



**TRUSTMARQUE**  
Part of Capita plc

# COMMERCIAL BENCHMARKING

## Software licensing Commercial Benchmarking Service

Our Commercial Benchmarking Service delivers a comprehensive Commercial Review for your pending purchases. We utilise information around current use of software and your long-term technical deployment plan to provide you with an optimised long-term licensing strategy.

The complex modelling gives you a truly transparent view of all available procurement options, and even some options that are not available, where negotiation would be required. The negotiation phase is where we ensure that the concessions within the contract are bespoke to the requirements of your organisation. Combining these concessions with intelligent procurement, we can help you make real cost savings. These savings are on average 38% over three years on negotiated contracts. We aim to give you the confidence to make the right decisions for your organisation without the influence of a vendor or transactional reseller. In addition, certain elements of this service can be taken separately, such as the Compliance Optimisation service the compliant position, comparing usage to licence entitlements owned.

## Key benefits

- Decrease cost by purchasing software strategically
- Mitigate risk by securing compliance across your IT estate
- Align your IT strategy and procurement
- Improve your negotiation ability to maximise cost savings and concessions within the agreement
- Increase value by ensuring full understanding of agreement benefits

## ITAM by Trustmarque

**Bringing IT back into alignment to deliver better business outcomes.**

Commercial Benchmarking is just one aspect of Trustmarque's Virtual Asset Manager Service and ITAM solutions. Our aim is to empower your organisation with connected IT and help to make you more successful in an increasingly digital and technology-driven world. Through dynamic ITAM, we re-align IT with the rest of the business to help make you more efficient, ensure compliancy, optimise spend, drive automation and deliver better business outcomes.

## Why use Commercial Benchmarking Services?

- **Pressure to reduce budgets:** Do more with less, as budgets are constantly squeezed
- **Cost-saving targets:** Achieve successful procurement negotiations to reduce cost whilst achieving the highest value
- **Prevent unbudgeted spend:** Avoid short-term and poorly researched software licensing strategies, which can result in expensive unplanned additions to your annual software spend
- **Technology investment:** Maximise your major technology investments with strategic planning and procurement
- **Strategic initiatives:** Ensure that your software licensing agreement supports your delivery of the latest productivity tools to facilitate agile working, shared services, BYOD and cloud technology
- **Software renewal:** Make intelligent and informed decisions around your software licensing renewals to save you time and money
- **Mergers and acquisitions:** Develop efficient and cost effective software strategies during times of change despite licensing complexities
- **Objective view:** Ensure that you are getting the best from the vendor

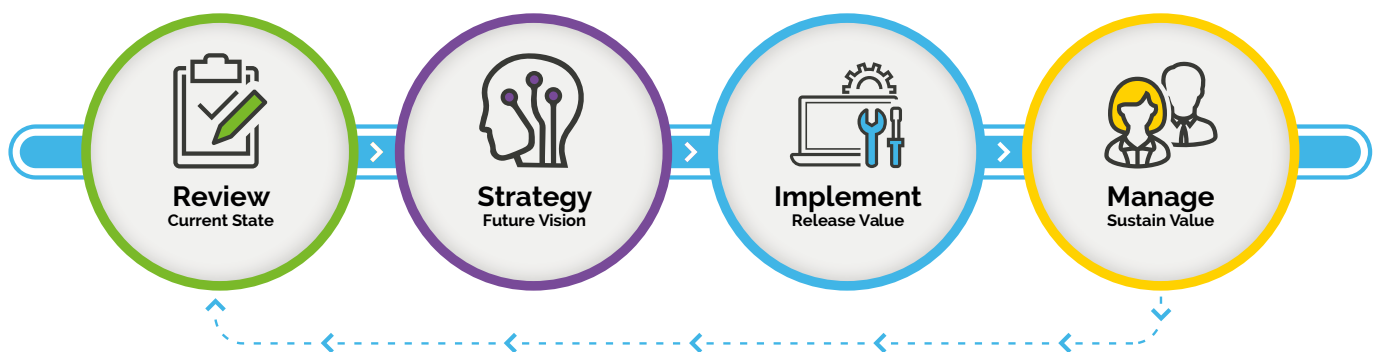
## Why Trustmarque

By partnering with Trustmarque, you will be able to:

- **Remove complexity:** Benefit from trusted advice and a clear perspective of all your software licensing options, helping you to develop an understanding of long term implementation strategy
- **Mitigate risk:** Ensure that you make informed decisions, considering the potential consequences of any licensing agreement
- **Reduce cost:** Our Commercial Benchmarking Service can help you to reach your cost-saving targets with an average reduction in spend of 38% over three years
- **Improve negotiations with the vendor:** Achieve additional concessions and cost reductions through the dedicated negotiation elements of the service

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Powered by the best tools and the best minds in the business

