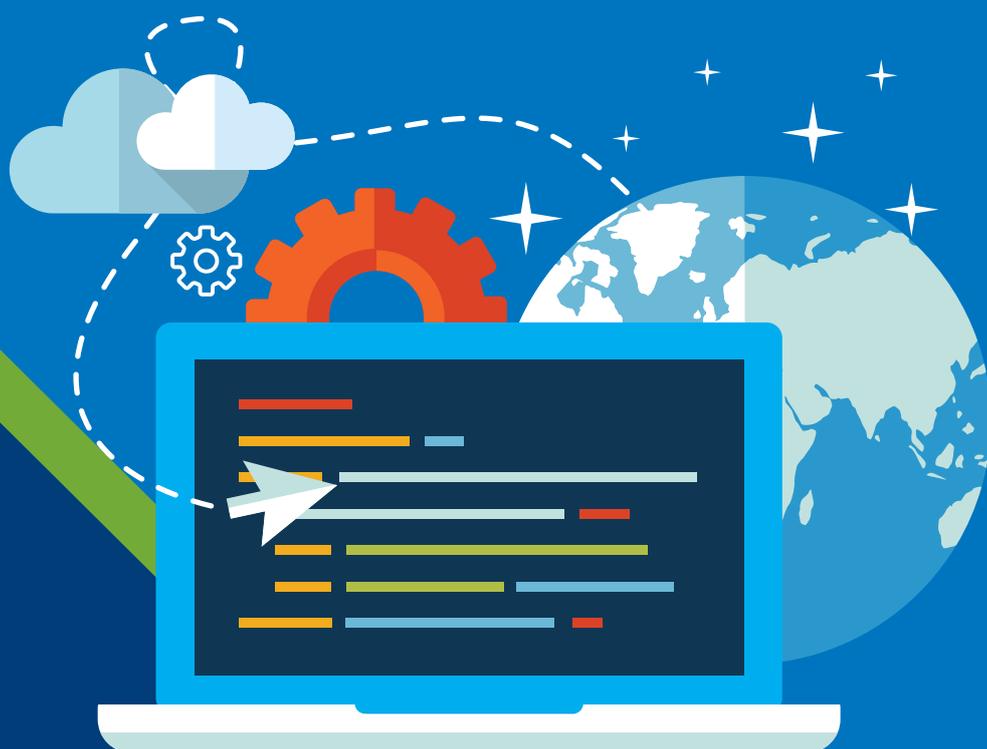


Focus Service

The Software Asset Management Platform
designed and built by SAM Professionals
for SAM Professionals



Welcome

Here at Phoenix Software, we're passionate about helping make your Software Asset Management (SAM) and software licence management function as simple and straightforward as possible. That's why we'd like to use this brochure to introduce you to our software licence management platform known as the **Focus Service**.

Not managing your software licensing effectively could be causing your organisation to over-spend on software by an average of 30% per year. Having full awareness of your Effective Licence Position (ELP), therefore, is clearly essential for any organisation - large or small.

As one of the UK's leading independent providers of software licensing and Software Asset Management (SAM) services, Phoenix Software is perfectly placed to help your organisation take control.

Our Focus Service is an exclusive platform delivered by Phoenix Software Licensing Specialists, providing you with a clear view of your software licence position. We can even assist with your enterprise software estate (Oracle, IBM and SAP), as well as helping take the pain out of understanding and managing your virtual environment and the associated licensing requirements.

The aim of this brochure is clearly to set out the benefits of adopting a Managed Service approach, while also providing you with the detail behind our Focus Service, so you can choose the service level best-suited to your individual requirements and budget.

We have also included three interesting success stories which bring to life the real value and benefits to be gained from partnering with Phoenix Software and adopting the Focus Service.

I hope you find this brochure of use and should you require any further information, please don't hesitate to contact a member of the Phoenix SAM Team on **01904 562200**, email focus@phoenixs.co.uk or visit www.phoenixs.co.uk/focus

Kind regards



Johnny Ellis
Sales & Marketing Director | Phoenix Software

"Without question our partnership with Phoenix Software has been instrumental in supporting the delivery of the Trust's IT strategy and realising continuous improvements in licensing. This would not have been possible without them."

Wellcome Trust
Read the full case study on page 12

"We needed to make a decision on how best to manage our compliance position. We therefore sought out a licensing specialist that could answer all of our questions and put us on the best possible footing ahead of our next licensing renewal."

Family Mosaic
Read the full case study on page 16

"Fundamentally, we now have complete control over our software spend without having to lift a finger, which leaves us free to add value to other areas of the business."

Orbit Group
Read the full case study on page 20

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SUCCESS STORIES



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The Phoenix Software Focus Service improved Wellcome Trust's overall licence compliance from 63% to 97% - and it was later found to be 100% compliant during two separate vendor audits.



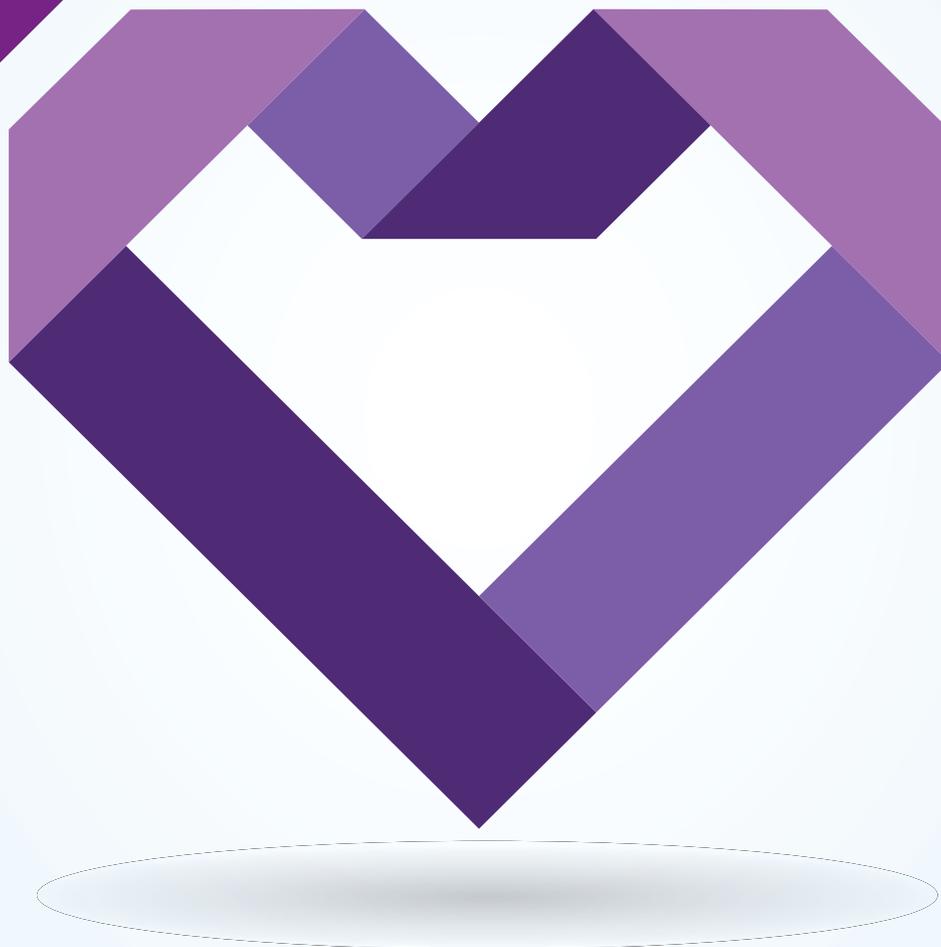
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Family Mosaic has not only benefitted from a reduction in its anticipated licence renewal costs of 20% but now has complete confidence that its software compliance position will be professionally managed by licensing experts.



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With the Phoenix Software Focus Service, Orbit Group now has the peace of mind that its software licence compliance is managed by experts and that every pound spent on software delivers real value.



Why manage your software?

Along with its people, software sits at the heart of every business and without it organisations would be immobilised, that's why software takes up on average 31% of an IT budget.

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call: 01904 562200 - email: focus@phoenixs.co.uk - visit: www.phoenixs.co.uk/focus



So, when you combine software deep-rooted in an organisation with the expense of licences, software is a financial investment which should not be left unmanaged. Instead, your software licences should be proactively maintained to ensure your organisation does not fall foul of these three main risks - all of which result in unnecessary financial outlay:

- Overspending on software
- Being in a non-compliant position
- Inefficient IT, SAM and procurement processes

What is the Phoenix Software Focus Service?

Essentially, the Focus Service is everything you need to know about your software licences – but all in one place.

A typical organisation like yours will have multiple sources of software licensing information - software usage from your discovery tool, licence records from your Large Account Reseller such as Phoenix Software and spread sheets – that's at least three sources of information you need to collate and manage before you can even begin considering establishing your compliance position.

Wouldn't it be simpler if you could choose a central source of truth, which not only can be securely accessed from any device with an internet connection, but also includes an abundance of reporting intelligence for you to benefit from? That's what you get with the Phoenix Software Focus Service - it's the simplest way to access and manage your software licence information.

It's your quick response to an audit request

Is your organisation audit-ready? Yes ... no ... possibly?!

With the Focus Service, you get on-demand access to your latest compliance position, along with plenty of compliance evidence and reports, ensuring that it only takes a matter of days to respond to an audit request rather than potentially weeks or months by doing it in-house.

It's the fastest way to save money on your software spend

Most organisations overspend on software by as much as 30%. They buy too much, purchase through the wrong agreements, fail to re-harvest existing licences and that's without considering the cost implications of being non-compliant. By adopting the Focus Service and taking advantage of our expertise, you can quickly gain control of your software licences, optimise usage and consumption and ensure you never buy any unnecessary licences again. ➔

AT A GLANCE

- Minimise software over-spend
- Reduce risk of non-compliance
- Free up and re-align IT budgets
- Improve IT budgeting & planning
- Prevent over-deployment of software
- Drive licence agreement negotiations
- Build a solid foundation for effective SAM
- Maximise resource efficiency
- Minimise implementation, maintenance & staff training costs
- Reduce time to achieve benefits
- Enjoy scheduled & predictable payment terms to aid budgeting

'On average, a SAM Manager spends up to 3.5 days a week on 'number crunching' activities. Outsourcing the transactional tasks of licence management, therefore, not only powers your SAM programme, it also enables all staff to focus on what's really important - the smooth operation and success of your organisation.'

Why Choose the Phoenix Software Focus Service?

Save time and money

Valuable time and money, normally spent on product implementation, on-going staff training and system maintenance can be saved. As there is no on-site product installation, there is also no disruption to normal routines or processes and no need for the re-engineering of any existing internal IT infrastructure.

Improved cost efficiency

On top of the savings, scheduled payment terms are predictable and there are no large up-front costs assisting with long-term budgeting.

Reduced time-to-benefit over in-house solutions

The average implementation time for a SAM tool is around six months – that's 24 weeks without a glimpse of ROI. Successful installation and staff training doesn't guarantee results either though, that's just the start – maximising the tool's capabilities, consolidating, normalising and translating both discovery and purchasing data is all labour intensive and requires a skilled team.

The Focus Service needs little implementation and by leaning on our experienced team you can get a compliance baseline quickly and begin optimising your software and reducing spend.

Free up resource

On average, a SAM Manager spends up to 3.5 days a week on 'number crunching' activities. Outsourcing the transactional tasks of licence management, therefore, not only powers your SAM programme, it also enables all staff to focus on what's really important - the smooth operation and success of your organisation.

Take advantage of our experience

Why waste time and money on the transactional side of licence management when you can quickly get up and running using our dedicated team, which has years of experience delivering world-wide solutions as a service through the cloud.

More efficient support

As users access a simple cloud-based front end and the system is maintained in a controlled environment, usability questions are reduced and the diagnosis and resolution of issues is more efficient.



'Most organisations overspend on software by as much as 30%. They buy too much, purchase through the wrong agreements, fail to re-harvest existing licences and that's without considering the cost implications of being non-compliant. By adopting the Focus Service and taking advantage of our expertise, you can quickly gain control of your software licences, optimise usage and consumption and ensure you never buy any unnecessary licences again.'



Our Focus Service explained

Not having a clear view of your software licensing position could be causing your organisation to overspend on software by an average of 30% per year.

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call: 01904 562200 - email: focus@phoenixs.co.uk - visit: www.phoenixs.co.uk/focus

Analysts state that there is currently a 68% chance that an organisation such as yours will receive at least one software vendor audit request in any 12-month period. Having full awareness of your Effective Licence Position (ELP), therefore, is clearly essential for any organisation - large or small.

Establishing your ELP depends largely on the collection, aggregation and reconciliation of two data sets - your software deployment inventory and your software licence entitlements. By comparing these two data sets, an organisation is able to produce an ELP - that is, a list of shortfalls or surplus licences.

Discovery & Normalisation

Starting with the discovery of licences across your organisation's estate, our platform can connect to any inventory tool and bring in the relevant data. Gaining full coverage of what is installed within your estate is key to a successful Software Asset Management (SAM) programme.

Once your consumption data is gathered, you need to convert it into a readable format and start normalising the information. The Phoenix Software Focus Service takes on the time-consuming licence management tasks to produce the clear information your organisation needs to ensure you are compliant and have no software overspend.

Aligning the information of what is installed across your estate with the licences you have purchased is the most complicated section of licence management due to the complex licensing rules.

Licensing Rules

Possibly the most important part of licence management is understanding the licensing rules that go with your software and the contracts you have in place. Based on our many years of software licensing experience, we have found that customers are stumbling over the same challenges time and time again.

Understanding what is going on with these complicated software licensing environments has become even more of a challenge as technologies change and smart devices start to take over the workplace.

Phoenix Software offers knowledge and expertise to help overcome each vendor's licensing hurdles and give you a clear view of your software estate. Our team of in-house experts are regularly trained to ensure they are on top of all major vendors' rules and are prepared when a change comes into place. ➔

WHY PHOENIX SOFTWARE?

With more than 25 years' experience of helping customers manage their software licences, we are perfectly placed to give you a clearer view of your software estate:

- **Experienced** - we have completed more than 1,000 Software Asset Management (SAM) projects throughout Europe for organisations of all sizes, from 50 to 120,000 desktops
- **Market Leading** - all services based on the industry-leading licence management software from License Dashboard
- **Confidential** - Focus is a confidential service carried out for private clients
- **Knowledgeable** - we have in-depth knowledge of the licensing schemes affecting key market sectors - Corporate, Public Sector, HE and FE, Charities and Housing Associations
- **Enterprise Platform and Data Centre Control** - we can help take the pain out of understanding and managing your enterprise environment and the associated licensing requirements for Oracle, IBM and SAP software
- **Accredited** - we hold top SAM accreditations for major vendors such as Microsoft and Adobe. Our team of SAM experts is highly-trained and individually accredited
- **Industry Standard** - all our professional services are aligned to ISO/IEC 19770-1



'Analysts state that there is currently a 68% chance that an organisation such as yours will receive at least one software vendor audit request in any 12-month period. Having full awareness of your Effective Licence Position (ELP), therefore, is clearly essential for any organisation - large or small.'

Three Levels to the Focus Service

The Phoenix Software Focus Service offers three levels of service:

Level 1

The first step to a successful SAM programme is establishing what is installed across your estate, so you can start to understand your current licence position. To provide this visibility, our Software Licensing Specialists will consolidate your software usage and reconcile it against your licence entitlement to deliver a one-off, snapshot review of your organisation's Effective Licence Position (ELP).

Level 2

For those organisations looking to outsource the management of their software licence responsibilities, Focus Service Level 2 offers a comprehensive managed service. It covers all major software vendors except Oracle, IBM and SAP and provides:

- A regular detailed management report
- Access to hundreds of pre-defined online reports via our highly-effective secure web portal
- A dedicated SAM Advisor
- Assistance with setting up policies to establish organisation-wide processes

All of this ensures your organisation never buys any unnecessary software licensing again.

Level 3

We recognise that the management of your enterprise software estate (Oracle, IBM and SAP) requires highly-skilled and specialised resource – that's why we've created an additional level to our Focus Service. As well as all the services included in Level 2, by choosing Level 3 you also receive the dedicated enterprise licence management support of our Oracle, IBM and SAP experts.

Cloud Console

With service levels 2 and 3, you have access to Cloud Console – our reporting dashboard with hundreds of pre-defined reports to choose from so you can instantly access your effective licence position and make informed software purchasing decisions.

Focus Service Portal

If your organisation is looking for a more flexible reporting and analysis solution, then you should consider taking out a Focus Service Portal subscription.

Built using Qlik technology, our Portal is an intuitive reporting app that lets you view a high-level summary of your estate, specifics around SAM areas (devices, servers, BYOD), as well as offering you the ability to drill-down for a more detailed level of reporting when required.

Ask a member of our SAM Team for further information and indicative pricing.





Success Story

Wellcome Trust

The Wellcome Trust is a global charitable foundation dedicated to achieving extraordinary improvements in human and animal health by supporting the brightest minds in biomedical research and the medical humanities.

WATCH OUR VIDEO NOW



With an increasingly stretched internal IT team and poor licence compliance, the Trust chose Phoenix Software as its Software Asset Management Partner in an on-going engagement to manage the Trust's software and compliance position. The two organisations began working together in 2009 and have delivered cost savings and improved processes so significantly, that the partnership was extended for another three years in January 2014.

The Challenge

Back in 2009, Wellcome Trust's IT team realised it had little visibility of its software landscape: knowing what was installed on which machine along with their overall licence compliance position at any given time. Software was also being purchased and installed without the involvement or knowledge of the IT team. As a result, licence compliance was poor at just 63%. There were multiple versions and variations of the same software installed across the organisation's 750+ IT users, in addition to the Trust's wider IT resources which were accessed by over half a million visitors to its public exhibition centre every year. As a result the Trust was spending tens of thousands of extra pounds on new and renewed software that it didn't need. Software was also being installed locally without application packaging, resulting in multiple desktop variations which caused compatibility, upgrade and testing issues across the organisation.

Choosing to source an external partner, the Trust needed support to identify, audit and report on its software position as well managing its Software Asset Management (SAM) and licence compliance long term. They needed a partner that would meet all of their business requirements, could be relied upon for their expertise and had knowledge of the latest technology and licensing advances. Until this point the Trust's IT services were predominantly delivered in-house by an increasingly overstretched IT team. ➔

AT A GLANCE

The Organisation

The Wellcome Trust is a global charitable foundation dedicated to achieving extraordinary improvements in human and animal health by supporting the brightest minds in biomedical research and the medical humanities.

With an increasingly stretched internal IT team supporting 750+ staff, contractors and tenants, plus the IT resources for a public exhibition centre which sees over half a million visitors a year, the Trust chose Phoenix Software as its Software Asset Management Partner in an on-going partnership to manage the Trust's software and compliance position.

The Challenge

Moving from internal IT resource to working alongside an external partner that could provide support to identify, audit and report on its software position as well managing its Software Asset Management and licence compliance long term.

The Solution

The Wellcome Trust enrolled in Phoenix Software's Focus Service, which initially involved conducting an audit using License Dashboard License Manager. Phoenix then implemented processes to monitor and manage software licences long term. All new software purchases made through Phoenix Software are uploaded directly into the License Manager Web portal making tracking new licences and returning software much more manageable.

The Trust now receives a quarterly extract of software purchases and installations which reports on purchases, installations, compliance and unused software on a regular basis.

The Benefits

The Trust now has a more accurate and up-to-date view of its software landscape. The IT team is informed of software purchases and deployments thus avoiding duplicate software or multiple versions being installed which would previously have resulted in the incursion of unnecessary costs. Phoenix Software improved Wellcome Trust's overall licence compliance from 63% to 97%, however it was later found to be 100% compliant during two separate vendor audits.

Software rationalisation has enabled the Trust to reduce the number of applications it supports from over 1,000 to just 275, and as a direct result of Phoenix Software's strong vendor relationships it was able to avoid or save the Trust from over £820,000 in licensing costs.



Mark Bramwell, Head of IT, Wellcome Trust, said "Despite having never faced an audit before, we knew it was only a matter of time. We could see that licence compliance was becoming an increasingly 'hot topic' and that the number of vendor audits was on the rise. Knowing how disruptive and expensive audits can be, we planned to get ahead of the game so we were ready when the audit came. We therefore sought out a partner to help us.

"Fundamentally we were looking for a partner, not a supplier. We wanted an organisation that would work alongside us and share their knowledge, expertise and ways of working with us. We saw Phoenix Software as that partner."

The Solution

The Wellcome Trust enrolled in Phoenix Software's Focus Service. This involved Phoenix implementing a number of processes to address both the initial software licence compliance issues while establishing systems to maintain the Trust's position in the future.

Phoenix Software initially established Wellcome Trust's licensing position by carrying out an audit using License Dashboard's SAM tool License Manager. This found that the compliance position was just 63%, due to much of the Trust's software being old, obsolete, duplicated or redundant.

This identified that the Trust was incurring tens of thousands of pounds of avoidable and unnecessary software costs each year, while leaving it significantly vulnerable to unforecasted licensing costs if it were ever audited.

Working with the Trust to improve its compliance position was only the first step however. The next step was to implement robust systems that would ensure that unnecessary expenditure and poor compliance could not occur again in the future.

As part of the on-going partnership, Phoenix Software and Wellcome Trust developed processes that would continuously monitor and manage software procurement. Thus a quarterly report on purchases, installations, compliance and unused software was implemented. Instead of waiting to find out what software had been purchased and installed when they carried out an audit, the IT team at the Trust can now obtain an instant, accurate view of software licences purchased and deployed.

In addition, all new software is procured via Phoenix Software so all new licences are immediately updated into the License Manager Web portal, ensuring every single licence is immediately recorded so the IT support and administration team is kept up-to-date and aware of all licences being purchased and installed. They can also keep track of returns, de-installs and decommissions by the same means. As a result, the Trust will no longer be sitting on unused licences.

The Benefits

Phoenix Software has delivered significant, tangible benefits for the Wellcome Trust, transforming the IT service and support the Trust provides, reducing costs and instilling industry best practices within the organisation.

Due to the systems and processes put in place, overall software licence compliance has significantly improved from 63% to 97%, protecting the Trust from significant financial risks resulting from an audit.



"Aside from their professionalism and diligent approach to software licensing, it is the strength of Phoenix Software's relationships with vendors that is unquestionably one of their greatest assets."

Mark Bramwell, Head of IT, Wellcome Trust

A quarterly report on purchases and installations gives the Trust the information it needs to make informed decisions about the software it purchases. But most importantly, it has given the Trust complete confidence in their compliance position.

In addition, the IT team is also able to see which applications are being used and which are not, therefore helping it to retire any applications that are no longer needed. Previously without this up-to-date, accurate insight the Trust would have renewed every one of its licence agreements without question at the end of each year. As a result of this continuous improvement and management, the Wellcome Trust has also been able to rationalise the number of desktop applications from over 1,000 to just 275, while also formalising standard desktop builds which can be deployed from a single MSI file. In stark contrast to the 1,000+ variations of a desktop build the Trust operated previously, the Trust now runs a managed and sustainable Windows 7 desktop/laptop build where standardised builds of compatible, packaged and licensed applications can be delivered at the press of a button.

Despite never facing an audit before, the Wellcome Trust's proactivity paid off; as shortly after the Focus Service had been implemented it faced its first ever audit. In fact, the Trust faced two audits by two different vendors at the same time! While normally something to cause panic, angst and

concern among most IT departments, the Trust welcomed the audits as an opportunity to prove it was in control of its software. Working alongside Phoenix Software it was able to respond quickly to the audit requests without any significant disruption to the IT department's day-to-day operations. And the icing on the cake? In both cases the Trust was found to be 100% compliant with the vendors.

In addition to the significant licence compliance and management benefits, Phoenix Software can also be credited with helping to save and/or avoid the Trust at least £820,000 in licensing costs during software negotiations and renewals.

Bramwell concludes, "Without question our partnership with Phoenix Software has been instrumental in supporting the delivery of the Trust's IT strategy and realising continuous improvements in licensing. This would not have been possible without them." He adds, "Aside from their professionalism and diligent approach to software licensing, it is the strength of Phoenix Software's relationships with vendors that is unquestionably one of their greatest assets. Not only has it saved us significant costs in licensing (which can be reinvested into supporting biomedical research), but by introducing us to the right people at each of our strategic vendors, we have gained valuable insight into upcoming technology developments so we have confidence in our roadmap going forward."

we care



Success Story

Family Mosaic

Family Mosaic is one of the largest housing associations in the South of England, providing people in London, Essex and the South East with good quality, affordable homes to rent and buy. The organisation operates over 26,000 homes serving more than 45,000 people.





Like most housing associations, Family Mosaic is heavily invested in Microsoft software for the day-to-day running of its business. A good reason for this is that housing associations used to qualify for discounts of up to 80% on their software through Microsoft's Select Academic licensing. As a result Family Mosaic runs 27 different lines of Microsoft software, from Exchange to SQL Server to the complete suite of Office products. However, in 2012 Microsoft announced that housing associations would no longer qualify for Select Academic licences so would lose their significant discounts at their next renewal. This meant that Family Mosaic was facing significant increases in its software costs when its three-year agreement expired early 2015.

The Challenge

As with most medium-to-large businesses today, Family Mosaic runs a predominantly virtualised IT infrastructure. By the time Microsoft had announced its licensing changes, Family Mosaic had already virtualised 95% of its IT estate which included all 1,500+ desktops running as Citrix thin clients. While virtualisation had resulted in significant operational and capital cost savings for Family Mosaic, it had also resulted in a much more complicated licensing scenario.

"Microsoft SQL Server, Visio and Project are particularly difficult to license under virtualised environments due to the licences being device-centric rather than user-centric," stated Crane. "We have found that the compliance goalposts for these applications tend to move on a regular basis, particularly when they are deployed on virtualised estates. We needed to make a decision on how best to manage our compliance position with this in mind. We therefore sought out a licensing specialist that could answer all of our questions and put us on the best possible footing ahead of our next licensing renewal." ➔

AT A GLANCE

The Challenge

Family Mosaic was facing an 80% increase in its software licensing costs as a consequence of losing its qualification for Microsoft's Select Academic licence discounts. It needed to minimise the cost rise as much as possible while ensuring it had the right licence agreements in place for the next three years.

The Solution

Phoenix Software rolled out its Focus Service which involved an initial audit and alignment of Family Mosaic's licence entitlements along with ongoing support for three years. A new three-year Enterprise Agreement was also negotiated with Microsoft.

The Benefits

Family Mosaic has not only benefitted from a reduction in its anticipated licence renewal costs of 20% but now has complete peace of mind that its software compliance position will be professionally managed by licensing experts throughout its three-year Enterprise Agreement.



The Solution

As a long-standing and trusted partner of Family Mosaic, Phoenix Software was invited to tender for a licensing renewal and software optimisation project along with two other companies. Once all three tender responses had been reviewed and validated by an independent panel, Family Mosaic selected Phoenix for the renewal of its Microsoft Enterprise Agreement. For software optimisation it also signed up to Focus, Phoenix Software's Managed Service platform for ongoing maintenance of its compliance position. Family Mosaic also deployed AppSense for application management to deal with the Visio/Project question.

The first step in the Focus Service was to conduct a thorough baseline of Family Mosaic's software requirements in order to determine where any software savings could be made. At the end of the process, Phoenix presented Family Mosaic with an up-to-date Effective Licensing Position (ELP) which highlighted any mismatches between the organisation's licensing entitlements and its usage. This enabled Family Mosaic to retire any excess licences (i.e. overspend), while any shortfalls could be paid for from the savings. The end result was a fully-optimised licensing position which minimised Family Mosaic's exposure to the pending Microsoft price rises.

As a managed service, the Phoenix Software Focus Service also provides Family Mosaic with ongoing maintenance and management of its software compliance during the full term of the Enterprise Agreement. This includes on-demand access to its compliance position and all necessary documentation, plus a complete company-wide ELP conducted by Phoenix Software's experts twice a year.

This ensures that Family Mosaic will never pay for more software than it needs to and also has the added peace of mind that it is fully compliant. In the event that Microsoft ever requires Family Mosaic to prove its compliance with a software audit, it is now in a position to respond within just a few days with minimal disruption to its day-to-day operations.

Following the initial analysis of Family Mosaic's software requirements, Phoenix and Family Mosaic worked directly with Microsoft to renew the company's three-year Enterprise Agreement. Family Mosaic was particularly keen to have a greater degree of flexibility in its software usage during the course of its new three-year agreement, so a flexible subscription model was negotiated whereby certain entitlements could be scaled up or down according to usage. Paying by subscription also helped the business to shift more of its software spend onto an OPEX model, which is something the organisation as a whole is keen to do.

“Working with Phoenix has been a true partnership right from the start. We understand that achieving software optimisation requires hard work from both the customer and the external licensing consultants. There is no magic bullet. We were not expecting someone simply to come in and take over, but someone we could work with to achieve the best results possible. We found this to be the case with Phoenix and its Focus solution.”

Nick Crane, Head of IT Operations, Family Mosaic

The Benefits

Family Mosaic has experienced both upfront and long-term benefits as a result of engaging in Phoenix Software's Focus Managed Service platform.

Optimised licensing today

As a result of the initial audit and reconciliation process, Family Mosaic was able to optimise its licensing requirements to better match its needs. With additional analysis of the licensing cost implications of its predominantly virtualised infrastructure, it was also determined that de-virtualising Family Mosaic's SQL Servers would yield additional cost savings.

Optimised licensing tomorrow

With bi-annual reviews of Family Mosaic's licensing usage and compliance, Family Mosaic knows that it has the right licences to match its needs and is making the best use of the Microsoft software that it has purchased. When it came to renewing its Enterprise Agreement and facing a like-for-like substantial increase in software costs through the loss of its discount, Phoenix was able to reduce Family Mosaic's forecasted software bill by 20%.

Audit ready

A key differentiator of the Focus Service is that it is a complete managed service with ongoing support, so Family Mosaic no longer needs to worry about maintaining its licensing position itself – Phoenix takes care of it entirely. As an independent trusted advisor in software licensing for over 25 years, Phoenix has completed over 1,000 Software Asset Management (SAM) engagements for organisations of all sizes across all sectors, so Family Mosaic knows it is in good hands if Microsoft chooses to conduct an audit.

Fixed price service

The Focus service is charged on a fixed price during the course of the Enterprise Agreement, so Family Mosaic knows that it will receive two ELPs every year in addition to ongoing licence support without any hidden costs.

Flexibility

With flexibility negotiated into the new Enterprise Agreement, Family Mosaic is not wholly locked into the software it uses during the three year term. This will enable Family Mosaic to change its software entitlements and even reduce its software spend should it be required to do so during the term.

“Working with Phoenix has been a true partnership right from the start. We understand that achieving software optimisation requires hard work from both the customer and the external licensing consultants. There is no magic bullet. We were not expecting someone simply to come in and take over, but someone we could work with to achieve the best results possible. We found this to be the case with Phoenix and its Focus solution,” concludes Nick Crane.



Success Story

Orbit Group

Orbit Group is one of the largest housing providers in the UK, employing over 1,500 people and managing around 38,000 homes.



building
communities

"Phoenix Software really has taken the headache out of managing our software licensing. We not only have the peace of mind that every single software licence is diligently recorded and accurately assigned to a piece of hardware should we ever be audited, but that every pound spent on software is properly scrutinised before being approved."

Roy Evans, ICT Technical Services Manager, Orbit Group.

Having been a Phoenix Software customer since 2000, the Group chose to outsource the management of its software licence compliance to Phoenix in 2012. With the Phoenix Software Focus Service, Orbit Group now has the peace of mind that its software licence compliance is managed by experts and that every pound spent on software delivers real value.

The Challenge

With over 1,500 seats running on a range of different platforms, the Orbit Group has a considerable IT estate to manage. What's more, with software and hardware purchased through a number of specialist suppliers, including Phoenix Software, the Group found that compiling and maintaining a single view of its entire software licence liability was proving to be a real challenge. The Group knew it needed to take action. At the same time, Phoenix Software had also demonstrated the cost saving benefits that Software Asset Management could provide to Orbit by better aligning its software purchases with its software requirements: "We wanted to gain greater control over our software assets. With so much money spent on software every year across our estate of 1,500 devices, it was essential to ensure that our investment represented value for money," commented Roy Evans, ICT Technical Services Manager, Orbit Group. →

AT A GLANCE

The Challenge

With over 1,500 seats running on a range of different platforms, the Orbit Group has a considerable IT estate to manage. What's more, with software and hardware purchased through a number of specialist suppliers, including Phoenix Software, the Group found that compiling and maintaining a single view of its entire software licence liability was proving to be a real challenge.

The Solution

The Orbit Group chose the Phoenix Software Focus Service due to the high number of seats to manage and the deep technical licensing expertise required to understand its complex licensing environment. Powered by License Dashboard License Manager, the Focus Service supervises all aspects of Orbit Group's software lifecycle, regardless of whether the software is purchased and/or installed through Phoenix Software or not.

The Benefits

Phoenix Software has taken the headache out of managing the Orbit Group's software licensing, providing the peace of mind that every single piece of software is adequately licensed should the Group ever be audited, while ensuring that every pound spent on software delivers real value to the organisation. With software licensing taken care of, the IT department is free to focus on other matters.



The Solution

In light of the high number of seats at the Group and the deep technical software licensing expertise required to understand its complex licensing environment, the Orbit Group chose the Phoenix Software Focus Service platform as opposed to a solution that was managed in-house. Powered by License Dashboard License Manager, the most sophisticated licence management solution on the market, the Focus Service supervises all aspects of Orbit Group's software lifecycle, regardless of whether the software is purchased or installed through Phoenix Software or not.

In addition to the day-to-day management of Orbit Group's software lifecycle, Phoenix Software also produces a quarterly software licence management report for the group. The report details all of the software purchases made by the Group in the last quarter, combined with an inventory of all the software currently installed across the 1,500+ seats. A reconciliation of the two positions is then produced, flagging any software licensing shortfalls, unused applications that could be re-harvested, licences that are due to be renewed in the next three months and any other software compliance issues that are relevant. The report is effectively a full audit of the Group's software licensing position every three months – something that most organisations struggle to do properly even once a year. Armed with this information on a regular basis, Orbit Group is thoroughly prepared for any potential vendor audits and is assured of the value it is getting from its software purchases.





"Fundamentally, we now have complete control over our software spend without having to lift a finger, which leaves us free to add value to other areas of the business."

Roy Evans, ICT Technical Services Manager,
Orbit Group.

The Benefits

With the Focus Service in place, every single software request goes through Phoenix Software prior to approval to validate whether a new purchase is necessary. If an existing software licence is found elsewhere within the Group, then Phoenix Software simply reallocates that licence, saving the Group from inadvertently spending money on new software that is not needed. If a new software licence is required, then Phoenix Software's licensing experts work with Orbit Group to determine which type of licence is the most appropriate to purchase.

Early on in the engagement, Phoenix Software discovered that the Orbit Group's existing software inventory solution (the tool which compiles the list of software in use across the network) was inadequate and was failing to detect large portions of the deployed software. Phoenix Software was able to resolve this issue by advising the Orbit Group on the best alternative inventory solution to deploy. Once deployed, the new inventory solution, combined with the Focus Service, was able to deliver the project's first financial success: after its first scan of the network, it isolated a number of unused applications across the organisation which were promptly retired.

The quarterly report gives the Orbit Group the management information it needs to make informed strategic decisions about its software purchases. In addition, the Group is able to see which

applications are being used versus those which are not - helping it to retire any applications not delivering value. For example, if a new application is left predominantly unused for three months then the IT Team can investigate why and take the most appropriate course of action. Without this management insight, the application concerned may have been renewed without question at the end of the year.

"Phoenix Software really has taken the headache out of managing our software licensing. We not only have the peace of mind that every single software licence is diligently recorded and accurately assigned to a piece of hardware should we ever be audited, but that every pound spent on software is properly scrutinised before being approved. Fundamentally, we now have complete control over our software spend without having to lift a finger, which leaves us free to add value to other areas of the business," concludes Evans.

Take control of your software licence management today

If IT uncertainty and complexity are holding back your organisation from realising your business goals, it's time for a fresh approach. With the Phoenix Software Focus Service, you can simplify your software licence management and accelerate your innovation.

Our service can be adapted to meet the specific needs of your organisation – no matter how large or small your software estate. For further information and indicative pricing, contact a member of the Phoenix Software Asset Management Team:

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