

Cobweb's Streamline Licensing Service



Traditional Microsoft IT licensing can be complex. And, with varying licensing options available - ranging from MOLPs (Microsoft Open License Program) to Open Value licensing agreements - not only complex, but often more expensive than necessary.

The nature of business and IT development means that applications and devices are bought, and users added and taken away as required. This often results in a business having to contend with:

- a jumble of licences
- held with numerous vendors
- with differing renewal dates
- and licensing diverse software versions.

And while many businesses are over-licensed - with the attendant cost waste that brings - many others are under-licensed, with the compliance risks that carries. A business may often be completely unaware - and believe they're covered, but are in fact non-compliant.

Cobweb's Streamline Licensing Service has been created to help businesses re-organise their Microsoft IT licensing into an efficient, cost-effective structure, with billing from one central vendor.



Why streamline your licensing?

Legacy licensing arrangements can cause a number of issues, and streamlining will not only address these issues, but bring a number of additional benefits.

Reasons to streamline include:

- **Over-licensing**
it's easy to lose track of who is accessing which applications. Have some users left? Do others no longer need the access?
- **Under-licensing**
This can have serious repercussions for a business. Microsoft, for example carries out thousands of audits each year to ensure that their services and solutions are properly licensed, with substantial fines levied against businesses failing to do so.
- **One-vendor efficiency**
Moving licences to a single vendor makes for far greater efficiency, with renewals and billing, for example.
- **Cost**
Not only will the streamlining service identify over-licensing, but brings the option to move on-premises licensing to Microsoft's CSP (Cloud Solution Provider) programme, reducing the need for upfront costs, and shifting expense from CAPEX to OPEX.

An example of how moving on-premises licensing to CSP benefits business, is regarding SQL server licensing, as there's no need to purchase Server CALs (Client Access Licence).

And, with CSP billing, customers:

- Pay only for the number of actual users of Microsoft licences.
- Can add in and remove users at the click of a button - removing the need to purchase up-front to cover potential licence requirements.
- And are able to upgrade licences as need develops.
- **Advice from cloud experts**
With licensing in one place, a managed cloud solutions provider, such as Cobweb, can take a holistic view of a business's applications, and advise on where streamlining a service could result in greater use of existing solutions, and often eliminating the need to use - and pay for - duplicated services - for example, advising a move from DropBox to SharePoint, from Slack to Microsoft Office 365's Teams.
- **Microsoft compliancy**
Ensure compliancy with Microsoft licensing requirements.



Who is Cobweb's Streamline Licensing Service for?

The service has been created to enable businesses of any size to address problems that can arise from a legacy and complex licensing structure, and benefit from the additional advantages streamlining licensing can bring.

The service is aimed at customers looking to move entirely to the cloud, and those wishing to stay in a hybrid state.

Cobweb's Streamline Licensing Service

Cobweb's service comprises four phases:



Discover

We ask you to send through to us all your licensing agreements and server infrastructure information – for example, the number of cores, CPUs.



Implement

Based on the output of the assessment phase, we will migrate your licensing requirements, and can assist in migrating any identified solutions – for example, moving Windows 2008 server into Azure.



Assess

We will check that each licence is relevant, and identify where you are under-licensed or over-licensed.

We will recommend where it would be beneficial to move licensing to CSP and/or to rehost solutions in the cloud and therefore more efficiently.



Manage

As a managed solutions provider with an account management approach to customer engagement, we see every customer as an individual and work to ensure that each not only receives optimum service from Cobweb, but advice to suit their particular need.

Our customers have access to a wealth of product information and free educational events to enable them to make informed decisions about their IT provision. We also provide an optional managed service, incorporating support levels tailored to suit individual need.



Next steps

If you'd like more information about Cobweb's Streamline Licensing services, contact any of the Cobweb team. You can reach us on **0333 009 5941**, or email **hello@cobweb.com**.

Let the cloud work for you. Call us now to find out how Cobweb can help your business become more agile, productive and mobile.

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About Cobweb

Cobweb is one of Europe's largest cloud solutions providers. Founded in 1996, the company draws on in-depth expertise and decades of experience in what is now known as cloud, empowering organisations of all sizes to grow into flexible, agile businesses through the deployment of best-of-breed cloud technologies.

A member of the Cloud Industry Forum and a Microsoft Gold Certified Partner, Cobweb was the first provider in Europe to deliver Microsoft cloud services through the Microsoft Cloud Solution Provider programme. The company prides itself on innovation and liberating its customers and partners through technology. This is backed up by UK support and advice 24 hours a day, 365 days per year. Based in London and Dubai, with an operations centre on the south coast, Cobweb is a British company with a global outlook.



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