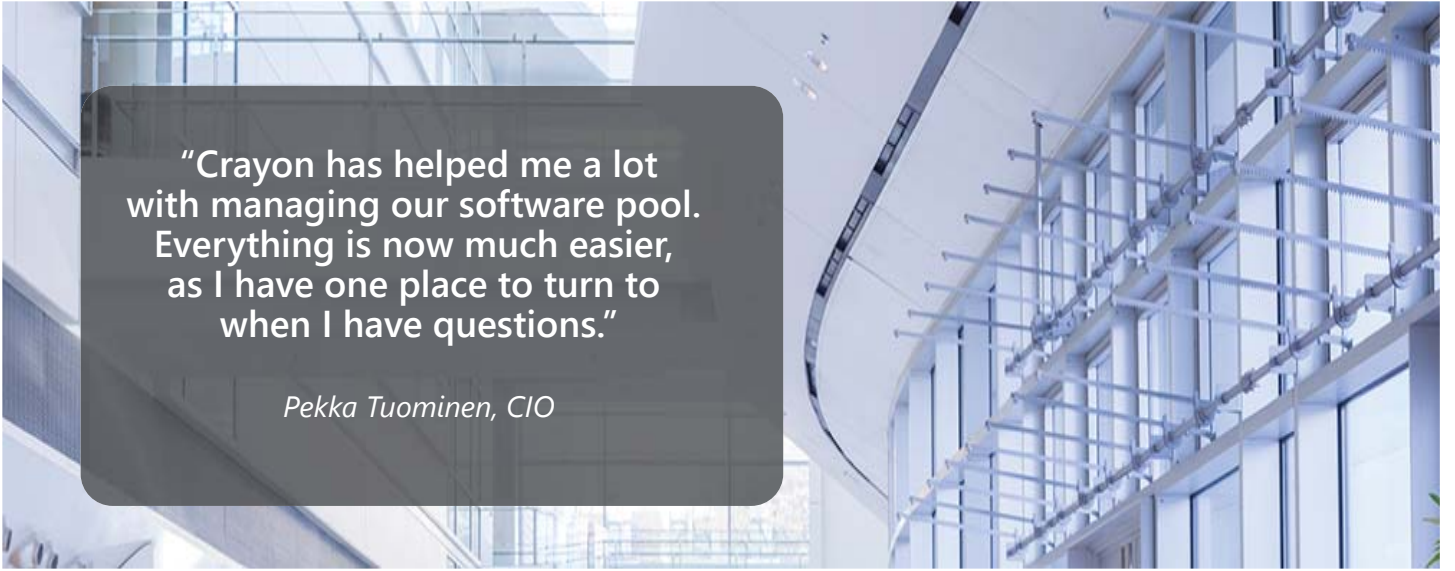


CRAYON CASE STUDY

Avara Oy



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Pekka Tuominen, CIO

Avara Oy is a responsible service company managing and leading rental apartment portfolios and funds. Avara manages residential property worth about €1 billion in three portfolios. Information based decision making plays a crucial role when Avara develops and creates new services for living and portfolio management.

Avara Oy has outsourced a considerable part of their software asset management and purchases to Crayon, including the software licenses required for their IBM Cognos environment. Avara's CIO Pekka Tuominen explains why.

What IBM technologies are you using and for what purposes?

Avara has a long history of utilizing IBM technology. We have been using IBM Cognos for reporting, planning and analytics, and Cognos Controller for creating financial consolidations and statements.

Why did you decide to get help with managing your software assets?

We have a small and flexible organization with only one dedicated IT resource. Keeping up with IBM's license policies is quite time-consuming, and we also have other software vendors to take care of within the full range of IT-related activities. The vendors tend to change their license policies at least once a year, and it takes

a lot of time and pro-activity to keep oneself updated.

There's so much information, and I don't have time to react to everything. If I was a license manager in a bigger organization, it would be easier to keep on track. But, prior to engaging Crayon, I practically had to take care of our software assets, in addition to my other duties as CIO.

Instead of trying to digest the information overload and figuring things out by myself, I started to explore other alternatives. I began searching for a partner who I could turn to for all our software related issues.



In addition, I wanted to gain clarity over software related costs, as well as early indications of upcoming pricing changes. In my opinion, it is better to receive invoices from one place instead of getting invoices from multiple partners in an unstructured manner.

How did your co-operation with Crayon start?

I decided to contact Crayon as I already knew some people there and was familiar with the company. It always feels better to start something new when you can talk to familiar and trusted persons. We met with Crayon's sales person and consultant, and they went through Crayon's services and way of working.

Already in this first meeting, we figured out that in addition to Microsoft and Adobe, we should do something about Avara's IBM license pool. We decided to review the Cognos environment and make sure that it is correctly licensed.

Above all, I needed help in managing the big picture - how to increase my visibility over pricing and licensing. I wanted to get all the necessary information regarding contracts, licensing models and pricing from one place. I also think it is important that the changes in licensing are translated into my own language: what do the changes mean for Avara? The service we get from Crayon can be compared to getting an executive summary instead of reading a 15-page report.

What are the results of the co-operation?

The objective was for Crayon to take charge of our software asset management and purchases, so that we get all our invoices from one place. Other than that, we are developing the co-operation as we go. During our joint review of the IBM Cognos environment we looked at what we have implemented and how the implementation meets our existing license terms and conditions. As a result, we got confirmation that our IBM environment is in order.



Pekka Tuominen, CIO, Avara Oy

Outsourcing software asset management is no turnkey solution. The licenses are still our responsibility and this cannot be transferred. Crayon has helped me a lot with managing our software pool. Everything is now much easier, as I have one place to turn to when I have questions.

I appreciate that Crayon's experts know our environment and I don't have to explain things over and over again. Whenever needed, Crayon contacts vendors on our behalf, which has helped me a lot.

So far we have been in frequent contact and it has been easy to follow the license situation. Going forward, we plan to move to quarterly follow-up meetings. I am very happy with the co-operation and it has met our expectations.

