

# ACTIVE INSIGHTS: LICENCE CONTROL

Lower Costs, Control, Govern, Repeat...

Put the image of ‘cost optimisation’ meaning cutbacks and penny pinching out of your mind; successful cost optimisation goes beyond short term savings to continuously benefit an organisation - without leaving an unsavoury taste.

## Key Benefits



Active Insight’s AI-driven results highlight the *right* costs to reduce - including those that might otherwise be out of sight and out of mind.



With the right actionable insights Active Insights makes it possible to better control future Microsoft costs.



Support governance by allocating the right costs to the right departments / resources and align usage to expectations.



Turn a one-time exercise into a long-term mindset, encouraging continuous improvement across the business.

When a need for cost reduction arises, many businesses are waking up to the realisation that smart cost optimisation will win the day.

While their competitors are content to simply cut costs, Active Insights] users are able to look beyond the short term, leveraging the tool to develop a smarter, longer-term approach to cost optimisation that keeps on benefiting the business.

By drawing on deep-seated Azure and Microsoft 365 analytics, Active Insight goes beyond what we think we know about cost optimisation to help organisations...

- **Lower the right costs** by surfacing actionable insights into current, historical, and forecasted spend
- **Control spend** using near real-time analytics and a powerful recommendations engine
- **Build a culture of governance** by associating costs to departments
- **Repeat successful optimisation** efforts by applying intelligence to licence planning, solution procurement, and change management outcomes

The result is a continuous, proactive approach to maximising your Microsoft investment.

**BDO Digital**

**GLOBAL CHALLENGES. PRAGMATIC SOLUTIONS**

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