



Software Supply Chain Optimisation

Optimisation services guide

Insight[®] 

Introduction

Insight's consultation services optimise consumption and commercial positions across on-premise and cloud.

This guide will provide you with more detail around the specific service deliverables across each capability area.

Additional Software Supply Chain Optimisation guides for reference:

- myInsight
- Procurement services
- SAM-as-a-Service



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Audit defence

Insight delivers advice and guidance to improve your position.

This may relate to an individual commercial licensing situation, a disruptive event, or as part of a cost reduction or IT improvement programme.

Our consultants work with your data relevant systems and stakeholders to clarify your position and then build recommendations and plans to improve your position. In many cases, we also support you in the execution of those plans, such as securing a key agreement or driving down the total cost of ownership for a part of your software portfolio.

The capabilities within our optimisation consulting services can be delivered as an individual point solution, or in-line with our managed services.

Examples of how this works

Other SCO capability	Drives optimisation potential through:
Portfolio rationalisation analytics (in procurement services)	Optimising how vendor contracts are structured and executed
Compliance baseline (in SAM as a service)	Changes the future licensable demand and identifies potential to reduce
A licensing desk query (in procurement services)	An improved end user communication or education process

We typically find that combining our subject matter expertise with your existing capabilities, such as strategic vendor management, increases the return on investment.



Healthchecks

We use the depth and breadth of our teammate specialisms and industry knowledge to provide a range of rapid insights.

These engagements can range from single day workshops to accelerated analytics profiling an issue or opportunity, from building a business case for change on unearthing quick win savings.

Our health checks cover a range of subjects, vendors and technologies:

- **Vendor monetisation** – are you prepared for changes in the world of licensing, especially from mega-publishers?
- **Consumption analysis** – do you face compliance risks or are you buying inefficiently?
- **SaaS and Cloud** – quick win profiling to identify cost saving potential. It is highly likely there are significant inefficiencies that can be addressed easily.
- **Technology reviews** – are your systems and tools configured to deliver meaningful management information on which to make decisions?
- **SAM processes and tooling** – would you benefit from the investment and if so, what are the options to consider?
- **Contracts** – do you know your rights, options and restrictions in your licensing agreement(s)?
- Do you need a snapshot over a specific pool of products?
- Do your teams need to be enabled around best practices?

Health checks can easily be built into a programme of managed services, as part of ongoing sprints and analyses. They are also suited to situations where senior management needs clarity before committing internal resources or allocating budget.

Rapid engagements delivering meaningful insights.



Licensable footprint

Optimisation projects often link closely to, or have overlap with, baselining of entitlements, deployments or compliance positions.

We typically deliver these projects as contractual milestones, in harmony with preparing for validation activities or to support business change such as acquisitions and divestitures.

Depending on the specifics of the publishers and product sets, a licensable footprint review may include activity to gather data and establish the current or past position. Alternatively, it may rely on your known position, with expert sense-checking or point validations. We will combine contractual and entitlement analysis to feed into workshops that look at your infrastructure and future IT strategy.

From these workshops and our data reviews, we produce an assessment of the position and recommended options from scenario modelling to improve the situation. We discuss our findings in the context of your internal operating model and external market factors. You then have the option of implementing the recommendations yourself, or engaging Insight to support you.

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Licensable footprint

Examples of how we can help:

- Defining or validating the licensable footprint and/or usage situation with respect to specific product groups
- Assessing the efficacy of the licensing deployment against available models
- Identification of opportunities that can be leveraged in licensing agreements, especially with respect to major, multi-year, cross-product contracts
- Workshops to provide visibility and advice on future deployment and licensing model scenarios
- Modelling of scenarios with stress-testing against potential changes to future needs and the evolution of vendor behaviours
- Implementing configurations to lower the licensable consumption of your current IT estate
- Risk and opportunity evaluations from subject matter specialists
- Preparation of licensing requirements and options ahead of major purchases, contract renewals and restructuring
- Support in preparing for and managing the impact of mergers, acquisitions, divestments and corporate restructuring

The result is an optimised set of needs to take into vendor discussions.



Commercial contracts

Supporting you to achieve the best outcomes in your licensing agreements.

We provide behind the scenes advice, as well as working in collaboration with your vendor management organisation and software publishers to deliver the right deal.

Our experienced consultants coach your internal teams towards successful strategies to obtain favourable and agile commercial structures. This activity covers topics including licensing structures, contracting strategies, pricing, billing, rights, obligations, reporting and flexibility.

We use a range of capabilities including benchmarking, linking to global and market trends, as well as the deep experience of our consulting group. We work in a flexible manner around your negotiation strategy, fitting with your existing capabilities and vendor engagement preferences.

This results in an agreement that delivers significant financial returns alongside positive supplier relationships.



Cloud services

Providing clarity over actual and potential consumption of licensing and online services subscriptions.

We support you in identifying and mitigating existing and potential inefficiencies, as well as giving confidence for future public cloud adoption.

We can help you at different stages of your journey to the cloud, whether it is support in planning, migration or management. Our services and reporting identify issues and provide follow-on options to address them on a one-time or ongoing basis.

The result is reduced complexity from the pervasive topic of cloud and more efficient commercial positions. This supports you to demonstrate governance and success from cloud investment strategies and avoid the financial shocks that many companies experience.

Cloud services can be closely linked to our SAM managed services demand management and licensing desk capabilities of our procurement services portfolio.

Examples of how we can help:

- Migration workshops and planning projects
- Sourcing assessment
- Cloud consumption and subscription analysis
- Reporting and alerting
- Optimisation recommendations and support
- Billing and re-invoicing support

Creating an optimised cloud and subscriptions commercial position.



SAM processes

Assess and build good practices for software licensing and subscription management. Having easy to access ways of working is the key to successful adoption.

Our process consulting service is a comprehensive assessment of SAM tools and processes, with risks identified in how you manage your software lifecycle. We architect and develop ISO 19770 and ITIL aligned processes and policies to deliver effective Software Asset Management. Our consultants have deep knowledge and experience across a diverse range of client situations and SAM related toolsets.

A common challenge for SAM and related processes is demonstrating the value back to the business as there are many intangibles. Our process consulting works towards the common need for clear and trustworthy data on which to make decisions. We look at the risks of not taking action and the benefits of fact based management. Our approach considers the impact of people and technology on processes from needs qualification through to retirement.

We deliver with an ethos of continuous improvement that supports adoption without the barrier of dramatic cultural change.

Examples of how we help:

- A light maturity assessment
- Interview style workshops to assess the maturity and effectiveness of licensing management operations
- Design and delivery of licensing management plans
- Technology and infrastructure needs definition
- Production and maintenance of good practice policies, procedures, roles and responsibilities at both framework and detailed design levels
- Training and practical support on implementing processes and working with IT supply chain related tools including SAM applications
- Implementation of good practices activities and data management across purchasing, assignment, monitoring change, reclamation, audits, renewals and retirement

Improving software asset management tools and processes to demonstrate value.



Audit defence

Mitigating the commercial and relationship impact across all types of audit including upfront prevention, in-flight governance and response handling, through to supporting settlement negotiations.

The reasons for an audit can vary, but typically stem from publishers lacking either revenue, visibility or adoption of new offerings from a customer account. The audit approach can be from a legal execution of rights, to a discovery exercise to shape a renewal. Increasingly, they are used as a leverage mechanism to drive their customers onto new platforms or models, such as cloud based services or annual subscriptions.

Insight helps wherever you are in the audit cycle. In the early stages, we can reduce the likelihood of an audit or its impact on your organisation by using our experience of having run tens of thousands of engagements - from both an auditor and customer side. As an audit progresses we provide advice on behaviours and responses to reach a satisfactory outcome; this can easily be combined with our audit support capability where we run the audit process for you. Towards the end, where data has been shared and results processed, we support with validation and reducing the impact. We provide advice in reaching an optimal commercial settlement and can support with direct vendor negotiations if required. Because of our depth of experience, we have a long record of delivering strong financial returns whilst protecting your reputation and maintaining your relationship with suppliers, who are important to your ongoing IT operations.

Examples of how we help:

- Internal assessment / pre-audit reviews of contracts, deployments and/or exposures
- Advice on managing the scope and internal resource impact of an audit
- Out-tasking of audit processes, communications and analysis
- Evaluation of data requests and their fulfilment
- Assessment and challenge of draft audit findings
- Scenario analysis and workshops to define the appropriate tactics for your situation
- Support to address final results and reaching an acceptable commercial settlement

Mitigating and reducing the financial and resource impacts of an audit.

About Insight

Today, every business is a technology business. Insight Enterprises Inc. empowers organisations of all sizes with Insight Intelligent Technology Solutions™ and services to maximise the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Centre Transformation, Connected Workforce, and Supply Chain Optimisation solutions and services, we help clients successfully manage their IT today while transforming for tomorrow. From IT strategy and design to implementation and management, our 11,000 teammates help clients innovate and optimise their operations to run business smarter. Discover more at **uk.insight.com**.



08444 723 800 | uk.insight.com