



# UK Retail

Reducing Software License Costs by 26%

## CASE STUDY

### The Business

A UK Department Store with over 50 outlets, a global internet presence and annual revenue in excess of £800m



### The Challenge

With the retail market under pressure, cost savings were required across the business. Their existing license agreement was ending, and they needed a cost effective (lower!) renewal price.



### The Solution

Dexter GBS reviewed the customer need and identified a more effective model to reduce the number of 'Full Suite' licenses required. Dexter then identified resellers who could offer better value than going direct and negotiated a significant saving.



### The Results

Simplification of licenses used and an overall saving of 26%



## Reducing the cost, and need, for essential software licenses

Dexter Global Solutions were engaged by a UK department store to help them reduce costs in several areas. One area was software licenses where they had a large and unwelcome renewal charge from Adobe for **£120,000**.

Dexter GBS assigned one of their talented consultants to the challenge. The client was buying Full Suite licenses for its **200** users. Dexter engaged with the end users to understand how many of the individual applications within the Full Suite they really needed to perform their work.

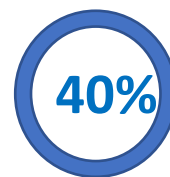
This activity identified that **80** users would only use one or two apps within the Suite, therefore buying these individually would be more cost-effective than buying the Full Suite; for the remaining users, buying the Full Suite remained the most cost-effective approach.

This piece of work identified an immediate saving by simplifying the requirements. A second piece of work used our Dexter Partner Network to identify a reseller able to offer a price reduction compared to buying directly from Adobe.

This relatively short and simple engagement created a saving of over **£31,000!**



Overall license cost reduction



Reduction in licenses required



Customer Saving from this engagement



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