying Include?**

Software Smart Buying is broken into four main services, delivered as a one-off project or as part of an ongoing managed service from SCC, CRN's Managed Services Provider of the Year 2015.

Each service answers a different question around your software license entitlement, usage, reconciliation, and renewals management.



The four services are:



Entitlement



Reconciliation



Usage Discovery



Management



## Software Challenges

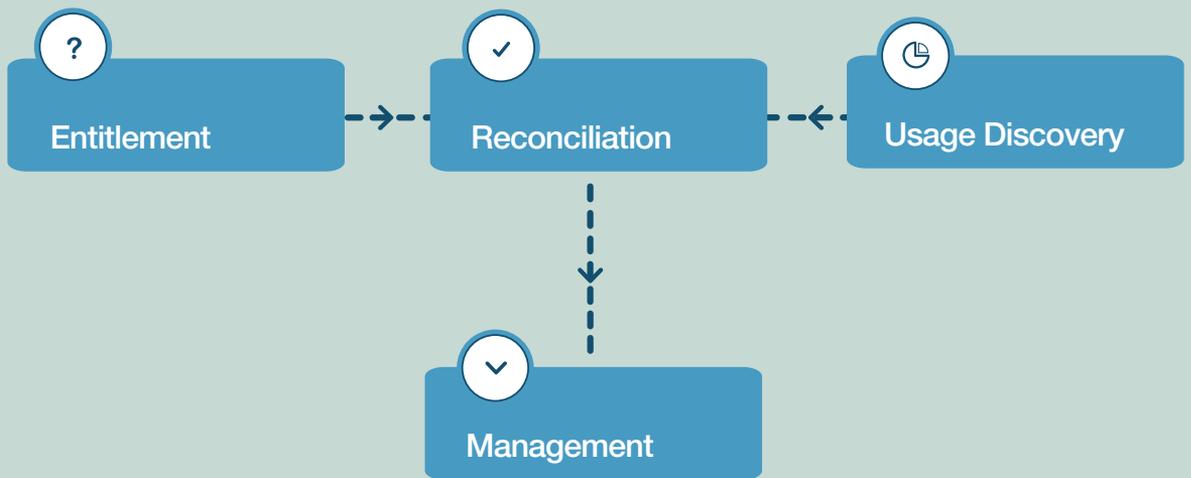
- ❌ Ambiguous, changing pricing guidelines
- ❌ Complex license agreements
- ❌ Varying definitions vendor-by-vendor
- ❌ Incomplete, inaccurate entitlement data
- ❌ Evolving business environments
- ❌ Cloud computing models and 'as a Service' offerings

## Software Smart Buying Benefits

- ✅ Lower cost, better insight
- ✅ Optimise software deployment
- ✅ Eradicate software licensing risk
- ✅ Enable accurate planning and business continuity
- ✅ Reduce and control IT spend
- ✅ Gain full visibility over your software estate

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# Software Smart Buying



Our License Management team identifies what you have bought, what you are using, and any opportunities to lower price across the board, giving you better insight into your licensing position and preventing expensive fines for non-compliance.



## Software Smart Buying

# Licensing Entitlement

What are you buying?

Our Software Smart Buying Entitlement service gives you visibility of the licenses you own. It's unlikely that you'll have an accurate figure – and it's most common for businesses to have too many, too few, and too many contracts from multiple suppliers to really know either way.

### Software Entitlement Challenges

**Too many suppliers** – It's normal to procure software from a wide range of partners, manufacturers, software licensing companies, channel resellers, IT services providers, and more. But this makes it difficult to accurately manage contracts and associated licenses.

**Renewals management** – Without efficient management of the licenses you own, it's impossible to know what is available, what's needed, and when licenses are up for renewal.

**Compliance** – In most cases, there is a notable margin for error when it comes to compliant software implementation and deployment. It's normal – but that doesn't stop you being subject to flash auditing and in danger of receiving huge fines for not having the correct licenses in place.

### Software Smart Buying Benefits – Entitlement

**Simplicity** – A one-time or recurring service, you can quickly get an accurate view of the licenses you own.

**Better insight** – You'll see the bigger picture of your software estate.

**Automation** – The first step to a fully managed Software Smart Buying solution, alongside other elements of the Software Smart Buying portfolio.

### Do You Need SCC's Software Smart Buying Entitlement Service?

Yes, if you're unable to answer these simple questions:

- What is your SAM strategy?
- How many software licenses does your business own, to the nearest 1,000?
- Who in your business manages software procurement?
- Do you have clear visibility of ad hoc software purchases by other teams?



## Software Smart Buying

# Usage Discovery

What are you using?

Our Software Smart Buying Usage Discovery service identifies software installed and used across your entire IT estate. As the digital workplace becomes wider and even more complex, Usage Discovery will help you track your software portfolio in desktop and mobile environments, on PCs and servers.

### Software Usage Discovery Challenges

**Organisational silos** – As your business grows, it's more and more difficult to track the deployment of active licenses. In a large business with multiple environments and an unclear SAM strategy, it's unlikely that you are optimising available licenses or expenditure.

**IT infrastructure** – Our Usage Discovery service is able to track active licenses even in the most complex of IT infrastructures.

**Digital workplace** – The future's here and you're either doing, planning or avoiding mobile working – either way it's happening. And with it, even greater challenges in the management of software being deployed to laptops, desktops and mobile devices.

### Software Smart Buying Benefits – Usage Discovery

**Optimisation** – Eradicate over or under-licensed software, ensuring compliance and optimised costs.

**Insight** – Get accurate visibility over the active licenses used across your IT infrastructure estate, regardless of device type or environment.

**Security** – Improve data security, software maintenance and efficiency.

**Smart buying** – Enable strategic decisions around the procurement of software and take control of negotiating deals with multiple suppliers, armed with accurate licensing statistics.

### Do You Need SCC's Software Smart Buying Usage Discovery Service?

Yes, if you're unable to answer these simple questions:

- What is your SAM strategy?
- How many software licenses does your business own, to the nearest 1,000?
- Who in your business manages software procurement?
- Do you have clear visibility of ad hoc software purchases by other teams?
- What licenses have you deployed?
- How do you stay on top of license entitlements across each of your suppliers?



## Software Smart Buying

# Reconciliation

What you are buying vs. what you are using

Our **Software Smart Buying Reconciliation** service takes the information from both the **Entitlement and Usage Discovery** services to optimise your software license estate. You have visibility over the licenses you own and the software you've deployed – and our reconciliation puts those results into context, identifying where you're over or under-licenses. The outcome is control: save money and stay compliant.

## Software Reconciliation Challenges

**Knowing your rights** – The complexity doesn't end once software licenses are identified. Many licensing terms and conditions are extensive and detailed, with restrictions on use and formal deployment guidelines.

**Compliance** – In most cases, there is a notable margin for error when it comes to compliant software implementation and deployment. It's normal – but that doesn't stop you being subject to flash auditing and in danger of receiving huge fines for not having the correct licenses in place.

**Accuracy** – It is commonplace for entitlement and usage data to be wildly inaccurate, making reconciliation near enough impossible. With no accurate data, accurate reconciliation is too complex a process for most businesses.

## Software Smart Buying Benefits – Reconciliation

**Control** – You probably asset tag hardware and have a good grasp of your hardware estate. Reconciliation is the software equivalent.

**Smart buying** – Enable strategic decisions around the procurement of software and take control of negotiating deals with multiple suppliers, armed with accurate licensing statistics.

**Eliminate risk** – It's simple: you cannot measure size of risk with inaccurate data and zero visibility. So take control over your software licensing and data security.

## Do You Need SCC's Software Smart Buying Reconciliation Service?

Yes, if you're unable to answer these simple questions:

- What is your SAM strategy?
- How many software licenses does your business own, to the nearest 1,000?
- Who in your business manages software procurement?
- Do you have clear visibility of ad hoc software purchases by other teams?
- What licenses have you deployed?
- How do you stay on top of license entitlements across each of your suppliers?
- Who in your business manages license contracts?
- How early are you prompted that a license is about to expire?
- What mechanism do you have in place for license renewals?
- Would you pass a compliancy audit today?



# Software Smart Buying Management

Keeping on top of it

Our **Software Smart Buying Management** service puts you in control. We implement and manage a proactive approach to licence contract and renewals, enabling you to focus on your day-to-day business, with no risk, and an accurate view of your active and expiring licenses. Our licensing experts will save you money, keep you in control, eradicate risk, and help you operate more efficiently.

## Software Management Challenges

**Focus** – We know that software and licensing is pretty low on your everyday agenda. When businesses don't know how much money they are wasting, they don't count it as a loss – unlike a fine for non-compliance, which could be just around the corner.

**Complexity** – It's not uncommon for businesses to employ somebody to manage software licensing, only for that person to drown in a multitude of varying, complex licensing models.

**Entitlement vs. usage** – Even if you think you've got it under control, accurate management can only be achieved with accurate data around software entitlement.

**Organisational silos** – Who procures software in your business? If you're one of the few that does centrally manage, how many departments procure ad hoc? How much shadow software is lurking in your business?

## Software Smart Buying Benefits – Management

**Compliance** – Our licensing experts will keep you compliant and ensure you avoid any nasty surprises.

**Support** – You'll be in control of license expiry and renewals, meaning no interruptions to BAU.

**Manage** – Identify licenses that are going unused and consolidate your software estate accordingly.

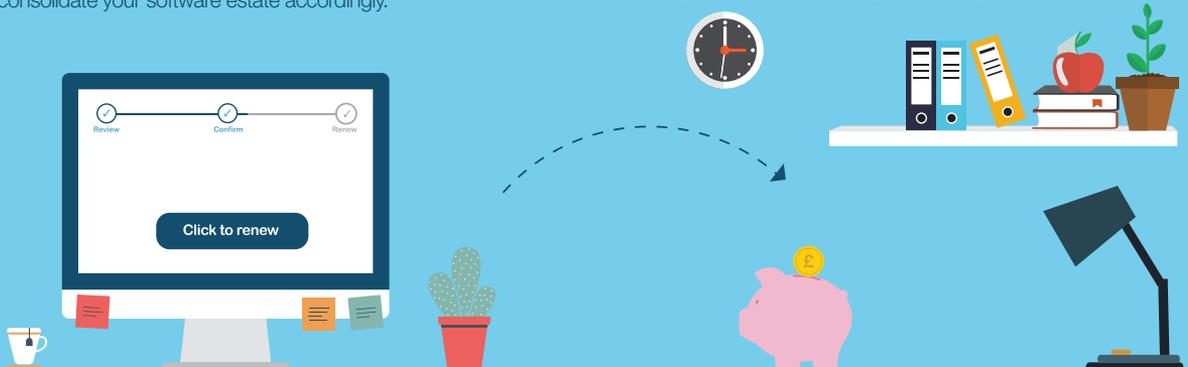
**Smart buying** – Enable strategic decisions around the procurement of software and take control of negotiating deals with multiple suppliers, armed with accurate licensing statistics.

**Focus** – Free up resource, management and time to concentrate on business critical activities without distraction.

## Do You Need SCC's Software Smart Buying Management Service?

Yes, if you're unable to answer these simple questions:

- What is your SAM strategy?
- How many software licenses does your business own, to the nearest 1,000?
- Who in your business manages software procurement?
- Do you have clear visibility of ad hoc software purchases by other teams?
- What licenses have you deployed?
- How do you stay on top of license entitlements across each of your suppliers?
- Who in your business manages license contracts?
- How early are you prompted that a license is about to expire?
- What mechanism do you have in place for license renewals?
- Would you pass a compliance audit today?

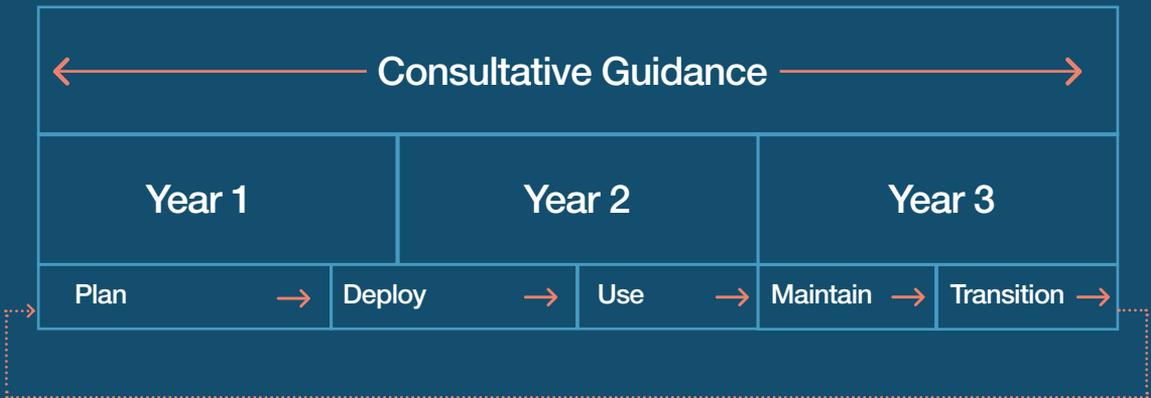


Software Smart Buying

# The Software Lifecycle

## Getting the Most From Your Enterprise Agreement

Software Smart Buying by SCC enables detailed insight into the challenges and opportunities of your software lifecycle. Our consultative approach gives you the highest level of expertise and most complete services throughout your Microsoft EA lifecycle.



## Microsoft Partner

- Gold Cloud Productivity
- Gold Datacenter
- Gold Intelligent Systems
- Gold Communications
- Gold Software Asset Management
- Gold Volume Licensing
- Gold Midmarket Solution Provider
- Gold Identity and Access
- Gold Hosting
- Gold Devices and Deployment
- Silver Cloud Platform
- Silver Collaboration and Content
- Silver Datacenter
- Silver Messaging



## Why SCC

We enable people to do business. We make IT work through partnership, knowledge and passion.

SCC is trusted to run IT infrastructure and services for over 2,500 customers in more than 50 countries. We operate out of 75 locations in the UK, France, Romania and Spain.

SCC UK supports the Highways Agency, British Airways, National Trust, Stobart Group, Babcock and the BBC, among others.

2,000 people in 10 major cities including its Birmingham headquarters, London, Manchester, Edinburgh and Belfast make SCC the country's principal independent IT services provider.

We own and operate Tier 3 Data Centres with 2,000 racks, networked in 18 Data Centres nationally, with 14 mega-watts of power to our owned facilities, more than 1,200 Cloud-based virtual servers and 600 terabytes of Cloud-based storage – with room for expansion.

We were the first provider to receive Pan-Government accreditation for our multi-tenanted Cloud platform, Sentinel by SCC.

We plan, supply, integrate and manage IT. So when people do business, we make it work.





Europe's biggest independent IT services business



Profitable growth since 1975



Top 3 UK Data Centre & Cloud Services provider



SCC revenues: £1.55bn



5,000+ employees across Europe



Leading strategic partner to all major technology vendors



Supporting more than 5 million users



Managed Services Provider of the Year 2015



PLAN | SUPPLY | INTEGRATE | MANAGE

**People do business. We make it work.**



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