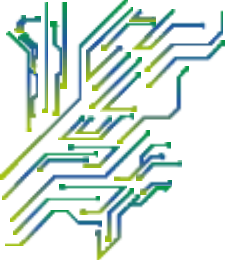




Licensing Advisory, Cost Optimization
& Managed SAM Services





Silver Leaf Solutions | Overview



Vision

To be #1 Global IT Cost Optimization
Advisory and Software Asset
Management Services Organization



Mission

To provide Research based,
Independent, Software Licensing
Advisory, Software Asset
Management, and Cloud
Optimization Services that lead to
12-15% savings annually



Trusted Advisors for
Software Licensing
Advisory, Cost
Optimization & Managed
SAM Services



Global Knowledge Center
(GKC) – Research and
Development at
Gurgaon, India



Diverse Team of
Licensing Specialists,
Contract Experts, Cloud
Architects, Tax Advisors,
and Legal Consultants



Founders from Microsoft,
EY, SAP, BCG, IBM &
Oracle



United States



India



Singapore



UAE



Licensing Cost Optimization | Key Dimensions

Contract Evaluation

- Evaluating the different type of customer contracts & mapping the correct SKUs in those
- Licensing Model Evangelization – Perpetual vs Subscription vs Cloud

Licensing Exceptions

- Buy-Back; Term; Payment Terms;
- Licensing Metrics
- Licensing Use Rights
- Evaluating Grants & License Access / Transfer Rights

BoM Optimization

- User Role Profiling
- Workload Deployment, Usage / Metering Assessment
- Alignment of Client Technology Roadmap & Spend to The Publisher Product & Licensing Roadmap



Price Benchmarking & Negotiations

- Benchmark Unit Pricing & Discounts
- Back-End Rebates & Incentives Visibility
- Local Accelerators – Geography Wise
- Negotiating Strategy & Support

Modulation of Products

- Bundling & Un-bundling of Products
- Evaluation of Alternate Technologies
- Custom Licensing Metrics

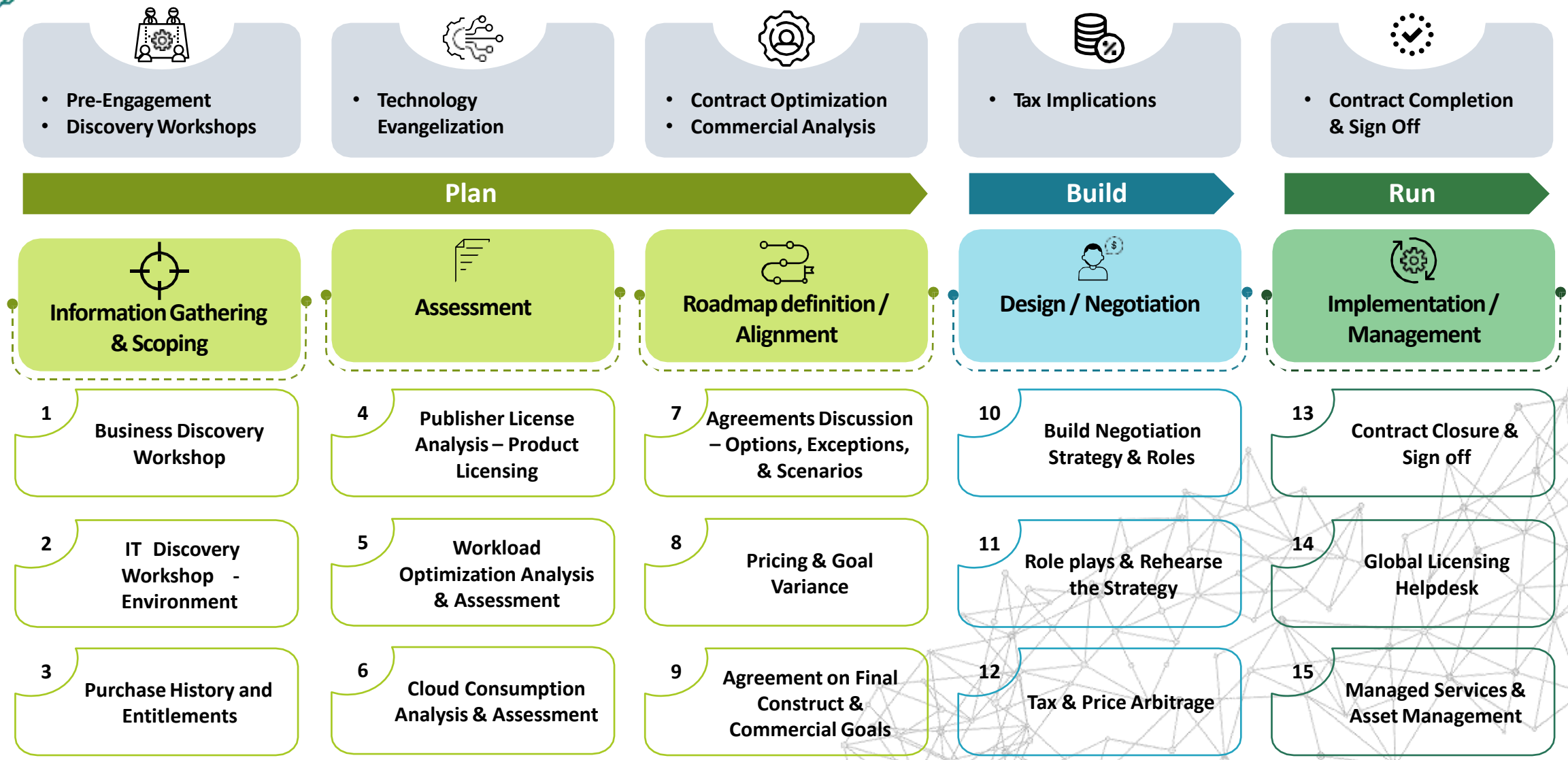
Price Arbitrage

- Leveraging price differential in emerging vs developed markets
- Tax Optimization helps in structuring global or group level contracts





Licensing Cost Optimization | Engagement Methodology



Global Research and Development Team



Licensing Cost Optimization | Engagement Scenarios

The earlier the better !



1

Licensing Contract Renewals



Ideally 3-4 months before the renewal (expiry date of the current contract)



2

Upcoming / Deciding New Contracts



Evaluation of Procurement under a New Long-Term Contract



3

One Time New Order



M&A, Divestures, Upcoming True Ups, Adhoc Order



4

Restructuring Existing Contract



While planning to restructure existing perpetual licensing contracts to cloud-based licensing contracts/models



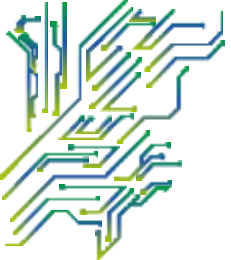
5

Outsourcing or Managed Services

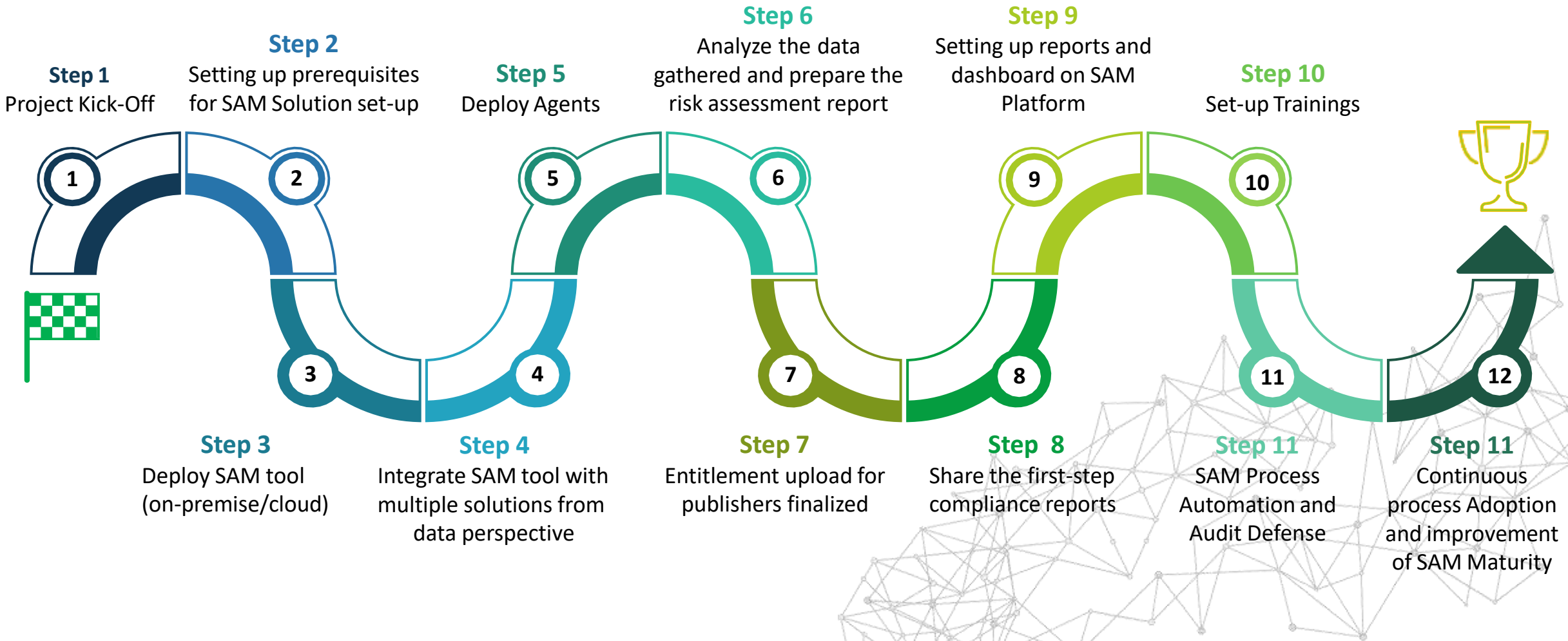


Cost optimize the same thus reducing overall spend

However, engagement can also be mid-term of an existing Software Licensing Contract



Managed SAM Services | Methodology





Key Differentiators | Silver Leaf vs a Global Research & Advisory Organizations



Global Research & Advisory Organizations

- Silver Leaf Solutions is completely **Independent** in there Research, Knowledge & Advisory
- Silver Leaf Solutions has **Zero Revenue** from Software Vendors/Publishers
- **Laser Focused** on Software Licensing Only Worldwide
- **Un-biased recommendation** on Technology & Software Solutions
- Follow a **15-step engagement methodology** for our Advisory and Contract Optimization services
- Offers **Guaranteed Savings** with an **Outcome-based Service Fee Model** through its **research-oriented approach**
- **Facts Based & “Ground Zero” Experience Based** Advisory

- Is **highly dependent** on knowledge and information from Software Vendors
- They earn **Consulting & Subscription Revenues** from Software Vendors/Publishers → 25% of Global Annual Revenue earned from Microsoft, IBM, SAP & Oracle
- Significantly **Biased Recommendations** on those Software Vendors who “Pay to Play”
- **No Such Engagement Methodology** to “**Hand-Hold**” the customer through the entire optimization and negotiation process
- **No Guaranteed Savings; No Outcome Based Advisory Fee Model**
- **Opinion-based Advisory** by Analysts who are self proclaimed experts but never had “Ground Zero” Experience



Key Differentiators | Silver Leaf vs a Global Research & Advisory Organizations



Global Research & Advisory Organizations

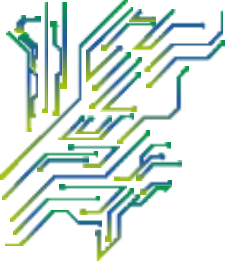
- We follow pre-cursor methodology like **Software Asset management (SAM)** and provides **GRC Compliance** and **Audit Protection/Assistance** and **Managed SAM Services**
- Expertise in **M&A, Divestures, Global Contracts, Price Benchmarking, Taxation & Compliance**
- **Global Sourcing Advisory** with local partner support across regions
- **Maintain transparency** around discounts, margins, and back-end rebates
- The Company has **various profiles** for each kind of role such as **Licensing Consultants, Contract Specialists, Taxation, Legal, and SAM Experts**

- No SAM Services Offered
- **No Sourcing/Procurement Advisory** that potentially can lead to WHT Optimization and Inter-company Transfer Pricing Resolution
- **No knowledge of Software Vendor's internal discount and pricing structure, reseller rebates and incentives and pricing arbitrage** in multiple currencies
- No Knowledge on Product Licensing Use Rights, Licensing Metrics and Licensing Contract Clauses, Exceptions & Grants
- Finally, **Magic Quadrant is a Marketing & PR Tool** only trying to influence decision makers to go with mentioned software vendors



Value Proposition





Global Customer References | Industry Verticals



Pharma Giant



International Footwear Brand



International Publishing House



Top Banks



Insurance House



Automobile Manufacturing



Global Telecom Company



Customer Bytes



IT Companies: Looking at our engagements with IT companies, transparency was key. Through meticulous contract benchmarking, restructuring, and insightful strategies, we empowered our clients to realize a remarkable 50% reduction in costs. [Click here to read more.](#)



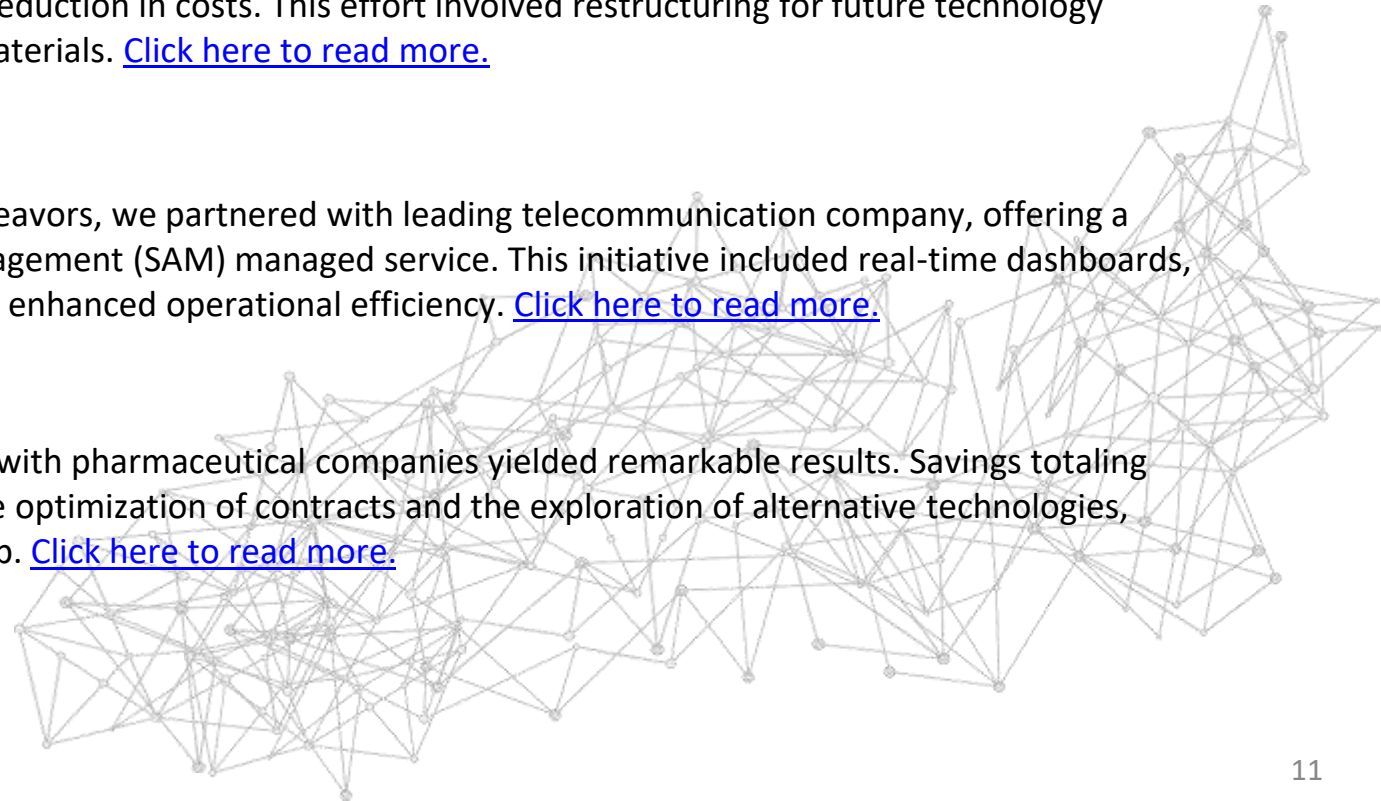
Banking & Insurance Companies: Our collaboration with prominent banking institutions resulted in a highly optimized agreement, achieving an outstanding 70% reduction in costs. This effort involved restructuring for future technology consumption and streamlining the Bill of Materials. [Click here to read more.](#)

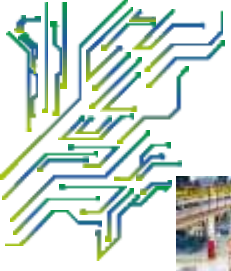


Telecom Companies: Reflecting on our endeavors, we partnered with leading telecommunication company, offering a comprehensive 5-year Software Asset Management (SAM) managed service. This initiative included real-time dashboards, delivering substantial cost optimization and enhanced operational efficiency. [Click here to read more.](#)



Pharma and Healthcare: Our collaboration with pharmaceutical companies yielded remarkable results. Savings totaling USD 1.25 million were achieved through the optimization of contracts and the exploration of alternative technologies, guided by our impactful Discovery workshop. [Click here to read more.](#)





Customer Bytes



Automobile Companies: In our collaboration with a prominent global auto manufacturer, we successfully optimized their Microsoft Enterprise Agreement (EA). This initiative resulted in an impressive 22% reduction in costs, accompanied by a refined and strategically aligned Bill of Materials (BOM). [Click here to read more.](#)



Oil and Gas Companies: We ensure 100% visibility across software, offering comprehensive insights into your digital landscape. Our commitment extends to guaranteeing 100% compliance, mitigating risks and fostering a robust software governance framework. Additionally, our expertise results in impressive cost optimization, achieving savings ranging from 15% to 20%, promoting financial efficiency in your operations.



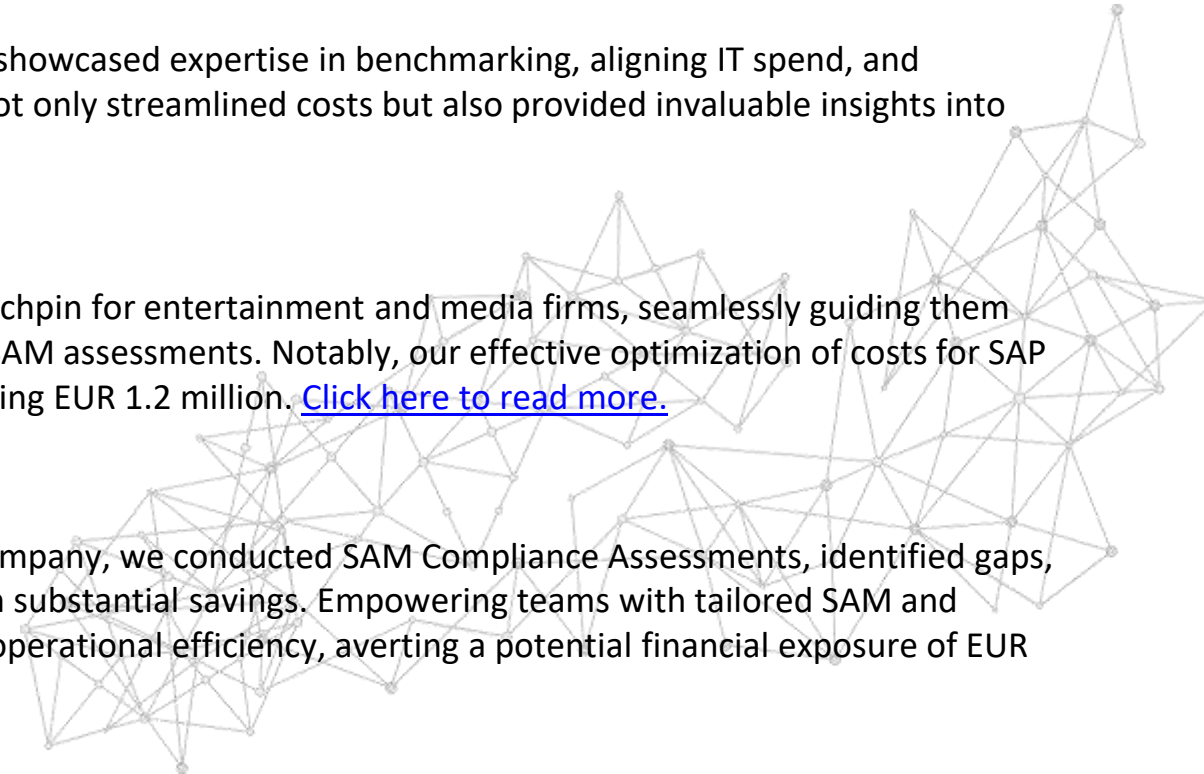
Publishing & Educational Institutions: Our initiatives showcased expertise in benchmarking, aligning IT spend, and imparting comprehensive licensing knowledge. This not only streamlined costs but also provided invaluable insights into alternative technologies. [Click here to read more.](#)



Entertainment & Media Companies: We've been a linchpin for entertainment and media firms, seamlessly guiding them through Adobe audits and ensuring compliance with SAM assessments. Notably, our effective optimization of costs for SAP contracts has translated into substantial savings, totaling EUR 1.2 million. [Click here to read more.](#)



Logistics Companies: In collaboration with logistics company, we conducted SAM Compliance Assessments, identified gaps, and achieved significant cost optimization, resulting in substantial savings. Empowering teams with tailored SAM and licensing training ensured long-term compliance and operational efficiency, averting a potential financial exposure of EUR 0.6 Million. [Click here to read more.](#)



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