

Creating the Perfect Microsoft Cocktail

Executing a Total Microsoft Licensing Strategy across on-prem, SaaS & cloud





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About Certero

Certero's SaaS-delivered, unified-platform solutions and Technology-Led Services are revolutionizing how businesses visualize assets and use real-time intelligence to manage IT at every level.

Certero support you to optimize asset value across a total enterprise-scope, spanning on-premises desktop to datacenter, remote workforces, SaaS and Cloud.



- 1 The Many Flavors of Microsoft
- 2 Performing the Perfect, Strategic Mix
- 3 The Taste Test
- 4 Questions



Microsoft Journey

Shaped the way we use and derive value from IT

40 years of innovation with no signs of slowing down

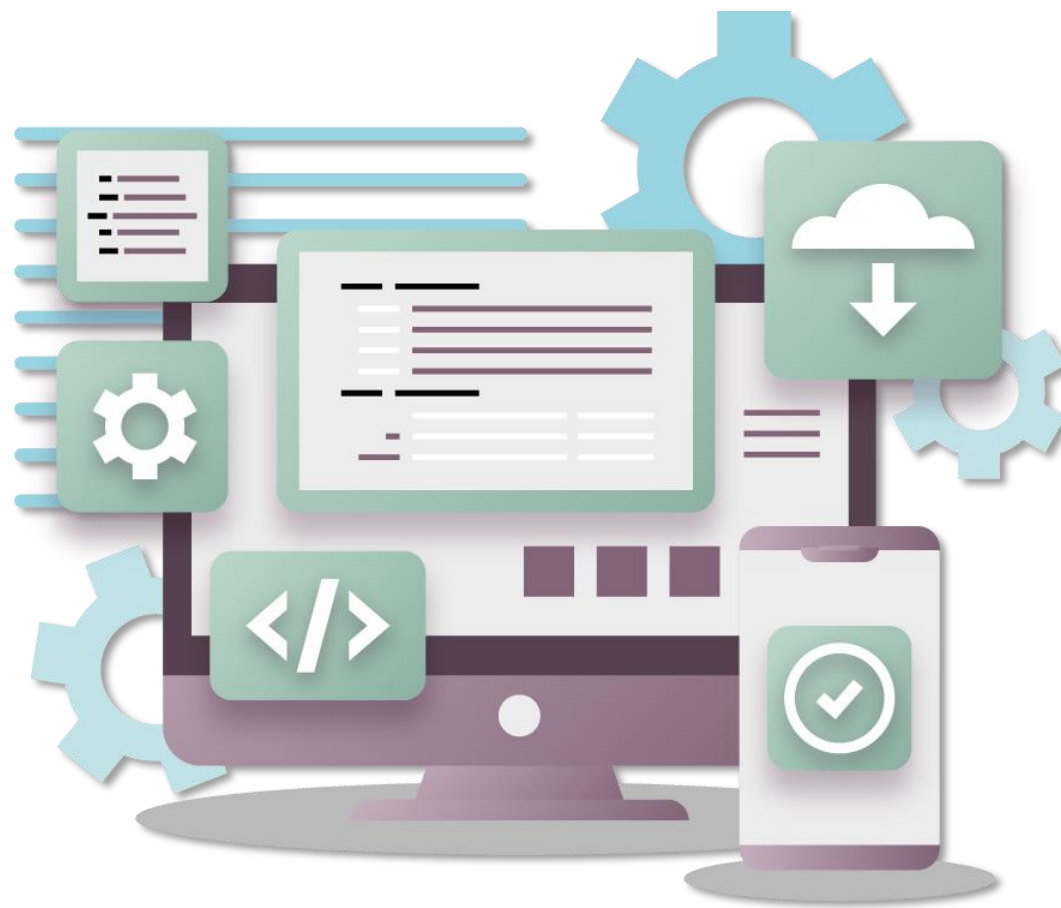
In 2023, Enterprise Software is showing the greatest growth in IT spending (up 9.5% - Gartner)

Interestingly – initiatives like WorkLab reporting insights on changing working trends / AI / Azure



The Challenge:

The Growing Complexity of
Microsoft Assets



Individual Technology Challenges

Software

- How do we get a full global view of our Microsoft software estate?
- How can I ensure upgrade and downgrade rights are utilized?
- How can I ensure we are compliant with current licensing rules?

Servers

- How do I perform cost analysis on my server licensing?
- How can I optimize my server licensing spend?
- How can I ensure I am making the best use of my investment?

SaaS

- How can I see all of my global subscriptions in one place?
- How do I right size my subscriptions?
- How can I optimize my subscription costs and ensure I am only paying for subscriptions that are being used?

Cloud

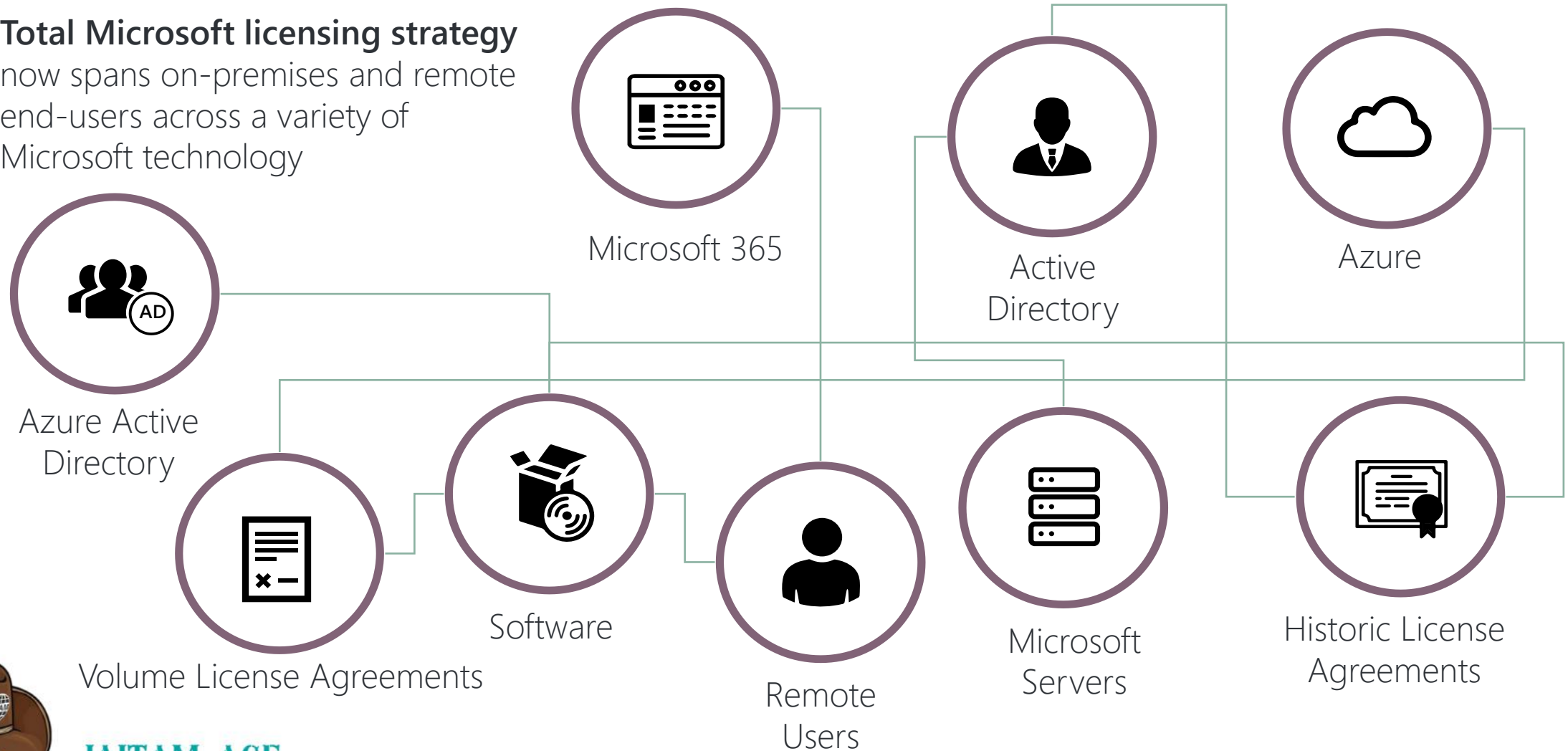
- How can I get full global visibility of my cloud assets?
- How can I know who is using them and why?
- How can I ensure governance?
- How can I assign and manage costs?
- How can I manage BYOL and AHUB?



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The Many Flavors of the Microsoft Technology Stack

Total Microsoft licensing strategy
now spans on-premises and remote
end-users across a variety of
Microsoft technology



Disparate Tools and Manual Processes

Different IT Asset Management Tools: for End-user devices, datacenter, SaaS, Multi-cloud +

Data trapped in silos:

Multiple, incomplete reports:



No 'Single Source of the Truth'



Manual Reports



Spreadsheets



Human Error



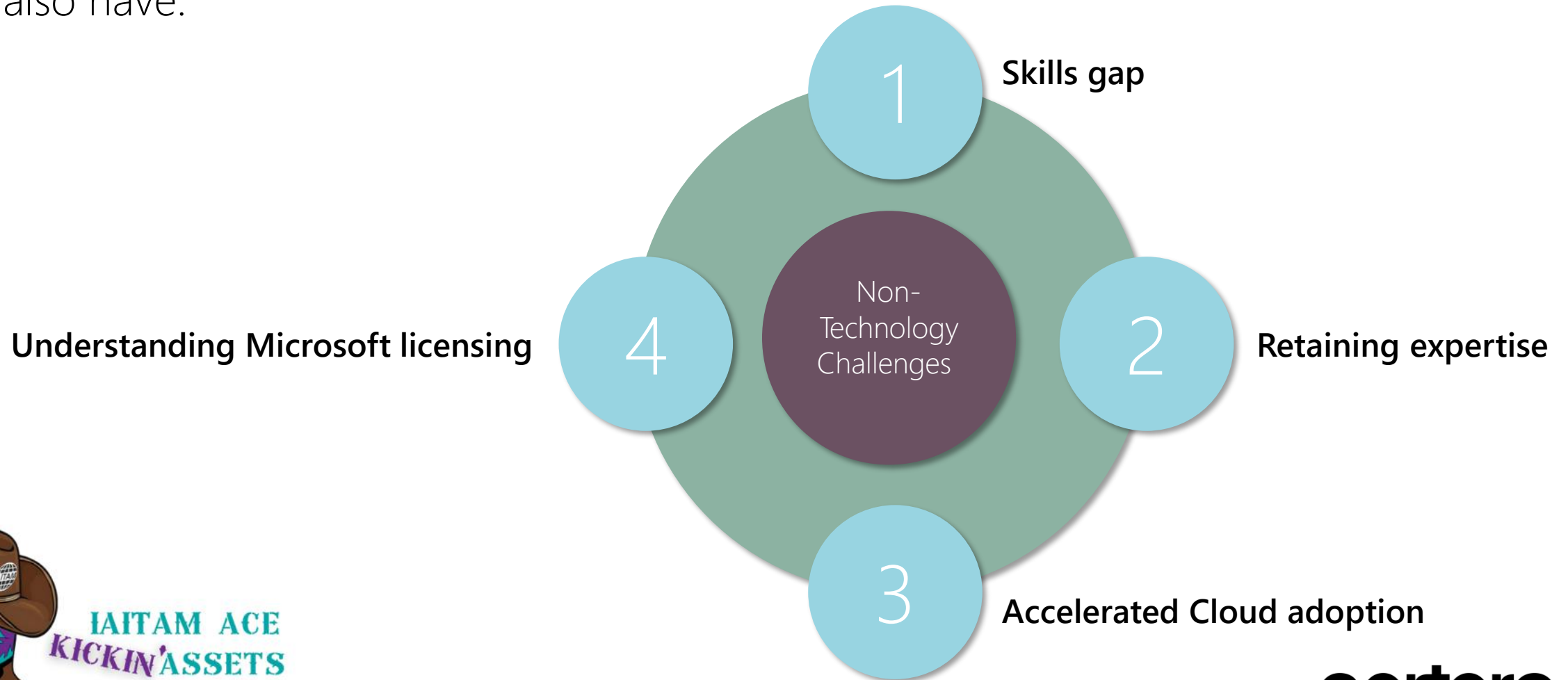
Point-in-time



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Non-Technology Challenges

On top of individual challenges with software, servers, SaaS and cloud, we also have:



Summary of Challenges

To successfully strategize and negotiate with Microsoft, we need to understand what is our optimal total licensing strategy with the vendor

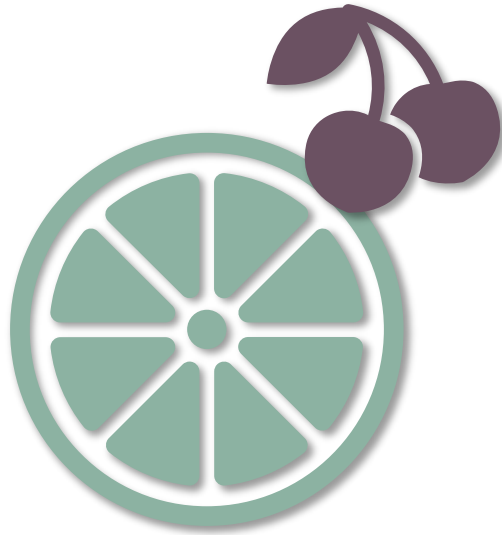
To do this we need to overcome the following challenges:

- Individual challenges of each Microsoft technology
- Multiple tools
- Organizational challenges: Skills gap, cloud adoption

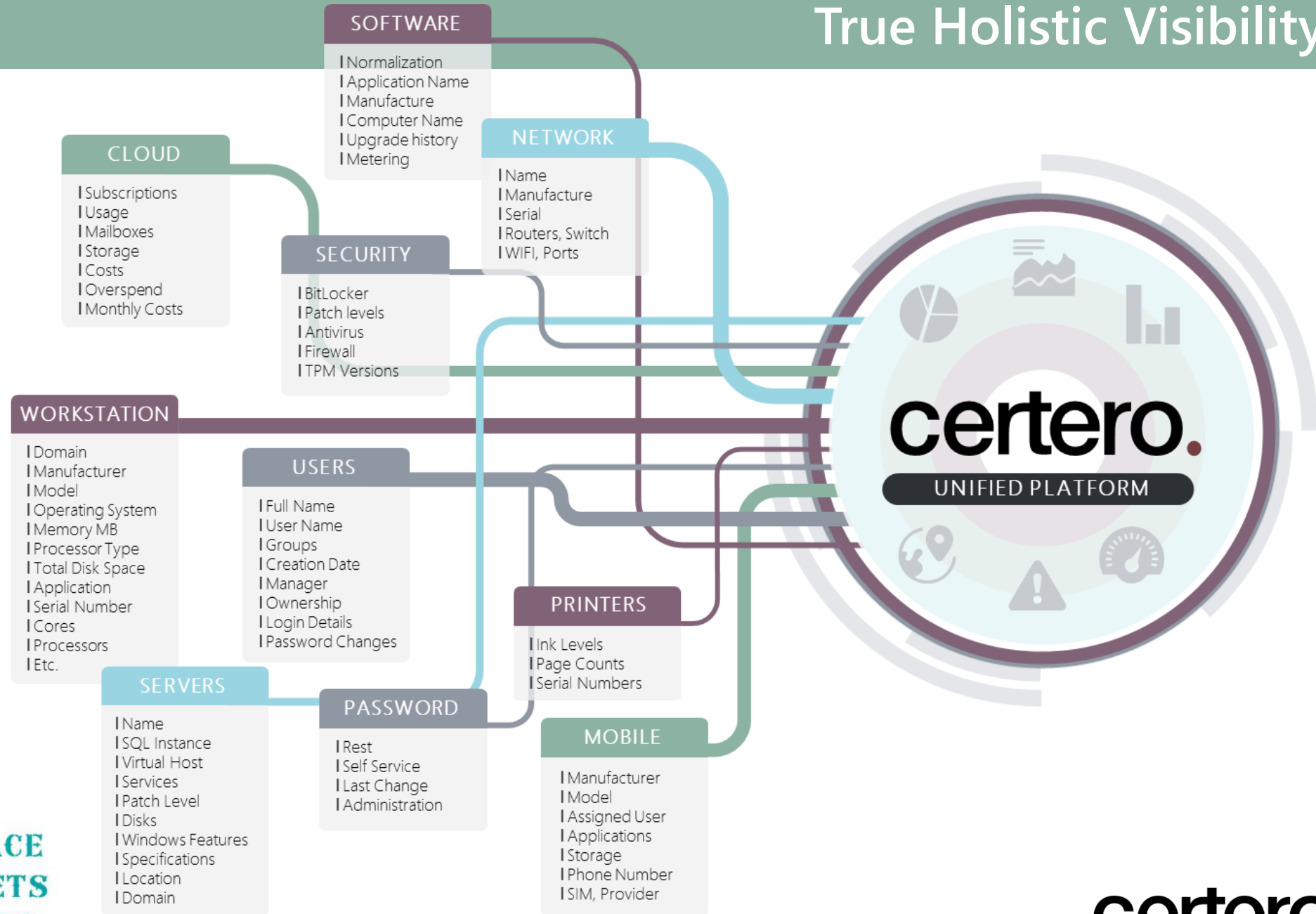


Creating the Perfect Mix:

The key ingredients to building a successful Microsoft licensing strategy



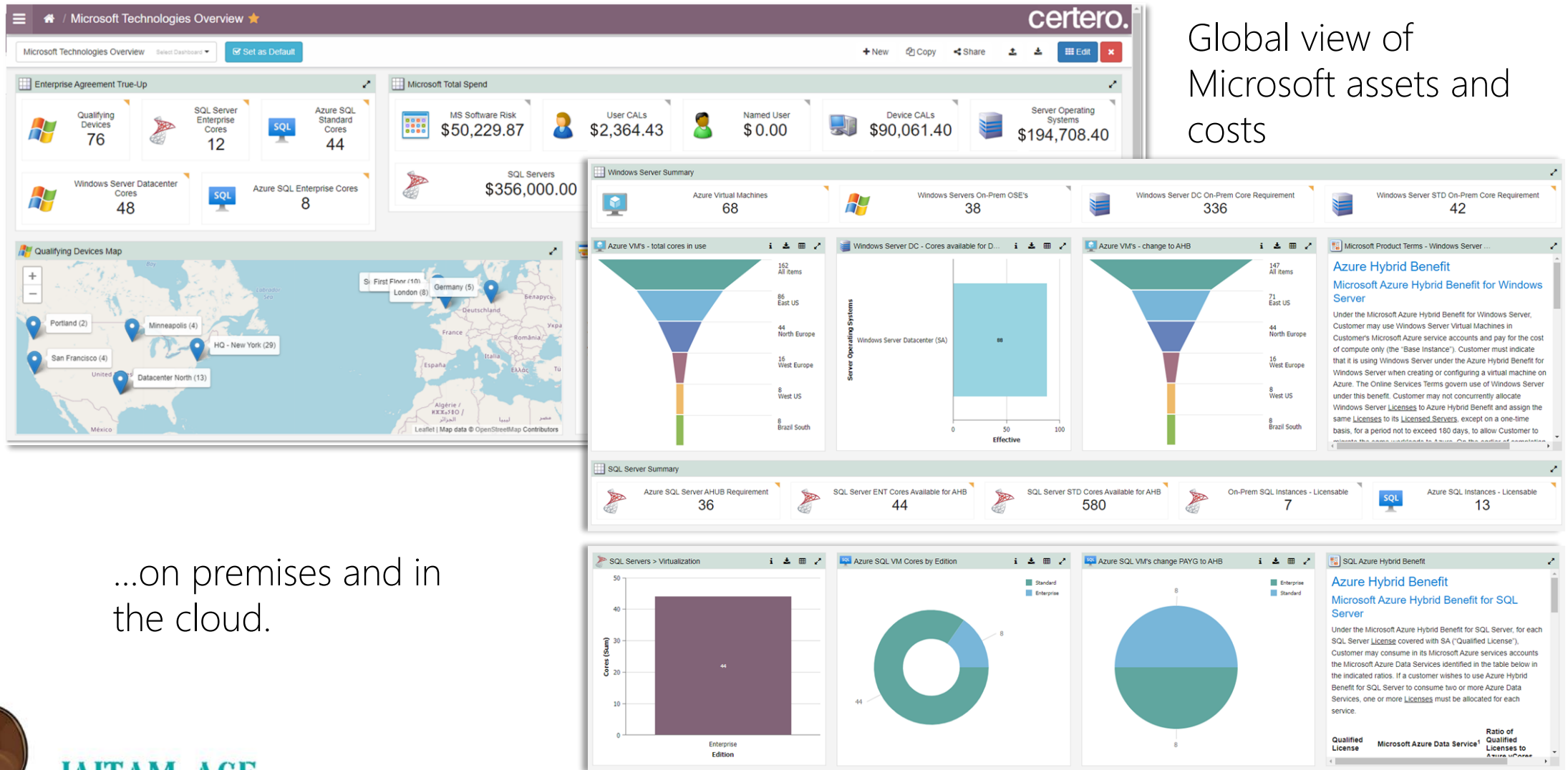
True Holistic Visibility



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True Holistic Visibility

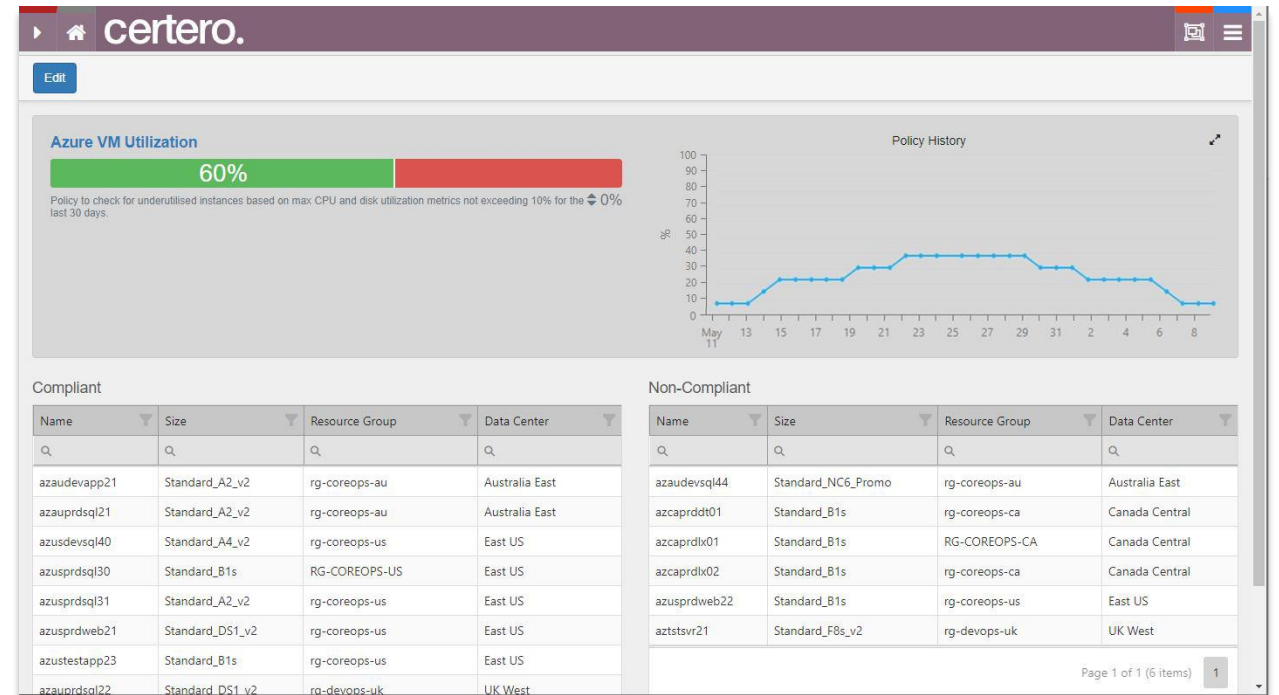
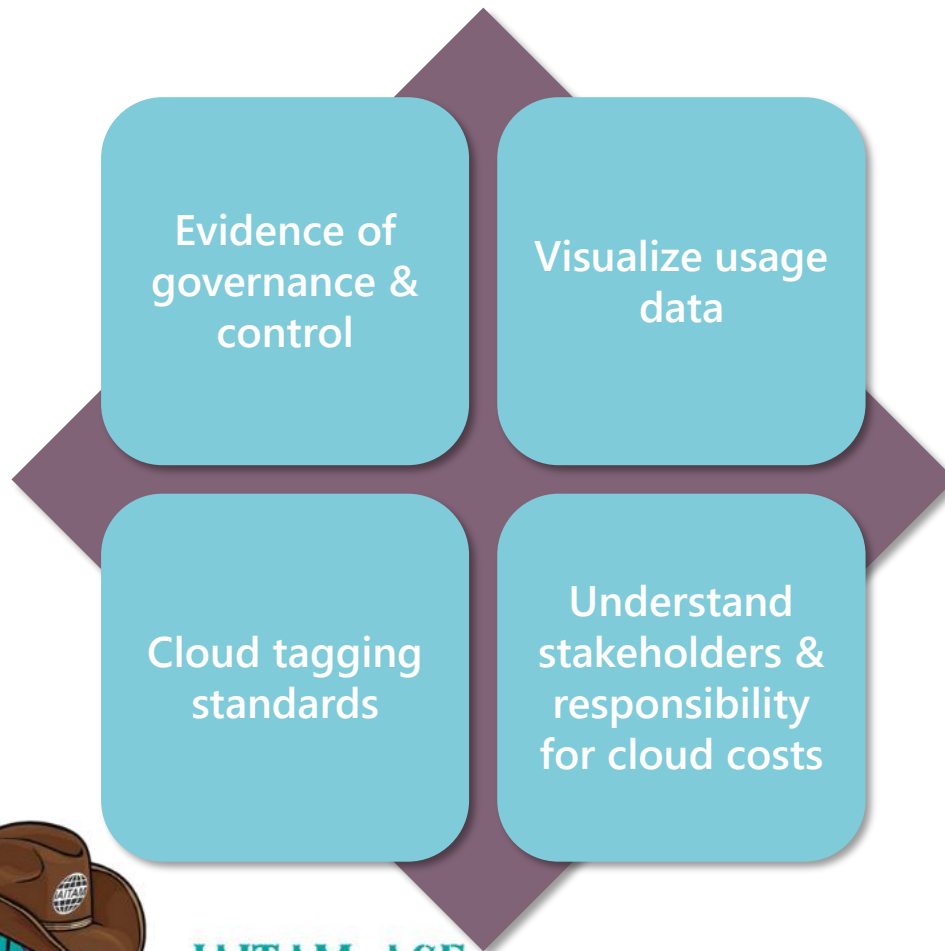
Global view of
Microsoft assets and
costs



...on premises and in
the cloud.



Full Governance and Control



Value from Current Investments

Identify unused
and underused
software

Measure
SaaS usage

Trim the
fat



Leverage Historic Investments



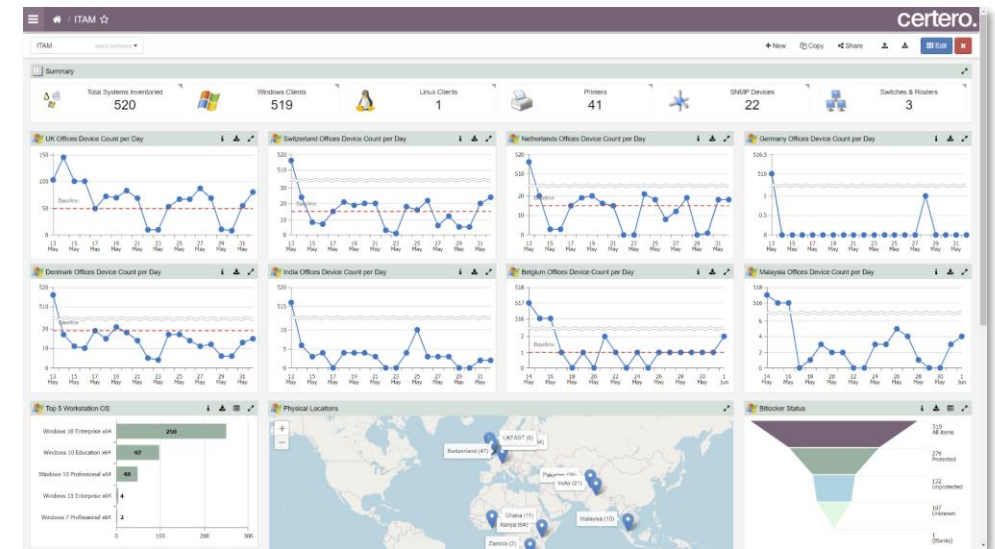
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Trending what is changing within our estate:

What is the rate of growth?

What is the trajectory telling us?

- I'd want to know how our needs are changing and what the trajectory of yesterday is telling me about tomorrow.
- Is this in-line with our strategy and how will this affect our future purchasing decisions?
- Are we running out of spare licenses?
- How is our cloud usage increasing?
- How is our use of particular applications declining?



Stakeholder Management and Reporting

Stakeholder Management and Reporting

- Stakeholder projections
- Financial accountability
- Incentivize stakeholder control
- Reporting on our strategy and progress





When you can see all of this,
you can create your Perfect
Cocktail;

A Total Licensing Strategy
for Microsoft and enter your
negotiations in a position of
power.



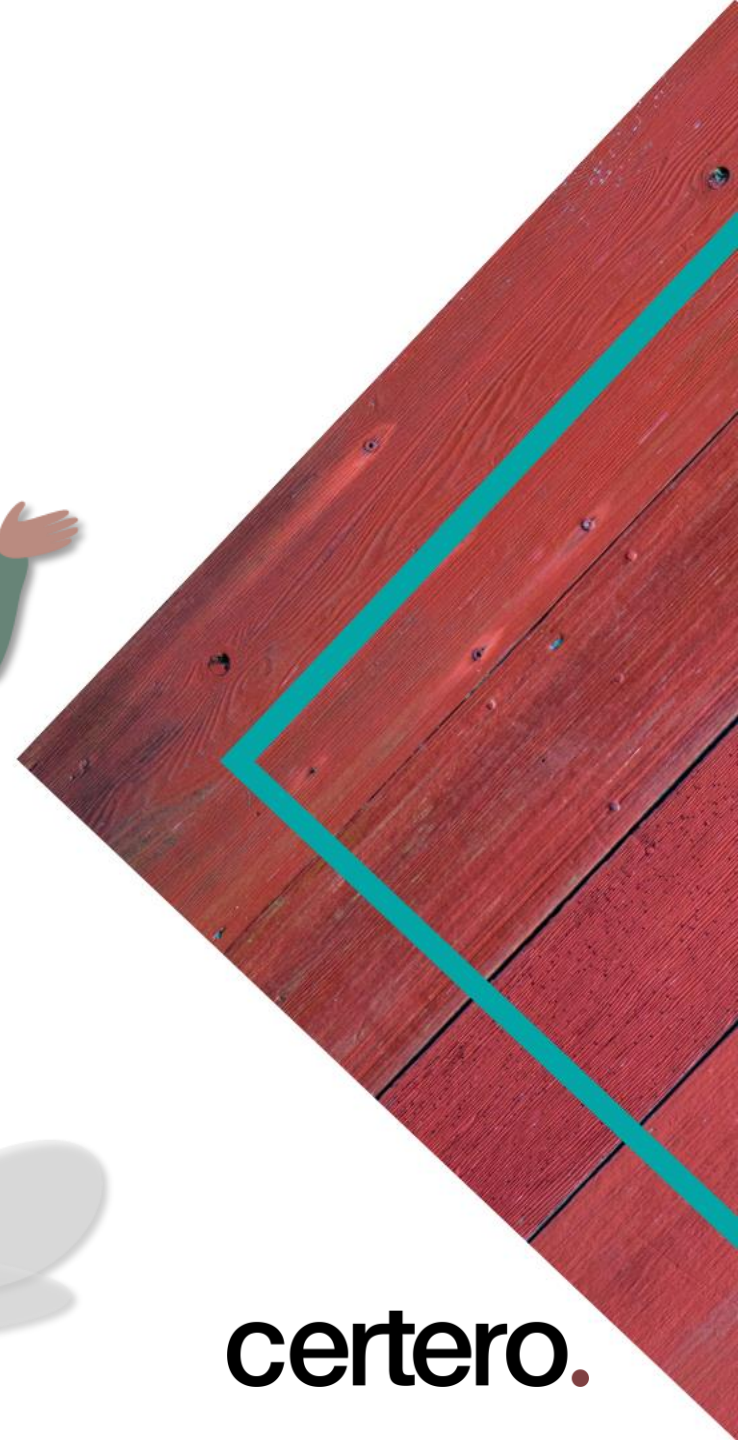
The Taste Test - Summary

Now that we're in control of Microsoft on-prem and in the cloud, we know:

- We are compliant with our on-prem software
- SaaS is optimized
- Cloud governance is robust
- Cloud wastage has been eliminated
- Historic value has been leveraged (BYOL)
- Projected growth
- Trajectory of cloud migration
- Our predicted software requirements



Questions



For more information:
www.certero.com

Thank You



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