

SAM Managed Service

The Challenge: In today's tough economic climate organisations face severe financial pressure to scrutinise budgets and maximise returns on all ICT investments. Civica recognises these challenges and our primary objective is to help customers spend more wisely, take control and deliver incremental value from their software investment. This is achieved through the delivery of highly effective and efficient management systems.



Civica's Approach

Civica recognises that one size doesn't fit all when it comes to Software Asset Management (SAM) managed services, and accordingly offers a modular, four- tiered approach, scaled and tailored to meet specific customer requirements, all underpinned by Civica's commitment to deliver savings.

Level 1 is the provision of Civica's industry leading licence management solution to fully capture the hardware and installed software estate. It comes with a powerful set of reports to assist in the visibility, management, and control of all ICT assets. The Level 1 Managed Service works on the basis that the customer (with training from Civica if required) will provide the necessary in-house resource and expertise to deploy, populate and manipulate the system, as well as interpret the resulting data and instigate the actions required to realise potential savings.

Level 2 extends beyond the Level 1 Managed Service to include Civica undertaking a greater role, including provision of consultancy support during the roll-out of the inventory client, Microsoft compliance management and access to Civica's **Licensing & SAM Helpdesk** which includes the following elements:

- > Centralised point of contact for all technical, licensing and SAM knowledge, information and guidance
- > Dedicated telephone number and email address
- > 4 hour response SLA

Level 3 expands the service further to include Civica managing compliance for any additional vendors which the customer wishes to specify. The recommended number of additional vendors is ten as this typically covers the majority of software spend.

Level 4 is Civica's flagship SAM Managed Service and, along with all the elements incorporated in Levels 1,2 & 3, includes savings and ROI reporting. Fundamental to Level 4 is Civica's commitment to deliver **guaranteed savings** at least equivalent to the cost of the service, so ensuring a **zero-risk** investment.

CIVICA

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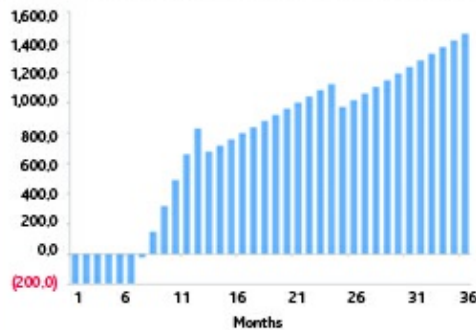
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Summary Financial Benefits & Cash Flow

Projected Benefits by Activity



Cumulative Cash Flow over 36 months



Civica's findings show that organisations can realise savings of on average £286 per device over a 3 year period through the adoption of our SAM Managed Service . For a 1,000 device estate that's a saving of £286,000!

Customer Success Stories

- > A 7,000 device county council customer achieved substantial cost savings with a return on investment of 8:1!
- > A 3,000 device corporate customer achieved savings of over £450,000 during the first 18 months of a 3 year SAM managed service, with projected savings of c.£700,000 to contract completion!
- > A local council customer realised savings equivalent to an entire year's software budget in under 12 months!
- > Civica helped an NHS Trust realise savings of nearly £150,000 by implementing a SAM solution across its 3,000-user desktop estate!

"Enterprise chose Civica's offering based on the innovative nature of the managed service which combines the delivery of cost savings and compliance, together with their willingness to enter into a risk/reward relationship"

Group IT Director, Enterprise Plc

Why Civica for SAM?

- > Zero risk investment – Civica guarantees cost savings
- > Safe pair of hands – most mature SAM Managed Service in the market
- > As good as it gets – Civica won Microsoft's prestigious worldwide SAM innovation partner of the year award



2011 PARTNER OF THE YEAR
Software Asset Management Innovation
Winner

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