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| Overview  Country or Region: Czech Republic  Industry: Software engineering  Customer Profile  Cleverlance supplies software solutions to telecommunications, finance, and governmental enterprises in the Czech Republic. Based in Prague, it has four branch offices and 300 total employees.  Business Situation  Cleverlance wanted to maximize the value of its software licensing, taking full advantage of its software resources while setting an example of compliance with vendor agreements.  Solution  Cleverlance engaged partner DAQUAS to help reach a better understanding of the company’s software assets, licensing, and policies. It then joined the Microsoft Software Assurance maintenance program.  Benefits   * Learning about the licensing situation * Maximizing partner benefits * Streamlining software upgrades * Being fair to other software developers |  |  | “We now know exactly which licenses we need for each software solution. In the past, sometimes we thought we knew, but we could make a mistake.”  Petr Zvonik, IT Manager, Cleverlance |
|  |  | Cleverlance is a software vendor for telecommunications and financial companies in the Czech Republic. Because the company’s revenues depend on license compliance, Cleverlance executives feel an obligation to meet such compliance themselves. Additionally, when the company achieved Microsoft® Gold Certified Partner status, it wanted to take full advantage of increased licensing benefits. To achieve its goal, Cleverlance worked with another Gold Certified Partner, DAQUAS, which has particular expertise in licensing. DAQUAS helped Cleverlance inventory current software usage and licenses, articulate a vision for the future, and join the Microsoft Software Assurance maintenance program. Cleverlance executives now know exactly what they need to stay in compliance, and they are assured that they are maximizing the value of licenses in the Microsoft partner program. |
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Situation

Cleverlance develops and integrates complex software applications for customers in telecommunications, finance, and government sectors. Founded in 2000 in Prague, Cleverlance has emerged as one of the largest suppliers of multi-tier, open solutions in the Czech market, and is a leading player in Central Europe. Its operations have expanded to about 300 employees spread among headquarters and four small branch offices.

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| "We wanted to use Microsoft Office Live Communication Server 2005, which in turn uses SQL Server 2005. So to what extent could we apply licenses for servers we were already using for another purpose?"  Petr Zvonik, IT Manager, Cleverlance |

In June 2005, Cleverlance achieved Microsoft® Gold Certified Partner status, with competencies in ISV/Software Solutions and Networking Infrastructure Solutions. The company was delighted that the partner program provided increased access to tools and support—including better access to information, products, training, and technical support. “We knew that being a Gold Certified Partner would help us more effectively serve our customers,” says Petr Zvonik, IT Manager at Cleverlance.

But at the same time, Zvonik realized that the new certification meant that Cleverlance might benefit from paying more attention to its software licensing. Cleverlance had purchased many Microsoft software licenses—and now had access to many more—but were they enough to cover the company’s needs? And of the variety of licensing regimes available, which would be the company’s cheapest option?

Solution

Zvonik turned to DAQUAS, one of the largest resellers of Microsoft developer tools in Eastern Europe. DAQUAS is also a Microsoft Gold Certified Partner, and one of its competencies is in Licensing. “DAQUAS knows exactly what the licensing conditions are, and we knew they could help us get the newest versions of top-level technologies,” says Zvonik. “We also knew everything would be exactly correct from the legal point of view.

“Cleverlance is extremely interested in being fully license compliant,” he adds, “but at the same time we obviously do not want to spend more money for licenses than appropriate. DAQUAS has thus proved to be the right partner for us because of their licensing expertise. They act in our best interests and take care of us just as we would do it ourselves, if we only had the level of knowledge they have gained from 16 years of continuous work.”

DAQUAS was delighted to help. “They asked us to help them cover all their licensing needs,” says Darina Vodrážková, general manager at DAQUAS. “In solving the current situation, we were able to draw on our long experience licensing Microsoft products. We were able to answer all of their licensing questions, not only for their own situation, but also the situations of their customers.”

The engagement started with an inventory. The partners relied on historical data from Cleverlance about the licenses and versions of software the company used. Cleverlance uses Microsoft products including the Windows Server® 2003 operating system, Microsoft Exchange Server 2007, Microsoft Office Professional 2007, Microsoft Office Project Professional 2007, Microsoft Office Visio® 2007 drawing and diagramming software, Microsoft SQL Server™ 2005 database software, and Microsoft Visual Studio® 2005 Team Suite with MSDN® Premium Subscription.

The partners then compared the software that was in use with the current software licenses. This step helped them identify several potential concerns and opportunities, especially for server products that rely on other technologies. “For example, we wanted to use Microsoft Office Live Communication Server 2005, which in turn uses SQL Server 2005,” says Zvonik. “So to what extent could we apply licenses for servers we were already using for another purpose?”

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| “We ourselves are software vendors. We want our customers to be compliant with our policies. So, of course, we want to be compliant with our providers’ policies as well.”  Petr Zvonik, IT Manager, Cleverlance |

The answer arose out of the inventory and comparison of licenses. In another major outcome of the engagement, Cleverlance joined the Microsoft Software Assurance maintenance program, which provides access to new versions of licensed software. Cleverlance also uses training services, vouchers, and e-learning opportunities available through Software Assurance.

In a related step, Cleverlance also converted to the Open Value volume licensing program. With the Open Value program, midsize organizations such as Cleverlance can use and manage Microsoft software licenses under a single agreement. Cleverlance chose the Open Value Non-Company-wide option, which, for three annual payments, gives the company licenses for software on a portion of its desktops.

Finally, Cleverlance decided to commit resources to managing the situation in the future. “We realized that I need to spend a portion of my time dedicated to this,” says Zvonik. “I am now in regular contact with DAQUAS, talking with its staff in advance of making any purchases, so we don’t end up buying something we will later realize we didn’t need.

“At this point, we want to retain our solid license compliance, with the lowest possible workload and administrative costs. We thus hope to implement more comprehensive inventory tools and other techniques used by DAQUAS.”

Benefits

Through its partnership with DAQUAS, Cleverlance has become more knowledgeable, reduced costs, enriched its software environment, and fulfilled its obligations.

Learning About the Licensing Situation

“We now know exactly which licenses we need for each software solution,” says Zvonik. “In the past, sometimes we thought we knew, but we could make a mistake. Now with an inventory and a central authority, we’re much more certain.”

That increased understanding of its licensing situation helps Cleverlance more effectively plan for growth. For example, knowledge of the company’s licensing needs can help managers allocate budgets and partnerships to meet those needs.

Maximizing Partner Benefits

Zvonik is also pleased that Cleverlance is taking full advantage of its Microsoft Gold Certified Partner status. Each specific competency—Cleverlance currently has two—brings its own benefits, including a set of software licenses. Figuring out what those licenses were, and how they can be allocated to branch offices, has helped Cleverlance to save money by not buying additional unnecessary licenses.

Furthermore, in deciding to reach for additional competencies in the Microsoft partner program, the company can more easily sort out how any increased licensing that is available with each new competency would address the company’s needs.

Streamlining Software Upgrades

By choosing the Open Value option and the Microsoft Software Assurance maintenance program, Cleverlance receives automatic upgrades to new versions, which means that the company can maximize the value of all of its Microsoft software, not just those products included in the partner program. The entire company can be standardized on the current version of every Microsoft software package.

Furthermore, Zvonik says, “With Open Value, we’ve consolidated our Microsoft contracts into a single agreement, which helps with manageability. We now make just one yearly licensing payment, which improves our cash flow.”

Being Fair to Other Software Developers

Although some companies are motivated by legal issues surrounding noncompliance, Cleverlance saw the situation more in moral than legal terms. Zvonik wasn’t worried about legal punishments for any licensing shortfalls so much as he was concerned about the example his company needed to set.

“We ourselves are software vendors,” says Zvonik. “We want our customers to be compliant with our policies. So, of course, we want to be compliant with our providers’ policies as well.”

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| **Partners**  DAQUAS |  |

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