

CUSTOMER CHALLENGES

With perpetual licenses you pay for software upfront and support contracts annually. For larger software deployments the upfront cost can be significant which means a large capital expenditure (CapEx) is often required.

With a Licensing as a Service (Laas) model, this is changed to an operational expenditure (OPEX).



THE SOLUTION

vmware  Microsoft **veeam** ETC.

1 **Licensing as a Service** provides clients and partners with the ability to subscribe to selected VMware, Microsoft, etc. licensing on a monthly subscription/consumption basis.

2 The **license procurement model** is available to clients to be used with their on-prem hardware, hosted hardware, or via an Infrastructure as a Service offering.

3 This is a **cost-effective method of procuring software licenses** for clients, which by default includes software updates and support.

4 **Upgrade and migration services** can be provided as an additional service.

5 This vehicle allows for **multiple reseller partners** to the end client.

BENEFITS

- **No upfront cost** for the usual 1-, 3- or 5-year perpetual licenses.
- **Use is consumption based** and will be billable on a monthly basis.
- **No renewals** will be required at the 'end' of a license period.
- Clients will always have access to the **latest versions**.
- No more **"investment cycles"**.
- Fully managed by the **licensing provider**.
- **Optional additional services** are available, including updates, upgrades and migration services.
- The client has **flexibility to switch functionality/usage** on or off as required.

USE CASE

Scenario:

A company recently refreshed their on-prem hardware environment, but never renewed their VMware vSphere licenses. They would now like to install the latest version of vSphere because the latest version of their Enterprise resource planning (ERP) software is no longer supported on their current version of vSphere. The most recent version of their ERP software also requires Microsoft SQL server. They have some OPEX budget available for the remainder of the year, but no CapEx.

Challenge:

- In addition to a license renewal fee, VMware also want to charge the company a reinstatement fee to get their VMware support up to date.
- The quote received for MS SQL Server is also CapEx based.
- They need to move to the latest version of their ERP software before the next budget cycle starts.

How does LaaS help?

- The company can switch to a **consumption-based model** and upgrade to the latest version of vSphere with no support renewal or reinstatement fee.
- They get access to a **MS SQL Server subscription** and pay for it on a monthly basis.
- They can now use their OPEX budget and align their budgets for the next financial year based on what they consume.
- If housekeeping is done, and virtual machines (VMs) are reduced, or the vRAM allocation per VM is refined, their **overall monthly cost for the consumption of VMware licensing can be reduced**.

