

Rapid onboarding of +\$14M software spend across 150 publishers for a multinational brewery company

A multinational brewery company went out to market to select a new partner who could manage their >\$14 million indirect software spend. The client considers software asset management and procurement activities outside of their core business and needed a partner who could provide effective governance and optimisation to meet their objectives. Thanks to Insight's approach of combining procurement and software asset management services with a global footprint, the client was rapidly on-boarded to deliver effective services.

The Challenge

A multinational brewery company needed a partner who could deliver a centralised service for software license procurement and software asset management related activities, supporting all relevant internal departments and locations.

Their key challenges that needed to be addressed were:

- Adapting to changing market circumstances
- Effective sourcing and renewals for ~150 publishers
- Governance to manage risks and optimise costs

The client has employees located across Asia, Europe and the US and required a centralised service to support all operational activities related to license purchasing, maintenance, renewals and software asset management activities. Ensuring all purchases and renewals are processed efficiently and cost effectively with good governance.



Quick Overview

Client:

A multinational brewery company

Challenge:

Changing market circumstances, effective sourcing and governance to manage risks and cost reduction opportunities.

Insight Solution:

Procurement and Software Asset Management Services

Centralised global service to support activities related to license purchasing, renewals and software asset management.

The Solution

Insight's solution focused on combining procurement and software asset management services into a single offering. Delivered globally, with a flexible and agile approach to onboarding for the services.

The software asset management services provided to the client are focused on delivering both technical and functional support for their SAM tooling and maintaining accurate and up-to-date data in their tool.

The client focused approach began with a series of initial briefings and project initiation meetings with the client. Followed by workshops to fully understand the processes and data, then feedback sessions to present findings with recommendations for improvement.

The delivery model established by Insight to support the client included, main point of contact to lead the service delivery, project manager, key consultants to deliver the service supported by a wider delivery team.

Insight's knowledge and previous experience of delivering these services enabled a smooth and rapid transition of services for the client during the onboarding phase of the engagement.

Key highlights:

- Client confidence gained through talking with multiple references to gather external views on previous service delivery and performance.
- Proactive approach with the client to establish transparent planning with status dashboards to review progress.
- Efficient prioritisation of day-to-day activities to manage in-scope publisher spend in short time frame.
- Smooth transition of services driven by effective project management and dedicated resources.
- Professional approach highlighted in client feedback for successful onboarding.

The Results Highlights



Rapid on-boarding of \$14M+ indirect software spend across 150 publishers.



Efficient running of day-to-day activities in very short time-frame.



Effective project management and governance exceeding client's expectations.



A "partnership" approach with the client throughout the whole process.