

WE GET SOFTWARE MANAGEMENT CHALLENGES.

To simplify software complexity,
you need IT Orchestration by CDW®.



Simplify software and Software as a Service (SaaS) portfolio complexity, increase operational efficiency and reduce total cost of ownership through a Software Portfolio Optimization Workshop.

Overview

The Software Portfolio Optimization Workshop is a bundled services offering from your CDW IT Asset Management (ITAM) team and software BDMs. Our services usually see increased margins of at least 25 percent and help sales teams develop cross-selling opportunities across integrated technology solutions, including SAM engagements, managed services and more.



Discovery
Assessment



Planning



Clearfind

Phase 1: Discovery Assessment

Perform a scan of the customer's environment to produce a master software list and risk heat map, with insights into deployment sizes, misused and underutilized software, and spending compared with industry benchmarks, as well as potential audit risks.

Phase 2: Planning

During this collaborative session, software BDMs will analyze and guide the customer in deciding top software and SaaS products to run through Clearfind. Depending on the customers' unique goals and strategies, they can choose to target tail spending, top publishers in terms of cost, or specific categories like anti-virus software, CAD, PDF software, etc.

Phase 3: Clearfind

Use Clearfind to analyze software portfolio capabilities and identify optimization opportunities. These insights will identify products with like features and functionality to consider for consolidation, and provide objective information for internal discussions and negotiations.

Keywords and phrases to listen for:

- M&A
- Assessing tools
- Vendor consolidation
- Tail spending analysis
- Software optimization/software rationalization
- Renewals

Probing Questions

- Do you have a method of discovery across your organization? Do you need a tool/technology that can scan your network and report back what hardware and software is being utilized within your environment?
- Are you fully utilizing the software and hardware you've invested in over the past 12-18 months? How can you confirm your utilizations?
- Are there areas of redundancy where you are paying for multiple solutions that have similar functionality? How can you confirm this redundancy?
- Do you have a budget or plan for the next 12-18 months to maximize your current IT investments? What's your IT roadmap? Are there any IT initiatives where we could assist in realizing those goals?
- How are SaaS solutions affecting your company's software usage?
- Is your organization experiencing merger, acquisition or divestiture activity?
- How are you onboarding new software/SaaS?

Use Cases:

MAXIMIZING ROI

Challenge: A global finance company looking to bring most of its software ecosystem to the cloud.

Solution: Identified software to be consolidated to free up budget to redeploy, software to be replaced by more contemporary and optimized solutions, and software to be reviewed to ensure the client gained the best pricing.

Result:

- 15 percent ROI on software
- 26 percent of duplicate tools identified and removed
- Seven strategic software tools identified and acquired with reallocated budget

MANAGING COST REDUCTIONS

Challenge: Customer was tasked with reducing the annual software budget, while maintaining or improving capabilities.

Solution: Identified significant potential for consolidation across multiple departments. Enabled organization to gather user feedback in minutes, learning how the team used their existing tools, in order to manage changes without significant disruption.

Result:

- 25 percent cost reduction in software

ENABLING STRATEGIC DECISION-MAKING

Challenge: Customer was swamped with requests for new tools and duplication of tools, and burdened by an inconsistent approach to purchasing.

Solution: Enabled visibility into current capabilities, identified overlapping software functionality and streamlined software procurement processes to prevent future redundancies.

Result:

- Reduced duplicate software purchases to zero
- Empowered teams to search for capabilities across the organization



For more information about **Software Portfolio Optimization Workshops**, please reach out to ITAM@cdw.com and SoftwareBusinessDevelopment@cdw.com.

