



Licensing Consulting Services for Cloud

Our Licensing Consulting Services for Cloud are designed to help you architect the most efficient cloud solution, control and manage your running costs whilst ensuring you get the maximum business benefit from your investment.



Consulting Service

We help you define your first steps into the cloud, identifying ways to streamline your workloads, providing a clear financial assessment on the practicality of the move to cloud.



Subscription Optimisation Service

This service provides a forensic analysis of your current cloud and subscription usage, guiding you on how to improve your cloud development and become more cost efficient.



Intelligent Optimisation Service

Our consultants analyse the behaviours and patterns of your usage and consumption and offering you management information back to your business.



Billing Service

Pay for the services you consume, reducing time and admin costs through cross-charging directly to the relevant cost centers within your business.



Consulting Service

Organisations are continuously looking for ways to streamline, reduce costs and create efficiencies in their early cloud journey. This service helps to define your first steps into the cloud, identifying workloads that make commercial sense to move and providing a clear financial assessment on the viability of the move to cloud.

Business challenge

Making a move to the cloud is top of mind for many organisations these days. But beyond the initial top line question are a series of much deeper ones that require significant knowledge of the world of cloud to answer. Which workloads should we migrate? How do we measure success? How do we ensure we provision only what we need? How do we ensure we have the right controls to prevent future over subscription?

Addressing these questions before simply 'lifting and shifting' your current on premise workload to a cloud provider is key to ensuring you don't run into unnecessary costs or over-provision.

Our solution

First we identify the key stakeholders for the project, then we work with this team through a series of workshops and one to one interviews to understand the key business objectives. We assess your current workloads in terms of viability for migration and once a target group has been selected, we build a full set of success criteria. This includes a financial assessment of your running costs for this workload now versus your running costs post migration.

To further empower your decision we also provide a cross-platform sourcing assessment, allowing you to review the cost and contractual impact of migrating your workloads to various cloud provider services.

Finally we provide you with process and policy advice, and documentation, ensuring you have the governance blueprint you need in order to keep your cloud costs under control.

Cloud services covered:

Microsoft Office 365 & Microsoft Azure /
Amazon AWS / Google Cloud / IBM SoftLayer & IBM
Watson / Oracle Cloud / Heroku / Adobe Analytics &
Adobe Creative Cloud / Tableau / Salesforce



Subscription Optimisation Service

Optimise your cloud running costs with guidance to better control your ongoing operational expenditure. The cloud subscription optimisation service provides a forensic analysis of your current cloud and subscription usage, including advice on how to optimise your cloud estate and increase cost efficiency.

Business challenge

As your asset base shifts from on-premise to cloud deployments, the need to control running costs has never been more paramount.

Typically on-premise software assets are procured via capital purchase, but with the movement to the cloud, comes a shift from capital to operational expenditure.

However, due to the inherent simplicity of provisioning new subscriptions to your cloud estate, without the necessary data, governance and rigour - operational expense can very quickly rise out of control.

Our solution

First we analyse in depth your cloud usage, your patterns of use, your subscriptions and your tariffs. We conduct a gap analysis assessment of these differing data sources resulting in us presenting you a cloud baseline. At this stage in the service, in addition to your baseline position, we also highlight 'quick wins' that can be made to provide a significant shift in cost reduction, with relative ease.

We then fully optimise the overall baseline and present the results to you, giving you direct recommendations on how to optimise your subscriptions, usage patterns and tariffs.

Cloud services covered:

Microsoft Office 365 & Microsoft Azure / Amazon AWS / Google Cloud / IBM SoftLayer & IBM Watson / Oracle Cloud / Heroku / Adobe Analytics & Adobe Creative Cloud / Tableau / Salesforce



Intelligent Optimisation Service

Dynamically manage and optimise your cross platform cloud estate. This service provides monthly management information back to your business on patterns of use and consumption. This data can be analysed to reveal the potential of moving workloads between availability centers or providers. You can be alerted to any peaks in provisioning and usage, allowing you to continually maintain control and manage your monthly cloud costs.

Business challenge

Most organisations have made some form of move to the cloud, whether a small isolated workload, a company wide service, or an entire infrastructure. The cloud comes with a lot of flexibility to help reduce the difficulty that managing assets can bring. However, governance and processes must be in place to ensure that services are not over-provisioned.

Beyond simply the tactical control is the strategic planning. Understanding how your organisation could benefit by moving workloads to a new availability center, or indeed to another provider are valid questions, but difficult to answer without the right information.

Our solution

First we create a cloud baseline, utilising the methodology contained in our Cloud Subscription Optimisation service. We analyse your consumption and use patterns, analyse your contracts and entitlement and create for you a baseline position on your cloud estate today.

We then optimise this baseline position, giving you direct recommendations on how you could remove cost, and control usage, without affecting the workloads and service availability your business requires.

Finally we connect your cloud estate to our consumption measurement portal, allowing us to provide dynamic usage data on-demand. We also provide an alerting service, if we identify any peaks in usage, beyond budget thresholds we agree with you in advance.

Cloud services covered:

Microsoft Azure / Amazon AWS / Google Cloud



Billing Service

Our Billing Service ensures you only pay for the cloud services you consume. This is then cross-charged to the relevant cost centers within your business, helping to reduce time and administration costs.

Business challenge

One of the biggest challenges your organisation may face when looking to accelerate its move to the cloud is staying on top of your costs. The Billing Service allows you to keep track of multiple cloud subscriptions and manage internal recharging in a much more efficient way. It helps you to keep abreast of your budgets by accurately allocating usage to the relevant cost center as opposed to billing to a single legal entity.

Our solution

Firstly we work with you to identify your organisational unit and cost center structure. Once agreed we then connect your cloud estate to our measurement portal across multiple cloud platform providers allowing us to dynamically measure your consumption.

We then serve as an aggregation center for your monthly cloud bills, processing them internally and then re-invoicing them in line with the agreed cost center and organisational unit structure agreed with you.

For maximum business value this service can be run in parallel with our Intelligent Optimisation Service; this allows us to perform dynamic optimisation reducing your monthly cloud running costs.

Cloud services covered:

Microsoft Azure / Amazon AWS / Google Cloud

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Please contact your Insight Account Manager or visit www.uk.insight.com/lsccloud for more information