



## Optimization



# Azure Optimization & Negotiation

## Optimize & Control Your Microsoft Azure Estate

Managing cloud ecosystem costs are now seen as one of the main challenges facing organizations, in a recent study over 83% of respondents sight this as a primary concern. Unsurprisingly, we find clients overpaying by as much as 24% on their Azure estates, which in many cases can represents millions of dollars a year in wasted spend.



Spiralling  
Cloud  
Costs



Poor  
Visibility  
of Usage



Cloud &  
Commercial  
Expertise



Lacking  
Commercial  
Intelligence



Not Prepared  
for Vendor  
Negotiations

Almost all organizations have already implemented tools to help them better understand their cloud usage, while these tools do add value, many IT teams struggling to interpret the reports and dashboards produced by these applications and turn them into reasonable savings. Typically, this is due to the native recommendations not considering the real use cases so these opportunities are dismissed. Therefore CIOs are often unable to make any headway in managing the complexity of their cloud ecosystem or improving their cloud expenditure.

This lack of visibility and control often hampers contract negotiations with vendors. Forecasting and negotiating strategically important cloud contracts is still relatively new for many organizations, leverage that is needed is often underestimated as contract flexibility or internal growth trajectory is not fully appreciated. Often this lack of awareness impacts being able to articulate current or future requirements internally and with the vendor.

## Optimization Services

We ensure our clients can secure the best investment value from their software & cloud strategic mega vendors. Our unique methodology, experience & independence allows us to offer our client's impartial advice, develop & consult with a range of commercially improved solutions that optimize their software licensing estate from a contractual & commercial perspective.



### Livingstone are here to help

Our dedicated team of Cloud Investment Managers have a wealth of cloud and vendor experience, our cloud services are also underpinned by our Cloud Optics Platform which is an integral part of every Cloud Optimization Service engagement. It integrates data from cloud service providers like Microsoft and turns it into actionable data that is vital for managing cloud related risks and reducing overall costs.

### Cloud Optimization Service

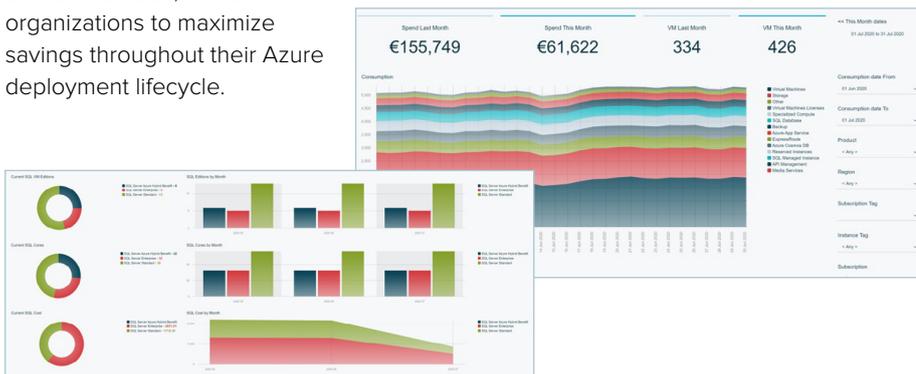
To develop a future forecast we must first ensure cloud spend is lean. To optimize a client's Azure deployment, we first carry out a complete assessment of the current Azure deployment using our Cloud Optics Platform, this helps identify utilization rates of cloud features in the client's Azure environment. Modernization of workloads is also considered which is effectively identifying if newer instance types offer the same or higher performance for a lower investment.

We also review other aspects of a client's traditional licensing spend, for example dual-use rights – which allow the use existing on-premise licenses in the cloud – and also investigated any discrepancies between discounts secured for on-premise software that weren't automatically applied to similar cloud services. Our team also review whether our clients are paying the correct amount for each cloud server and instance by comparing the organization's expenditure to the prices advertised by Microsoft.



### Cloud Ecosystem Visibility

Our Cloud Optics platform provides our clients with a consolidated management view of their Azure estate. We provide the required intelligence through aggregated reports and dashboards, this allows organizations to maximize savings throughout their Azure deployment lifecycle.



### Contract Advisory & Negotiation

We find that many cloud contracts are almost always negotiated without any forecast accuracy and without leveraging the buying power available. Our first consideration is the trending based forecast, which is benchmarked against the client forecast. Once all risk and accuracy considerations are known and understood, we are able to enrich the decision making process.

To successfully negotiate the optimal contractual and commercial outcome with for your Azure investment, we provide complete clarity of your current and future requirements. We help you understand what commercial agreements and pricing are available and support you every step of the way through your internal decision making and external negotiations.

“Our Cloud Investment Managers are recognized as some of the most experienced & skilled in the world, having provided services to Fortune 500 global clients & some of the largest public sector organizations.”

Director of Microsoft & Cloud Consulting