

MICROSOFT SOFTWARE LICENSING: FINDING YOUR PERFECT FIT



For more than twenty years CDW has enjoyed a trusted relationship with Microsoft. Our expertise runs deep across the practice, from our pre-sales skills and cloud solution architects to our consultants and extensive professional services portfolio.

A Microsoft Gold Partner, we have 77 Microsoft Certified Professionals (MCPs), and are a Microsoft Licensing Solution Provider (LSP). Moreover, we are a direct Cloud Service Providers (CSP), and one of a few select Microsoft partners globally to achieve Azure Expert Managed Service Provider (MSP) accreditation.

Competencies and Services

As a global **Gold Partner**, we provide a comprehensive array of solutions across the Microsoft technology stack, all tailored to our customers' individual requirements to ensure they achieve their business objectives and are a perfect fit for the modern workplace.

A Microsoft certified **Licensing Solutions Provider (LSP)**, CDW's technically qualified consultants can proactively review your organisation's licence estate, work collaboratively with you to understand your licencing requirements and align your purchasing to both your current and long-term plans.

As one of only a handful of direct **Cloud Solution Providers (CSPs)** to work with Microsoft, CDW has the expertise you need to get the most out of your Microsoft products. We can supply the whole bundle (licences, associated hardware, migration and management), saving you time, money and resources.

But we know one size-doesn't-fit-all, so we will support you regardless of licensing plan. Whether you opt for Cloud Solutions Program (CSP), an Enterprise Agreement, a Microsoft Products and Services Agreement (MPSA) or Microsoft Open licensing program, we have you covered.

Plus, where CDW stands out from many competitors is our **Azure Expert Managed Service Provider (MSP)** status. As one of only a handful of partners to be globally recognised as an Azure Expert MSP, the accreditation acknowledges that CDW has gone above and beyond to demonstrate the highest degree of knowledge, skill, services capabilities and focus on customer service.

Additionally, we can help our customers leverage the benefits of FastTrack to help deploy Microsoft Cloud solutions such as Microsoft 365. This means we can help eligible customers plan for, deploy, and migrate to Microsoft cloud platforms 365 at no additional cost for the life of their subscriptions.

15 CLOUD AND WORKSPACE SOLUTION ARCHITECTS
7 CLOUD BDMS
7 7 SOFTWARE CONSULTANTS WITH 20+ YEARS EXPERIENCE
18 TECHNICAL DELIVERY CONSULTANTS
46 MICROSOFT-ACCREDITED INDIVIDUALS

CDW is fully accredited in competencies that span the Microsoft solution stack:

- Application Development
- Cloud Platform
- Cloud Productivity
- Collaboration and Content
- Datacentre
- Messaging
- Small and Midmarket Cloud Solutions
- Windows and Devices
- Security
- Data Analytics
- Enterprise Mobility Management
- DevOps

Why is it so important to get licensing right?

It has never been more important to ensure you are fully receiving maximum value from your IT investments. The global health crisis and subsequent economic downturn is driving organisations to rein in their spending while optimising their operations. However, they can't afford to cut back on key investments in technology, with many digital transformation projects now running at full at speed.

The good news is that optimising your software estate can be an effective way to reduce costs. According to the IT Asset Management (ITAM) Forum, organisations that can optimise spend on their IT environment can save at least five percent on their IT and software costs every year, with most being able to save much more than that.¹

The reason for this is that many organisations don't currently fully optimise their software licences. With unsanctioned spending on technology by individual departments and employees on the rise, organisations often don't know what assets they have or need. Indeed, **large companies (2,000 or more employees) deploy 163 apps on average, an increase of 68 percent over the last four years.**²

This means not only are these organisations adding to the complexity of their IT estate – **43 percent of IT professionals cite application sprawl as a top three barrier to realising the benefits of the cloud**³ – but this is coming at an unnecessary cost. In addition, the software may not be compliant with the company's security and compliance policies, increasing risk to the organisation.

CDW: Software licensing experts

CDW can help reduce costs and risk for customers. We will advise you based on an intimate knowledge of your business environment – your challenges, goals and requirements – to help you reduce costs, improve productivity or streamline your operations. Our team of certified software consultants will ask questions such as:

- How are you deploying your licences?
- How are you integrating them into your systems?
- How are you driving adoption within your organisation?

This enables us to see if your licensing strategy is aligned with its actual usage, and if there is any duplication or waste that can be reduced, or any areas where you can see greater efficiencies. We can then develop a plan around licencing to help deliver savings, improve customer relationships, streamline operations, or reap any other competitive advantage.

Software Asset Management (SAM)

Effective Software Asset Management (SAM) provides full visibility over where and how applications are used. This enables you to identify any overlap and duplication in software deployment and usage. The cost savings can be significant – organisations that can standardise and rationalise their application portfolios can realise **savings of 15 – 25 percent of their application budget.**⁴

While enabling the best return on your investment, SAM can also ensure your organisation is compliant and secure. 2020 saw an increase in audit activity as vendors look to leverage licence verification, or software auditing.⁵ This is particularly relevant given that most organisations have had to quickly provision remote working for their employees and are probably consuming more Software as a Service (SaaS) applications.

CDW can provide SAM services tailored to your requirements. We can deliver one-off tactical engagements to ensure you are ready for audit from a usage and compliance perspective, right through to supporting the IT team with a fully managed service incorporating resources, procedures and policy, and technology.



Microsoft 365

Microsoft 365 offers a huge range of productivity and collaboration-boosting tools that can be applied across the organisation, alongside a suite of security and mobility applications. At the heart of this is Microsoft Teams – the cloud-based hub for teamwork in Microsoft 365 with chat, meetings, calling, and Office apps all in one place.

However, many users might not realise the range of what's included as part of their Office/Microsoft 365 licence. It's estimated that three-quarters of organisations have one or more apps that are duplicative of apps offered by Microsoft.⁶ CDW will demonstrate the benefits of the various applications across different teams across the organisation so you can really make the most of your investment in Microsoft 365.

Negotiation services

Too often, IT is tasked with tracking down all the software running in an organisation and logging this information with basic tools such as spreadsheets or sticky notes. Similarly, IT teams can be at a disadvantage when it comes to negotiating with software vendors, as it can be a struggle to keep up to date with changing licensing terms and commercial arrangements. CDW can take over the heavy lifting, using its expertise to help you procure exactly what you need, and ensure you are leveraging the economies of scale to get the best deal on your licensing.

Plus, if you're in the public sector we can facilitate an Azure Pricing Arrangement (APA) with Microsoft to provide discounted pricing and beneficial terms to use Azure cloud.

CDW services suite

CDW provides a range of value-added services for the Microsoft software stack as well as deployment options, licences, integration and training for users on the devices.

We can also ensure customers are up to date with their software – with Windows 7 no longer receiving security updates we can orchestrate the migration to the latest version of the operating system, Windows 10.

CDW also offers a robust suite of services around the modern workplace and cloud

Professional Services

If you have yet to make the transition to the Microsoft cloud and are looking to get more out of an existing deployment, CDW will work closely with you to understand your specific business and technical needs. We'll act as an extension of your team to quickly identify and deploy the right solution for your organisation, along with the supporting integration and adoption services.

CloudCare® for Microsoft 365

CloudCare® for Microsoft 365 is a comprehensive managed service that offers an alternative to supporting your Cloud Services in-house or purchasing a costly Premier Support Agreement with Microsoft.

The service, delivered out of CDW's secure International Network Operation Centres, is operated by teams of Microsoft certified architects, consultants, engineers and backend operational teams. CloudCare® for Microsoft 365 enables your business to efficiently adopt and use Microsoft Licence-based cloud services and delivers ongoing support capability.

Microsoft licence-based Cloud Services

You can still get CloudCare® for Microsoft 365, even if you have an existing Microsoft Enterprise Agreement or licensing agreements with other providers. You also have the option to transfer your licences to CDW for free billing, subscription and incident support.

CloudCare® for Azure

One of the most popular and valuable uses of cloud computing services is utilising Microsoft Azure to host business application and services. With CloudCare® for Azure, CDW can provide a fully managed migration of your workloads to Microsoft Azure, and a comprehensive managed service offering which includes monitoring, service desk, technical support services, and architecture guidance.

CDW approach

CDW applies a four-module approach to ensure Microsoft is the perfect fit with your organisation:

Assess

We evaluate current software and resource usage and conduct an inventory on existing licences and contracts, so you know exactly what your organisation needs to execute your internal projects, including readiness to utilise cloud services.

Design

CDW creates a long-term strategy and aligned solution design for cloud and software management to better achieve business goals within a budget and a timeline.

Deploy

CDW has the resources and expertise to migrate, install, integrate and deploy new cloud and software solutions efficiently and effectively. We offer Jumpstart, CloudPlan®, Migration, Health Check and other services to maximise your benefits from investment in Microsoft products.

Manage

We can help you manage your Microsoft environment long-term through asset management, contract management and our CloudCare® managed service for cloud workloads.

We think where CDW stands apart is our consultative approach. We will get to know your organisation intimately so we can best understand the needs of both the business and the users. This allows us to advise on the best course of action for you. And that's not just a one-off – we can continually help to monitor usage and provide advice on software investments and strategy, ensuring that when it comes time for your next licence review, you get exactly what you need to achieve your business outcomes.

We provide a level of comfort and knowledge to any organisation looking to optimise their software licensing to ensure they are the perfect fit for your business. [Email us](#) or speak to your Account Manager today about how CDW can help you maximise your investment in Microsoft software licensing.

¹ <https://itamf.org/resources/itam-could-save-thousands-of-jobs-globally-itam-forum>

² <https://www.okta.com/businesses-at-work/2019/>

³ <https://newsroom.accenture.com/content/1101/files/ResearchReport.pdf>

⁴ <https://www.gartner.com/smarterwithgartner/10-it-cost-optimization-techniques-for-private-and-public-sector-organizations/>

⁵ <https://www.strategyand.pwc.com/uk/en/insights/where-next-for-software.html>

⁶ <https://www.okta.com/businesses-at-work/2019/>

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