

## Slashing Software Licensing Costs in a national Telco

### The Challenge

A national Telco company with 5,000 desktop users needed to cut costs to stay ahead in an ever-increasing competitive market. But with its IT infrastructure at the very backbone of mission-critical customer service and support, it could not afford to risk compromising high level performance that users, and subscribers, expected.

Overwhelmed with requests for new software and upgrades, the operator's IT Department could not effectively and automatically track and manage licenses. Without first examining previously purchased licenses and checking if they are underutilized or could be reassigned, the IT department routinely ordered what users requested. This often meant that overly expensive licenses, such as Full Editor versions, were often installed when in fact, significantly less expensive Viewer licenses would suffice. Management felt that the company was spending significantly more on licenses than necessary and wished to take action to eliminate this without risking a reduction in productivity.

### The Solution

The operator selected to deploy SoftWatch for its ability to accurately track the utilization level and actual usage of each software installation and to gain enhanced control over software license management.

SoftWatch automatic license tracking and deep usage analysis helped the operator easily detect wastage. By monitoring software actual usage of all applications running throughout the enterprise, SoftWatch accurately tracks the utilization level of each license and enhances control over software licenses to optimize SW utilization and reduce costs.

### The Results

Based on the data seamlessly and unobtrusively analyzed by SoftWatch, the operator discovered that 48% of their licensed software was not being utilized.

**When a major national cellular operator, serving over three million subscribers, turned to SoftWatch, they never imagined that software licensing for their 5,000 desktop users was eating away so much at the bottom line. After just a few months, the operator reassigned and realigned its software license portfolio to **save over \$2.5M.****

Nearly 30% of Microsoft® Office users did not use the full package they had installed. As a result, workstations at 40% of the company's Call Center were switched to Microsoft® Word and Excel "view-only" licenses. In addition, it was found that 73% of the users did not utilize Microsoft® Project and 43% did not use the installed Visio package.

SoftWatch reports enabled the operator's IT and Purchasing departments to easily gain optimized control over the company's software licenses, detect underutilized licenses and make the appropriate reassignments. The company immediately stopped purchasing new desktop software licenses for two years and used their existing software inventory. Now new requests for licenses are thoroughly checked before purchases are approved and more expensive licenses are being replaced with less expensive ones that more closely meet desktop users' needs.

In addition to the bottom line savings of approximately \$2.5M, the operator now has more accurate data readily available to support its decision makers.