

Customer Reference: s.Oliver

Industry: Trade and consumer goods

Topic: License management

## **Effective License Management Provides for Cost Savings in Software Use and Eliminates the Risk of Underlicensing**

Written: 21.04.05

---

*“License management enabled us to choose the right Microsoft volume license program and left us with the certainty that the software we use is properly licensed.”*

---

***Kurt Engel, Head of IT Network, s.Oliver Bernd Freier GmbH & Co. KG***

s.Oliver Bernd Freier GmbH & Co. KG in Rottendorf has acquired an extensive software inventory over the past ten years for corporate headquarters and the worldwide branches. In order to better manage, monitor, and adapt this inventory in future, the textile company decided to implement a Microsoft License Management Program (LMP). Using LMP, the company attains more transparency in its software asset management, optimizes the existing inventory of licenses, cuts the costs of software utilization, and is also on the safe side when it comes to licensing law. Afterwards, the executing partner company, DATALOG Software AG, submitted a list of all utilized software versions to the company, including the associated asset value as well as a representation of the utilized programs.

s.Oliver Bernd Freier GmbH & Co. KG, based in Rottendorf in the Lower Franconia region of Germany, has developed into one of the leading German vendors in the textile industry since the more than 30 years of its existence. In 2003, the company attained brand sales of EUR 700 million with approximately 2300 employees. The successful fashion and lifestyle company originated with a boutique called “Sir Oliver” that Bernd Freier opened in Würzburg in 1969. This was followed by, among other things, the company’s entry into wholesale trade, the takeover of a jeans manufacturer, and collections for women, men, and infants. Next to its subsidiaries comma and QS Style, the company now has nine brands and segments as well as ten accessory product lines.

### ***The objective: The right licensing***

Along with the rising success, s.Oliver GmbH & Co. KG’s expectations in terms of efficient IT rose as well; the scope and complexity of the various applications continually increased as the company evolved. The requisite company-wide license management, however, presented considerable challenges for the IT department: The corresponding licenses first had to be acquired and managed. It was imperative to exploit existing savings potentials and to avoid superfluous licensing. At the same time, the company needed to keep track of all the utilized licenses.

To attain greater transparency in software asset management and to technically and economically optimize its own license management processes, s.Oliver implemented a Microsoft License Management Program (LMP) in cooperation with DATALOG Software AG. As Kurt Engel explains it, it was also important for the company to be on the safe side legally in the area of licensing.

### **Risk of Statutory Violation**

This is not an unusual request. Since software has been protected by copyright in Germany since 1993, vendors or users of unlicensed or illegally used software find themselves in violation of the law. IT officers and managing directors must know exactly what is going on in their company from acquisition and utilization to the monitoring of software licenses.

Software and license management, on the other hand, can help reduce the risk of statutory violation and/or infringement of applicable licensing terms and simultaneously facilitates better planning of software operating resources.

### ***License Inventory Consolidated***

As a rule, such a Microsoft License Management Program (LMP) generally starts with a list of the software used at the company and continues with a physical inventory and analysis. If software is licensed properly, Microsoft can issue a license management certificate at customer request which is valid for one year.

At s.Oliver it was necessary to clarify the line of action first. A one-day workshop was held at the company for this purpose in which the fundamentals of license management and the most important aspects for concluding a license agreement according to volume license program were discussed. In addition, the processes, tasks, and advantages of license management were also discussed.

The most important insight from this workshop was the necessity for a license balance sheet to better evaluate the conclusion of one of the two volume license programs: Enterprise Agreement or Select License. To date, licenses at s.Oliver had been procured under various agreements (OPEN),



as OEM (Original Equipment Manufacturer) versions, or as Full Package Products (FPPs) from local system vendors or dealers.

### ***Underlicensing Eliminated***

During the course of the LMP project, the existing inventory of licenses at the company was collected and verified. To this end, the license certificates were collected in a central place, checked for under- or overlicensing, and consolidated.

In the next step, DATALOG carried out an inventory of the clients distributed throughout Germany and Europe that are connected to the network. Afterwards, the software inventory was compared with the commercial inventory. The in-house administration handled registration of the server systems.

### ***Cost-optimized Procurement***

DATALOG provided s.Oliver with a list of the software assets procured to date as well as a representation of the utilized software inventory. s.Oliver also received a balance sheet derived from this that identified the under- and overlicensing and which showed the historical development. DATALOG made proposals for eliminating underlicensing by ... avoid overlicensed software.

Another task was to achieve correct licensing of the software procurement into account to attain a maximum level of reliability.

Finally, the Microsoft partner conducted license management training for selected s.Oliver employees. This training program conveyed and contracting. It addressed all necessary issues of product and copyright issues. DATALOG took necessary measures for producing proof of licenses and the organization. To verify the accuracy of the information provided, the software checks of individual, manually inventoried showrooms.

The use of applications under Citrix played a special role. “This constituted a high risk for the correct licensing of Microsoft software. Micro Tirelis stated. By adjusting the authorization of client systems was possible to solve this problem within the scope of applicable software.

### ***Affordable Solutions***

Based on the data consolidated by DATALOG, s.Oliver was able to plan software procurement for the next three to five years. Moreover, the software licenses according to the Select Contract permits a central management.

For s.Oliver, the goals that were linked to the licensing review as a project produced reliability and cut costs through cost-optimized software.

According to Kurt Engel, IT Network Manager, the license management was definitely worth the effort in any case: “License management of the Microsoft volume license program and gave s.Oliver the certainty of properly licensed and the attendant legal security.”

[www.microsoft.com/germany/kundenreferenzen](http://www.microsoft.com/germany/kundenreferenzen)

## **FAST FACTS**

### **Company**

s.Oliver Bernd Freier GmbH & Co. KG, which is headquartered in Rottendorf in the Lower Franconia region of Germany, has evolved down through an over thirty-year history into one of the leading German vendors in the textile industry. In 2003, the company attained brand sales of Euro 700 million with approximately 2300 employees.

### **Number of Employees**

2300

### **Problem**

Over the course of ten years, s.Oliver purchased various software products on the basis of various licensing models. For those responsible for IT, this resulted in a confusing situation with regard to legal use of individual products.

### **Solution**

The existing licenses under various agreements (OPEN) or as Full Package Products (FPP) were unified and consolidated within the framework of an LMP (license management program) project.

### **Benefit**

Through the review of the licensing situation, s.Oliver achieved a cost-optimized and correctly licensed software landscape within its enterprise. The LMP provided the basis for standardization and more economical use of the licenses and provides for greater transparency in license management. Furthermore, it was possible to reduce the cost of software management.

**Reference Customer**

**s.Oliver Bernd Freier GmbH & Co. KG**

**Stefan Beyler**

**Ostring**

**97228 Rottendorf**

Tel.: 09302/ 309-6590

Fax: 09302/ 309-9499

E-Mail: stefan.beyler@s.oliver.de

www.s.oliver.de

**Technology**

**Software and Services**

Microsoft License Management  
Program (LMP)

**Hardware**

210 Servers, 1080 PC's

**Microsoft Partner**

DATALOG Software AG

**Microsoft Partner**

**DATALOG Software AG**

**Frank Salz**

**Zschokkestraße 36**

**80687 Munich**

Tel.: 089/57930100

Fax: 089/57930101

E-mail: Salz@Datalog.de

www.datalog.de

**Business Customer Support**

**Microsoft Deutschland GmbH**

**Konrad-Zuse-Straße 1**

**85716 Unterschleißheim**

Tel.: 0180 5 229552\*

Fax: 0180 5 229554\*

E-mail: [btob@microsoft.com](mailto:btob@microsoft.com)

\*0.12 Euro/min., nationwide (Germany)

© 2005 Microsoft Corporation. All rights reserved.

**Microsoft License Management Program**

Microsoft License Management Program (LMP) supports companies in software and license management. It provides security through correct licensing of Microsoft software and points out savings potential through effective license management. Experienced specialists and contractual partners who are independent from Microsoft compile an LMP report that encompasses a software and license inventory and analysis as well as a process analysis. If software is licensed correctly, companies receive a license management certificate from Microsoft upon request. S.Oliver hired DATALOG Software AG as an authorized service partner to carry out the LMP.

*“Our main objective is to establish certainty with regard to license management at our company.”*

Kurt Engel  
IT Officer  
s.Oliver Bernd Freier GmbH & Co. KG