



Insight Octopus Cloud View

# Optimise today, transform tomorrow

SPLA licensing optimisation;  
cloud viability &  
cloud migration



# Generate new opportunities

IT is becoming more responsive and adaptable than ever. Your customers expect services and applications to be always available, flexible and competitively priced. License management, let alone optimization, is getting more complex by the day, even more in a hybrid environment.

You need cost efficiencies to release budget to develop new service offerings. This will help you to generate new opportunities for performance improvement, achieve considerable cost savings and set out a well-founded roadmap for cloud transformation.

## What if...

Most licensing assessment tools focus on TCO or analyse the on-premise infrastructure. The outcome is an accurate overview of the 'as is' situation. But what if you had a solution that also supports business transformation? A tool that looks at the true potential of cloud migration and its opportunities for your business, providing actionable insights and next steps per customer, perfectly aligning customer cloud migrations to the rhythm of your business.

## Insight Octopus Cloud View

This solution exists. It is called Insight Octopus Cloud View and helps you to develop an accurate and transparent overview of your infrastructure and related licensing costs. It is a baseline for identifying opportunities for improvement, reducing costs and defining a clear roadmap for cloud migration on a customer by customer basis. These insights allow you to determine exactly when to proactively engage with your customers to drive retention by offering cloud-based solutions that create long-term, sustainable value for your customers.



*Insight Octopus Cloud View customers save up to 25% of their total cost on software licensing and management per month.*

## Our commitment to you



### Optimise your infrastructure

Reduce your operational costs by optimising your licenses and infrastructure based on clear and accurate assessments.



### Free up budget for innovation

Enhance workloads and optimize environments in order to release budget for building new services and preparing for cloud migration.



### Shape your digital transformation

Transform the services you offer to make them more flexible, scalable and innovative and define a detailed, phased transformation roadmap, per customer, aligned to the rhythm of your business.



### Create sustainable customer value

Grow longer, more strategic relationships, maximize customer lifetime value and take the lead in a highly competitive market.

The three-phase approach followed by Insight Insight Octopus Cloud View both highlights opportunities for performance improvement and supports a roadmap for successful and phased digital transformation.

The road to success				
Phase 1		Phase 2	Phase 3	
Data centre scan	Licensing optimisation	Infrastructure optimisation	End customer roadmap	Cloud migration
Transparency about the usage and use cases in the datacentre		Comparing the current usage to Azure usage and determining migration feasibility	Identifying and mapping the best cloud resources for end-customer needs	

With many years of knowledge and expertise in SPLA, SAM and cloud transformation and a portfolio of AI-enabled tools, we provide insight into your on-premise and hybrid cloud infrastructure. We compare current SPLA usage with Azure usage and assess the financial and technical viability for the cloud. Working with real-time data, we then provide an actionable migration strategy that accelerates cloud adoption, reduces risk and supports a future-proof business.

## Business Outcomes

### Short Term Optimise

Detailed insights identify SPLA licensing cost savings and help optimise the data centre.

#### Identify opportunities

Collect and calculate inventory costs to spot opportunities for improvement.

#### Achieve cost savings

Achieve cost savings by choosing the best SPLA licensing options.

#### Improve performance

Identify opportunities to enhance workloads, and in turn, business performance.

### Long Term Transform

Create a baseline for a clear migration project to help clients digitally transform.

#### Determine requirements

Explore the technical requirements for replatforming of CSP Licensing.

#### Shape the journey

Help formulate a phased cloud transformation roadmap based on detailed and sound information.

#### Transform the future

Secure your business and maximise customer lifetime value with a clear path towards transformation.

*Optimise your on-premise infrastructure today; transform to the cloud with a clearly defined migration roadmap tomorrow.*

## Why Insight?

The answer is easy: we have a well-trained team of experienced cloud solution experts, product specialists and business consultants with more than 25 years of broad expertise in traditional IT, cloud and everything in between. Our team has been working with Service Providers like you across Europe for many years, providing valuable time, knowledge and support in many hybrid scenarios.

It is their day-to-day business to stay on top of all the latest developments around licensing, technology and IT business strategy and share it with partners like you. That is why we dare to say that we know what drives and challenges your business and success. So that you remain attractive to your customers and profitable as an organization.

Let us help you to find new ways forward, adapting your services to meet your customer needs.

Contact your dedicated account manager for more information.

