



## Solution Brief

# Stand still or continuously improve?

## Optimisation services

Many of us have heard the phrase "If it isn't broke, don't fix it". If you live by that, what opportunities are you missing to improve? In a market where every organisation seeks an edge over the competition, it makes sense to look at all areas of your business, to improve and optimise so you can deliver that edge.

It's interesting to see how many businesses have either maintained or become successful over time. If you look at the major indices of the stock exchange (FTSE, NASDAQ etc), since they began, how many organisations still feature in their top 100 lists? It's quite surprising that less than 30% of businesses have survived. Obviously there are many reasons why, but one seems common amongst all, they fail to adapt or optimise to the latest market conditions.

Technology over the last few decades has changed immensely. We're now in an era commonly described as the 4th industrial revolution.

IT is a major investment for businesses and is increasingly becoming more strategic. The constant need to update or upgrade software can put a real strain on budgets and delay or restrict investments for growth.

**Optimise investments  
to build a sustainable  
competitive edge.**

Balancing budgets across delivering return on investments already made and enabling future growth is a tough act - one that is fraught with risk. And the biggest risk many face is unbudgeted spend.

Optimising existing investments to better position future software and cloud technology adoptions is an area where you can make a significant positive impact on cost and risk - enabling you to build a meaningful competitive edge that lasts.

## Take advantage of every opportunity

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. Businesses are increasingly using external consultants to deliver the insight, guidance and expertise, so they can focus on making the decisions to drive down cost, improve efficiencies and achieve a greater return on investment.

### Establish a plan

Start by evaluating where your biggest spend is, most likely it will be with the top four publishers and cloud providers. By gaining an insight into your current state, you will be able to identify areas of risk and opportunities to improve.

### Get processes and technology working to your advantage

Software asset management technology can be an effective way of managing licensing and subscriptions. But, for it to be truly effective, you need to ensure you are adopting up-to-date best practices for licence and subscription management. By doing so you will be fully optimised to take advantage of the information and analysis it provides.

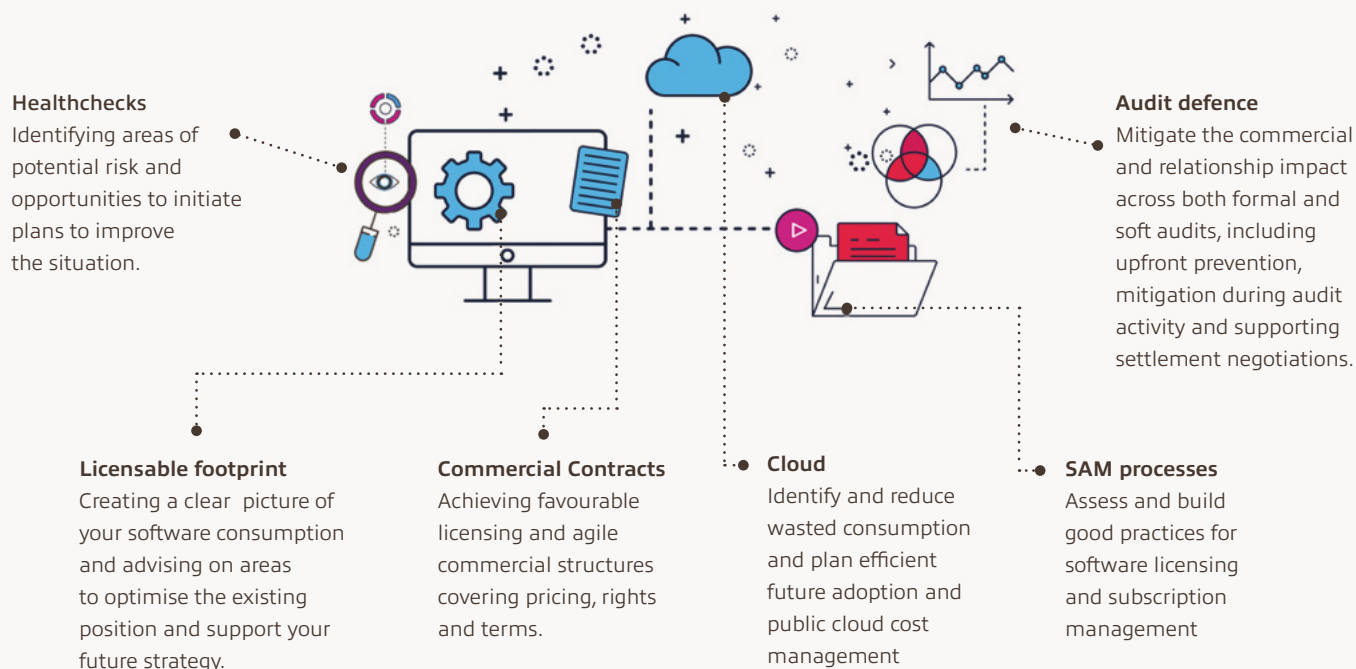
### Be proactive in commercial negotiations

Cost is high on the agenda when negotiating commercial agreements with software and subscription vendors. How do you really know you have negotiated the best deal and terms for your business? More often than not, the realisation hits during an audit, when you are potentially faced with a large non-compliance settlement figure. Be proactive and engage the right expertise, knowledge and guidance to help you build a fit for purpose software contract and commercial strategy.

## Optimisation Services

### Consulting services to optimise consumption and commercial positions across on-premise and cloud software and services

Insight experts deliver advice and guidance to evolve processes, tooling, reporting and negotiation strategies, so you can achieve cost-effective and agile agreements to drive your business outcomes.



**Cost-effective, agile and outcome based services to deliver you the edge.**

For more information please contact your Insight Account Manager.

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