THE TOTAL IMPACT AND ROI OF LICENSEWARE ANALYSIS AUTOMATION

COST SAVINGS AND BUSINESS BENEFITS

LICENSEWARE

OBTAIN LICENSING INSIGHTS IN
MINUTES, NOT DAYS

Executive summary

🔭 At a glance

Partners delivering recurring or one-off services prior to using Licenseware typically faced a number of challenges associated with delivery time scales of projects, scalability, resource availability and cost to deliver, along with added hurdles around the customers environmental complexity and data availability from differing discovery tools.

50-200%
Reduction in delivery time

<300%
Reduction in delivery costs

+200%
Delivery more capacity per user

📑 Challenges

During the research we found our partners shared the following challenges:

⚠️ Lower profit engagements due to resource costs
⚠️ Unable to internally develop and maintain their own automations
⚠️ Concerned about quality and consistency of current delivery resource
⚠️ High staff turnover and limited industry resource
⚠️ Data variety and inconsistency reduces scalability and speed
⚠️ Needing to deliver more projects with less resources
⚠️ Need to increased managed service portfolio
⚠️ Customer budget constraints vs delivery costs
⚠️ Increased vendor audit activity without sufficient capacity
⚠️ Missed revenue opportunities
⚠️ Unable to generate sufficient sales pipeline due to costs in delivering investigative projects

💡 The solution

Automating the manual data analysis of any customer data source, providing valuable deliverables at a fraction of the cost and time.

🪙 Benefits

Cost
Reducing costs in delivering license analysis projects through automation increasing profit per engagement and quantity to deliver.

Time
Reduced time of delivery through automation of complex manual analysis delivered via expensive resources.

Scale
The ability to grow your services portfolio, or deliver higher volumes of projects with existing resources.

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The results

Key findings

Increased consultant efficiency due to automation of manual analysis workload increased project delivery speed thus increasing project throughput and profitability per engagement by 100%.

Partners that often faced issues around increased project time and resource allocation due to varied customer discovery tools and their data formats were expedited as they now had a fast, repeatable and standardized process for analysing most customer data-sets.

Partners were able to avoid the high cost of internal custom development of their own automations to ensure they are competitive in the market.

Partners with ad-hoc project pipelines were able to benefit from the flexible SaaS based platform and associated subscriptions.

Partners faced the challenge of a customer's current discovery toolset not being supported by their internal capabilities, meaning they either needed to ask the customer to deploy another toolset, or outsource / hire to cover the skills gap.

Ability to analyze & consolidate multiple very large customer data sets in a fraction of the time taken historically, with repeatable & consistent results.

Ability to address different market segments, that historically would not have been financially viable with current industry methods - by being able to offer lower cost engagements whilst maintaining profitability.

Independent consultant

"The flexible subscription model made more sense over other products. I evaluated several on-premise tools, all of which had a list of OS prerequisites, needed regular application updates, license key etc. Licenseware's SaaS model is a lot simpler."

Head of SAM

"Where were you when we needed to consolidate multiple RVTools reports with SCCM data? That task took our consultant 10 days to complete! "

Global VP of Sales

"We would be interested in using your technology to assist us in addressing the sub 5000 user size market as we see huge potential here but delivery costs would be too high for the customer"

GSI Head of SAM

"For many years I dreamed of a platform where I could upload the many data sources a customer has, and analyze them for licensing information instantly"

Accenture

"We're now saving up to 50% of the time it takes to deliver a large project."

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Case studies

$7.5K
Avg. customer savings per DB

1.8 sec.
Analysis time per DB

Challenge
- Wish to scale Oracle projects 10x fold with limited resource
- Current tooling is a high cost to their customer + requires lengthy deployment and manual analysis
- Consolidating multiple data sources across multiple environments meant it was difficult to manage their large enterprise clients
- Increased vendor audit activity spreading resource thin

Benefit using Licenseware
- Ability to deliver an increased number of projects with the same human resource
- Reduced cost to customer and increased profit through removal of current tool, added option to resell, and associated deployment/analysis costs
- Ability to ingest and normalise multiple data sources to consolidate enterprise customer data into one place, and automate most of the analysis
- Free up resources to focus on increased vendor audits

Challenge
- Concerns over outsourced resource to deliver consistency
- Cost associated with outsourcing ate into profit
- Time to deliver was a minimum of 1 week

Benefit using Licenseware
- Reduced deliverable cost by 300%
- Increased project throughput by 80%
- Consistent analysis logic applied

Challenge
- Increased business growth required 4 x no. of projects to be delivered
- Current automations did not cater to unlimited usage or volume discount
- Wanted to scale operations without extensive hiring

Benefit using Licenseware
- Handled required growth without extensive hiring
- Increased throughput by 200%
- Reduced tool expenditure through unlimited usage contract

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Additional benefits

Commercial model

Pay as you go
This model is typically used by firms or independent consultants with inconsistent project pipelines that require flexibility to align with specific project requirements and timings.

It was found that these engagements delivered up to a 100% increase in profitability as the analysis now only took less than 2 seconds per database to complete, meaning that the only part requiring partner resource intervention was data collection instructions and packaging the final results to as customer facing deliverables.

Service Provider Subscriptions
Organisations providing managed services or consistent license analysis engagements find a higher return on investment using Licenseware unlimited license subscription model, allowing any number of consultants to process as much data as they want during the subscription for an unlimited number of projects. These are priced per service provider taking into consideration their current resources, workloads, project pipeline and use cases.

Unquantified benefits

Increased end customer satisfaction
Partners commented that using Licenseware technology enabled them to accelerate delivery timescales or provide services that had not been available to their customers before. Prior to using Licenseware, partners had significant delivery challenges in terms of right sizing their resources to match demand in addition to the seasonal demands of vendors, which meant that during the year at some points consultants were under utilized and at other times there were not enough consultants to meet demand. This meant that customers received faster turnaround on in flight project times and also enjoyed less lead time for projects to start.
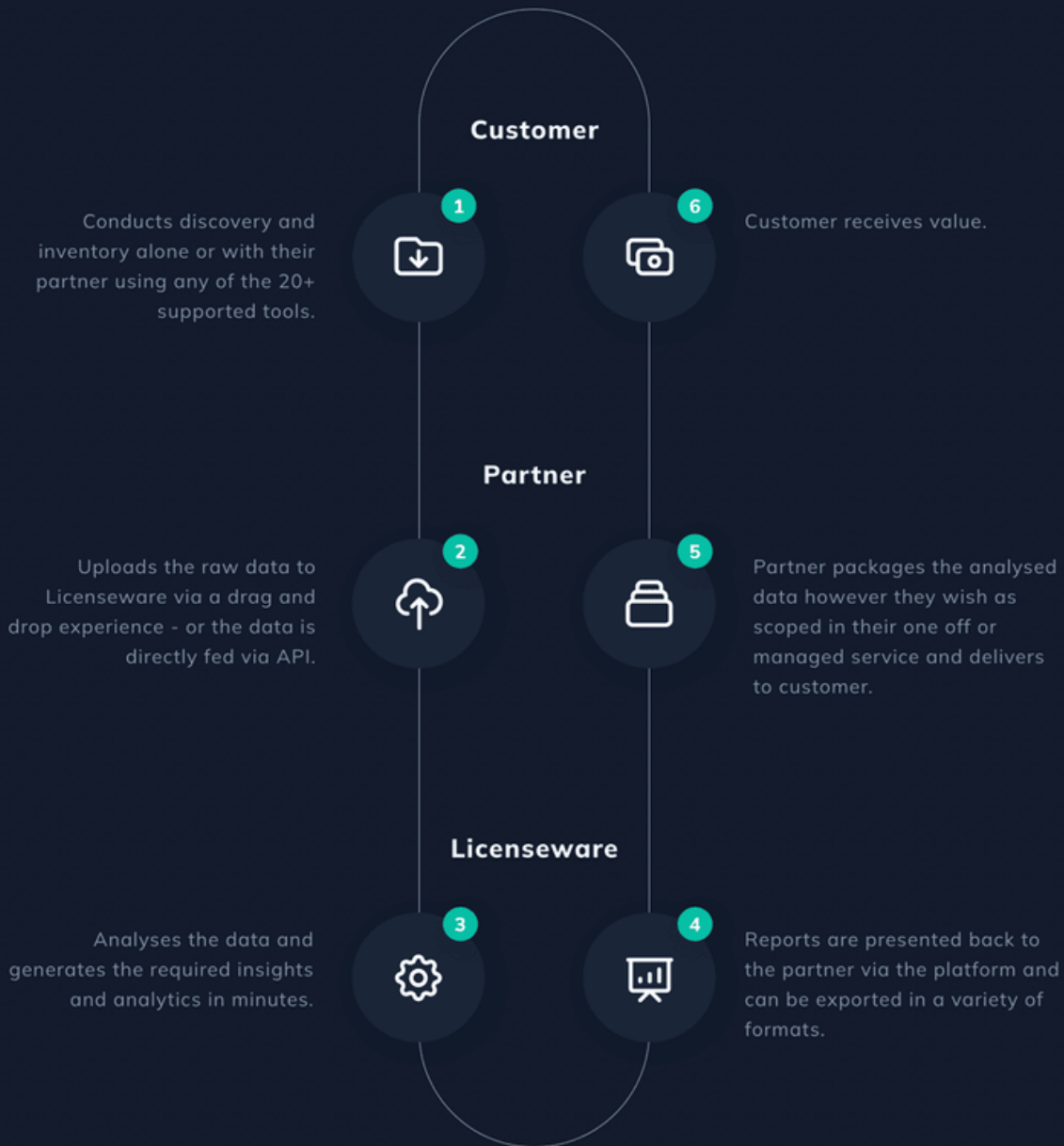
Partnership
All partners said that the partnership with Licenseware added value to their business in terms of product knowledge, implementing feature requests and supporting their business to achieve more valuable customer outcomes. They also viewed Licenseware as a technology that would add features in the future that would further enhance their capabilities.

Approach to market
Traditionally there are large costs and processes involved in the procurement of similar solutions for end user customers, coupled with the deployment and ongoing maintenance of products. However there is a complete lack of partner focussed tools available currently in the market.

Partners stated that they chose Licenseware as there was no deployment or set up cost, and flexible low cost subscriptions or one off project payment options meant that they could avoid large up front investment costs without being confident that these solutions would be financially beneficial over time.

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How it works

Customer

1 Conducts discovery and inventory alone or with their partner using any of the 20+ supported tools.

6 Customer receives value.

Partner

2 Uploads the raw data to Licenseware via a drag and drop experience - or the data is directly fed via API.

5 Partner packages the analysed data however they wish as scoped in their one off or managed service and delivers to customer.

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3 Analyses the data and generates the required insights and analytics in minutes.

4 Reports are presented back to the partner via the platform and can be exported in a variety of formats.

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The License Management App Ecosystem

Empowering IT leaders with the toolbox they need to deliver
IT asset management beyond expectations

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