

CRAYON CASE STUDY

Posten



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Arne Erik Berntzen, IT Director Supply Solutions at Posten

Posten Saves **Three Times** its Investment in Software Asset Management as a Service from Crayon

Posten Norge is the Nordic mail and logistics group delivering postal services, communications and logistics to the Nordic market. With 20,000 employees, Posten has more than 1,400 points of sale, which includes Post Offices and Post in Shops.

The Challenge: Licence Compliance and Optimisation

Software licence compliance is important to our organisation. We like to say we have a policy to be 110% compliant. Licence management however is complex. Keeping on top of licensing for all the major software vendors in our portfolio is time consuming with many aspects of licensing open to interpretation.

We first started working with Crayon several years ago when we asked them to help us gain control of our Microsoft licensing. While we have an agreement with an infrastructure operations vendor that provides information on software usage, we felt that we could benefit from a more neutral perspective.

For us, third party expertise is key. Not only are we concerned with being compliant, we also want to be sure that we are licensed in the most cost optimal way.

Engaging a licensing and Software Asset Management specialist gives us an advantage as we are now in a more informed position, which allows us to make better decisions for the company and save money.

The Solution: Software Asset Management as a Service

Crayon's Software Asset Management as a Service helps us obtain and remain in control of our licence position. While we started with Microsoft licensing, we recently extended our contract with Crayon to cover five major

software vendors, the top three being Microsoft, Oracle and IBM.

With a huge number of clients, physical Windows servers and multiple virtual environments, Crayon interprets inventory data from eight environments (this includes eight separate data sources derived from nine different tools) into a joint status of software compliance.



When we upgraded our client platform to Windows 7 Enterprise, Crayon helped us to re-harvest the right number of licences to support the move at no additional software cost.

When we considered renegotiating our Microsoft Enterprise Agreement (EA), Crayon provided additional scenario analysis that illustrated the economic risks and consequences to support a choice of strategy for medium timeframe Microsoft licensing.

When we went through two rounds of Microsoft audits, Crayon provided all the necessary information to Microsoft, taking the pain away from the internal team who otherwise would have spent countless hours making sense of our situation.

Crayon helps keep track of legacy servers and clients. They also show rights and licensing compliance risks if and when we decide to upgrade our client platform in the future. And, on a monthly basis, Crayon gives us an overview of surplus software – limiting the cost and need of purchasing new software.

The Result: Software Asset Management Investment Pays Off

Crayon takes the pain away from compliance. The team provides us with strategic advice to help us make the best decisions – whether that be looking different scenarios when we are considering technology upgrades or keeping track of our usage so we aren't over or underpaying in licensing. It also strengthens our negotiating position.

For us though the benefits of working with Crayon go far beyond maintaining compliance. Crayon provides tremendous value to the organisation. The team is highly skilled and they have a service minded attitude. I always feel Crayon is focused on finding the best solution for the organisation.

The net result is we actually save three times what we invest in the Crayon service.

Our relationship with Crayon is a partnership. And, with software licence models increasingly moving from on premise to the Cloud, we plan to work with Crayon to help us determine how we can transition where it makes sense and in the most cost effective way.

We look forward to working with Crayon for many years to come.