



Asset Lifecycle and Adoption Management

Asset & Lifecycle Visibility | Optimize Spend | Compliance



Business Profile

Managed SP Tier-1 (US Based)	\$1B+ Revenue
50000+ Devices	500+ Customers

Business Impact

- Visibility into Customer deployments
- Visibility into all phases of Lifecycle
- Easily Manage License consumption
- Optimize software resources/spend
- Discover New Opportunities

Technical Challenges

- Diverse customer environments
- Visibility into environment
- Fragmented Data Sources
- Manual Processes to generate actionable intelligence
- Scalability and reliability of the existing systems

Business Context

After years of rapid growth, a leading US based service provider began looking for ways to easily manage software their customer deploys, leverage new buying programs and consumption models to optimize software license spend. The end goal is to help customers use what they bought and realize the outcomes and value they expected.

- Optimize utilization and spend for customers
- Visibility into overall portfolio
- Asset Lifecycle Insights
- Cross sell opportunities across customer base

Customer is in need of effective and ongoing Asset Licensing and Adoption Management solution that connects with different data sources such as Vendor EDI systems, partner ERP systems, Salesforce data, customer inventory data and enables Partners and Customers to manage, and optimize the purchase, licensing, deployment, maintenance, utilization of Software/Hardware license subscription that focuses on increasing the

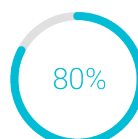
Solution

Customer deployed cfxRealize, Software Licensing and Adoption Management solution to provide real-time visibility into all phases of lifecycle, automate subscription management, and provide analytics to uncover upsell/cross sell opportunities. cfxRealize continuously gather different sets of data such as subscription, contracts and usage data from multiple sources. cfxRealize then applies subscription growth and customer success outcomes combined with automation and performs advanced analytics to derive total visibility into portfolio, tracking, lifecycle and opportunities. With cfxRealize customer was able to achieve:

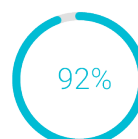
- Clear visibility into overall portfolio
- Clear Visibility into asset lifecycle
- Optimize IT spend
- Reduce over subscription
- Adopt subscription and deliver customer success

By implementing the recommendations and with ongoing governance, customer realized

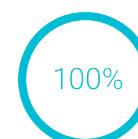
Key Benefits



Software Conversion to Subscription



Software Utilization



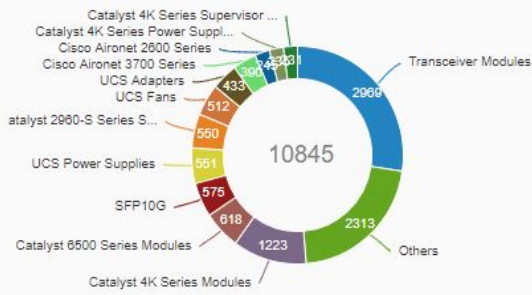
Software Compliance



Cost Savings after Renewal Optimization



Devices by Product Family



"cfxRealize saved us time and money and greatly simplified the complexities of tracking Hardware and Software assets ...Collaborating with CloudFabrix has given us better control of our license ownership and allowed us to optimize the spend.

-- Sr. Director, Cloud and IT Ops

