



## Ready for the cloud with cloud ready SAM: Local supplier MPreis goes digital

**Customer:** MPREIS Warenvertriebs GmbH

**Website:** [www.mpreis.at](http://www.mpreis.at)

**Customer Size:** 5,600 employees

**Country and Region:** Austria

**Industry:** Food retailer

**Partner:** KPMG Advisory GmbH

### Customer Information:

Supermarket operator MPREIS was originally founded in 1923, and remains in the hands of the founding Mlk family to this day. The business consists of two separate fascias – MPREIS and the larger SUPERM stores. The chain is the market leader in the Austrian Tyrol region, but also operates in the Salzburg and Krnten areas.

The MPREIS brand has become renowned for the unusual and innovative architecture of its stores as well as its strong ties and support for the economy of the Tyrol region

### Software and Services:

Microsoft Server Product Portfolio

- Office 365 E3
- Cloud ready SAM Engagement
- Cybersecurity SAM Engagement

For more information about other Microsoft customer successes, please visit:  
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“Thanks to cloud ready SAM, we are now properly licensed and in the end we saved money. Besides cost optimization, security was the big prize as a decisive factor for migrating to the cloud. Thanks to cloud ready SAM, we knew what we were doing right and what we were doing wrong.”

Jerome Baur – IT Procurement, MPREIS Warenvertriebs GmbH

**We do it almost every day: buy food. Even though the process of buying food seems much the same to consumers, the digital revolution has greatly affected Austrian supermarkets in the past years. Digital check out systems, e-ink price tags, and changes in the background such as migration to the cloud, changes in logistics and materials management are just a few examples. In the next few years, customers will also experience the transition, for example, in the form of more online shopping offerings. The Tyrolean local supplier and supermarket chain MPreis has a proactive approach to the digital transition and is making itself cloud ready. How does the company view this future?**

What began at the end of 2015 as an idea for a manageable IT update has developed into a comprehensive cloud strategy project with KPMG for developing the MPreis IT and cloud strategy. The basis for all decisions was a cloud ready software asset management process.

It all started with the desire to update the company’s productivity tools. “Lotus Notes simply could not keep up,” states Jerome Baur, IT Buyer at MPreis. “Lotus Notes was no longer as modern as we would have liked it to be. Office 2003 also seemed outdated.”

In the end, MPreis decided in favor of Microsoft Office 365. “And we also decided to change to Outlook. It just did not make any more sense to stay with Lotus Notes,” says Baur. “In the past years, Office 365 has overtaken other solutions, and availability in the cloud is a major advantage.”

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## Cloud ready software asset management: MPreis on the way to the cloud

In addition to transitioning to a cloud-based productivity solution, the possibility of migrating other areas to the cloud was also heavily discussed. "Migrating to the cloud naturally means internal convincing. "The cloud was there as an idea, but there were a lot of open questions."

In this phase, the KPMG consulting company advised MPreis to cooperate with Microsoft to start a cloud ready software asset management (SAM) process. They worked together to determine the software infrastructure, data, and resources available in the company, the security situation, whether everything was properly licensed, and how ready the company was for migration to the cloud. "KPMG and Microsoft made us aware of topics that we would not have thought of on our own. Cloud ready SAM was the ideal preparation—it made it easier to see the advantages of migrating," comments Baur.

One of the main insights was in the area of licensing. The company had too many licenses in some areas and too few in others. Furthermore, some users had too many rights, which could be a security concern over the long-term. "Thanks to cloud ready SAM, we are now properly licensed and we knew what we were doing right and what we were doing wrong."

Due to the good experience MPreis has decided to carry out another SAM project with KPMG this year and use it as the basis for further IT planning.

### "You have to experiment"

MPreis considers testing and experimenting as a necessary element in the company's progress and development.

"More than twelve years ago, we experimented with self-scanning checkouts," says Jerome Baur. "At the end of the day, customer feedback was not satisfactory, and so we had stopped this project for the time being. People just weren't ready for it back then. But, it is still important to experiment. Of course, when you try something, there will always be things that do not work so well. But standing still means being overtaken by others, and that is the worst possible scenario. We want to be at the forefront of the digital revolution."

Therefore, since the beginning of 2016, MPreis has been working on expanding its online shop and now offers the shop in several regions. "There is increasing acceptance and demand from customers. Online shopping simply offers many major advantages for our customers—especially for the employed, the elderly, and single parents. We deliver our products fresh to them on the day they order them. Our local stores process the orders. It is important to us in the future as well to continue to be a central local supplier in our regions—irrespective of the technological changes," concludes Baur.