



Microsoft Software Asset Management Customer Solution Case Study



Customer: ISG Asia

Web Site: www.isgasia.com

Customer Size: 100 -5,000

Country or Region: Singapore

Industry: Professional Services

Partner: TecBiz FRisMan Pte Ltd

Customer Profile

ISG Asia is a property and construction services group working in Asia and the Middle East. Owned by Interior Services Group plc, ISG Asia had a S\$160 million (U.S.\$111 million) turnover in 2006.

Software and Services

■ Products

- Microsoft Office 2007
- Microsoft Office Project 2000
- Microsoft Exchange Server 2003
- Windows Server 2003 R2
- Windows Vista
- Windows XP Professional

■ Technologies

- Microsoft Active Directory

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Property and Construction Firm Achieves High Savings Using IT Asset Management

“SAM is an outstanding way of gaining insight into and control over IT inventory and purchasing, and it ensures we are compliant.”

Dan Baker, Group IT Manager, ISG Asia

ISG Asia is a property and construction services provider with 11 offices in Asia and the Middle East. As it had no integrated IT inventory tracking, it opted to partner with TecBiz to implement a Software Asset Management (SAM) solution for its Singapore office. This enables it to consolidate its regional asset management and licensing compliance. Now it can track, report and plan IT operations, utilize volume discounts, and reduce expenditure.

Business Needs

Established in 1989, ISG Asia provides property and construction services to owners and occupiers of real estate across Asia and the Middle East. The company is wholly owned by Interior Services Group PLC, listed on the London Stock Exchange Alternative Investment Market (AIM). It had a turnover of S\$160 million (U.S.\$111 million) in 2006.

With over 440 staff in 11 locations, plus 50 people in its Singapore office, ISG Asia found it difficult to analyze the location and licensing status of its software and hardware. “We had a variety of vendors we purchased from, but no single consolidated list. With several compliance cases in the

media recently, we wanted to make sure we were fully compliant,” says Dan Baker, Group IT Manager, ISG Asia.

The organization was also concerned about brand protection. “When we go out to tender we need to say we are fully compliant. Our company reputation and brand strength would be at risk if any offices do not comply,” explains Baker.

In addition, purchasing was conducted independently in each office which meant there was no centralized inventory of purchases. For example, ISG Asia was unaware it had 10 copies of Microsoft Office Project and intended to purchase

more licenses, which would have doubled the expenditure. A single inventory of all its software and hardware purchases would allow it to ensure software licensing compliance, protect its brand, and exercise greater control over IT expenditure.

Solution

ISG Asia was already using TecBiz FRisMan Pte Ltd for its software purchases, so TecBiz discussed a Software Asset Management (SAM) solution with the firm. "At first we saw SAM as being a bit intrusive, but then TecBiz explained that a software asset management consultation would be an independent and confidential review. After they completed the review, it was easy to see the value we could achieve by implementing a SAM solution," explains Baker. Through its proprietary software solution, Solve SAM, TecBiz provided ISG Asia with asset management, inventory management, and license care, bundled together seamlessly with its ongoing software purchases.

Upon completion of the SAM consultation, ISG Asia found between S\$12,000 to S\$24,000 (U.S.\$8,328 – U.S.\$16,657) of over-licensed software, just in its Singapore office. The SAM solution also enabled the company to consolidate its regional IT budget and IT inventory within the Singapore office. This means the firm can now take advantage of volume purchase discounts through Microsoft® Volume Licensing Services (MVLS).

The SAM solution has also changed the way the organization works. "SAM methodology has been integrated into our HR policies and processes. Now country managers ask if we have enough licenses before hiring new people, and carefully consider the cost of any additional outlay that is required," says Baker.

The SAM audit also provided the company with a baseline to start managing its network. Previously the company would send a team to conduct a yearly or bi-annual manual inventory of every PC in the organization. Now ISG Asia uses its existing Active Directory® capability to support remote asset management. As Baker explains, "As long as our PCs are connected to the network we can conduct software asset management remotely."

Benefits

One of the biggest advantages to ISG Asia was the discovery of software over-licensing following implementation of the SAM audit. The company also realized significant cost savings through its participation in MVLS. "The cost difference between MVLS Level B and off-the-shelf software is substantial. The savings are even more significant when magnified over 400 users and computers," confirms Baker.

Centralized IT Inventory

Implementing a SAM solution has generated a fully centralized IT inventory, reducing ISG Asia's administration requirements. Every new purchase is catalogued and updated in the company inventory for each office. "The amount of time, effort, energy, and headache SAM has saved ISG Asia is unquantifiable. SAM is an outstanding way of gaining insight into and control over IT inventory and purchasing, and it ensures we are compliant," asserts Baker.

Greater Control

Now, inventory management and all software purchases are administered through the Singapore office. This consolidation has led to cost savings and greater control over IT within the organization. "There is no guesswork involved. I can look at the SAM reports and instantly know our IT status, which supports accurate planning," says Baker.

Repositioned IT Value

With clear accountability and up-to-date expenditure tracking, ISG Asia is using SAM to provide an accurate business case for future IT expenditure. "SAM puts IT firmly back in the business because it explains its role and costs through accurate reporting. SAM provides us with a foundation to cut costs in all areas," explains Baker.

Improved Resource Allocation

SAM has enabled ISG Asia to improve its employee resourcing. Baker explains, "We have totally re-structured IT in the organization. Through the review, we discovered many people had the wrong kind of license. Now we can better and more efficiently equip our staff with IT that meets their exact needs."