

## CRAYON CASE STUDY

# Daldata stay on top of Licences & Costs



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To a service provider like Daldata it is crucial to stay on top of our licence situation. With Crayon’s help we find the most useful licencing models, reduce the risk of not paying for more software than we need and we have a solution that enables us to handle fast economic growth and loss of customers in an economically safe way.

Kjell Møllersen is Technical Manager at Daldata, a software and hosting provider with headquarters in Tynset and branches in Oslo and four other Norwegian cities. They work to ensure that hundreds of SMB companies across the country do not need to spend large amounts of resources on IT solutions. Daldata is also a big player in the accounting business, with hosting services in their own modern data centre as well as their own product, the accounting system Duett.

### The Challenge: Dealing with Complexity & Risk

Our business and the services we provide are completely dependent on us choosing the most suitable licencing model. At the same time, we have to deal with the complexity that comes from increasing numbers of clients, services moving into the cloud and the fact that programmes have become a service and are no longer physical products.

One of the most important challenges Crayon is helping us with, is the continuous evaluation of the type of licencing solution we should choose, based on user patterns, software and infrastructure.



We like to know what will be more cost effective for us – and for our customers. Experience over recent years, and our cooperation with Crayon, has shown that we are increasingly moving away from a user based to a CPU based model to calculate the rental costs of our software providers.

This is because Daldata has grown exponentially in the last 7-8 years, and also become more virtualised,' says Møllersen.

Keeping our own house in order is also risk handling in action. Today's lack of control over your licence situation can easily become tomorrow's disaster for your finances and reputation. There is no need to end up in that situation when you can get the kind of advice and products that Crayon can offer, which help reduce the risk to almost zero.

### The Solution: The Right Costs and Licence Control

Crayon regularly runs revisions and reports on user patterns and the needs of our customer base and offers advice on which payment model is the most beneficial. They also keep track of our licence needs, for instance VMware. Because they are so big, moving more and more of our business to Microsoft solutions such as Hyper V will not cause problems; Crayon has the expertise on this as well.

Crayon not only caters to our specific needs; when I run into difficulties regarding licencing I like to use their advisor as a sounding board. As everyone in this business knows, the rules and regulations are not always clear-cut. At such times I greatly appreciate being able to call Crayon with my question, and they will either answer it themselves or find the answer for us. At other times I may find it useful to have a

general discussion with someone who knows the subject, before I make a licencing- or software related decision.

### The Result: A Proactive Partner

With Crayon as our licence partner, Daldata is currently in a situation where, above all, we feel confident that we are on top of the licence situation in our software portfolio.

This means we can concentrate more on the customers and their needs, and less on the administrative part of our own business. We also know that we have the most cost effective solutions in place, partly due to Crayon's expertise, and partly because they don't offer just one solution or one provider, but rather a wealth of alternatives as part of the bargain.

We are flexible and know that we are able to deal with both growth and recession. We have an interlocutor and a training provider who helps us increase our own knowledge. We have examples of situations where we as a customer have challenged Crayon to come up with a rental agreement for a type of software that was previously only available to buy.

This is the kind of partner Daldata wants; someone who is more than a money collector, and someone who regards their dialogue with us as the true value of our relationship,' concludes a very happy Technical Manager, Kjell Møllersen.