

# MICROSOFT LICENSING OPTIMIZATION SERVICES



Navigating the complexity of Microsoft licensing can be challenging due to the changes that frequently occur in the licensing programs, how quickly technology evolves, and how often your business strategy changes. Adding to these challenges, on average, companies use only 49% of their SaaS licenses.<sup>1</sup> Meanwhile, 76% of companies over-license their software to avoid penalties from audits.<sup>2</sup>

Connection's Microsoft Licensing Optimization Services are designed to address these challenges and more by analyzing your entire licensing estate, all while identifying gaps, providing sound recommendations, and optimizing your technology stack to align with business goals.

## Remove Uncertainty

With over 35 years of experience selling Microsoft licensing, our services will provide data-driven insights and visibility, enabling informed decision making. Our consultative approach helps customers understand and optimize their IT environments and right-size their licensing estates. One valuable outcome is negotiation and audit preparation for renewal and true-up decisions.



### DISCOVER

Tools and processes to acquire business and technology information.

#### User Profiling Workshop

- Determine the best licensing model for user type, function, and usage

#### Microsoft 365 Discovery Workshop

- Aligning technology and licensing roadmaps to a customer's desired state

#### Server, Cloud, and SAM Discovery Workshop

- Ensuring the on-prem, cloud, and hybrid environment meets desired business and licensing requirements



### ANALYZE

#### Baselines

- Install base, utilization, surplus, and gaps
- Contract pricing and spend
- Provide industry and market data

#### Outcomes

- An effective licensing position
- "Run rate risk" renewal options
- Defined time to value
- Documented viable options for workload, architecture, contract, licensing, and usage
- Optimization advisor
- Compliance validation and identification of audit risks
- Executive overview



### OPTIMIZE

- Mitigation strategies
- Savings opportunities
- Guide purchases of the software and services
- Audit defense and support
- Assist with third-party contract negotiation
- Services to optimize workload, architecture, and adoption
- Support for contract negotiations
- Vendor and contract consolidation



### MANAGE

- Continuous discovery, analysis, and optimization
- On-demand advisory services



## Key Outcomes



Data analysis to support important decisions



Roadmap and deliverables aligned to the business strategy



Optimization of the technology and workloads for complete efficiency



Compliance validation and risk mitigation



### Change Happens. EXPERTISE WINS.™

As a leading Microsoft Solutions Partner, Connection provides a range of products, services, and solutions—along with technical expertise—to help your business navigate the constantly evolving technology landscape. We fuel innovation by focusing on effective delivery and deployment. Our deep knowledge ensures that you maximize your Microsoft investments.



**Please contact your Connection Account Team to learn more.**

1.800.998.0067 ■ [www.connection.com/Services](http://www.connection.com/Services)