Atrium Underwriters Insures its Software Assets with Insight's Software Lifecycle Services.

Atrium Underwriters is a specialist insurer and reinsurer based in Lloyd's of London. Their IT estate is predominantly Wintel based, with a combination of virtual and traditional servers running Microsoft and Adobe applications, plus a range of specialised insurance and accountancy software.

The Challenge

The company faced a Microsoft audit and didn't want to attempt to establish its licensing position manually or incur possible noncompliance penalties and reputation damage.

Atrium has periodically been audited by Microsoft in the past to verify its licensing position. This had always been a difficult exercise because software asset management (SAM) was an entirely manual process, reliant upon the individuals involved updating a range of spreadsheets with new software licenses purchased. Faced with the prospect of another audit, Atrium approached Insight to understand their license position and if possible, re-negotiate its Microsoft volume licensing contract to be more cost-effective.

Insight analysed Atrium's licensing position using a fixed term deployment of the SAM technology Snow License Manager, taking a two-pronged approach to understand what their entitlement was and compare this against the actual usage levels. This identified exactly how many software licenses they should purchase when renewing.

Atrium also wanted to understand how they could avoid being under and over-licensed, because of the risk to the business in terms of non-compliance and also, to mitigate any unnecessary expenditure.

Quick Overview

Atrium Underwriters deals in enormous insurance contracts worldwide. Insight introduced an outsourced software asset management (SAM) solution ahead of another time consuming Microsoft audit, resulting in significant time and cost savings.

"As a small to medium sized organisation, having an outsourced SAM solution is a great option. We are too large to try and keep on top of licensing manually, but not really big enough to warrant the resources required to manage software assets in-house."

Nick Thornhill, Head of IT Infrastructure
Atrium Underwriters Ltd

The Solution

The initial SAM project with Insight highlighted that it would be more cost-effective for Atrium to upgrade to Office 2013 because these licenses can be further upgraded and extended. This advice was one of a spectrum of optimisation options that Insight was able to offer using its License Consulting Service (LCS). Delivered after the initial SAM Baseline audit by a certified Microsoft Licensing expert, Insight reviewed the baseline data as produced by Snow License Manager and then applied a series of scenario based analyses using Insight's service IP to model hypothetical Microsoft roadmaps in accordance with the strategic vision of Atrium Underwriters' IT leadership.

Whilst involved with this project, Atrium began to appreciate the benefits of using Snow as an outsourced solution on an ongoing basis, compared with the overhead of trying to internally manage the company's software assets and manually maintain a correct licensing position.

After calculating the potential cost of employing the resources required, they decided to outsource their SAM requirements to Insight, using Snow as a hosted, fully managed service over a long term period.

The Benefits

Insight demonstrated to Atrium that in the future, they could avoid subsequent audits by software vendors because this could be done internally on an ongoing basis, using Snow.

Now, with an outsourced SAM solution based on Snow License Manager and fully managed by Insight, Atrium has monthly and quarterly reports highlighting its license position. This intelligence enables the company to immediately see if it has surplus licenses and whether users are making full use of software subscriptions.

Atrium has reduced their costs as a result of outsourcing the responsibility, leaving them free to continue with everyday activities.

> "Insight's Software Lifecycle Services is very cost-effective for us compared with trying to do it internally and employing additional specialist resources."
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> Nick Thornhill, Head of IT Infrastructure
> Atrium Underwriters Ltd

The Results Highlights

Best value for their money by outsourcing the responsibility	Reduced Microsoft licensing costs and recognise the savings achieved by migrating to a newer version of Office	Having a fully managed, hosted service enables Atrium to focus on what they do best	Proactively manage compliance and protect their reputation, by using Insight's Services

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