

When the potential is hidden



under the surface ...

Unclear software licensing? You are supposed to purchase new licenses from your software vendor because of new license products, called innovations?

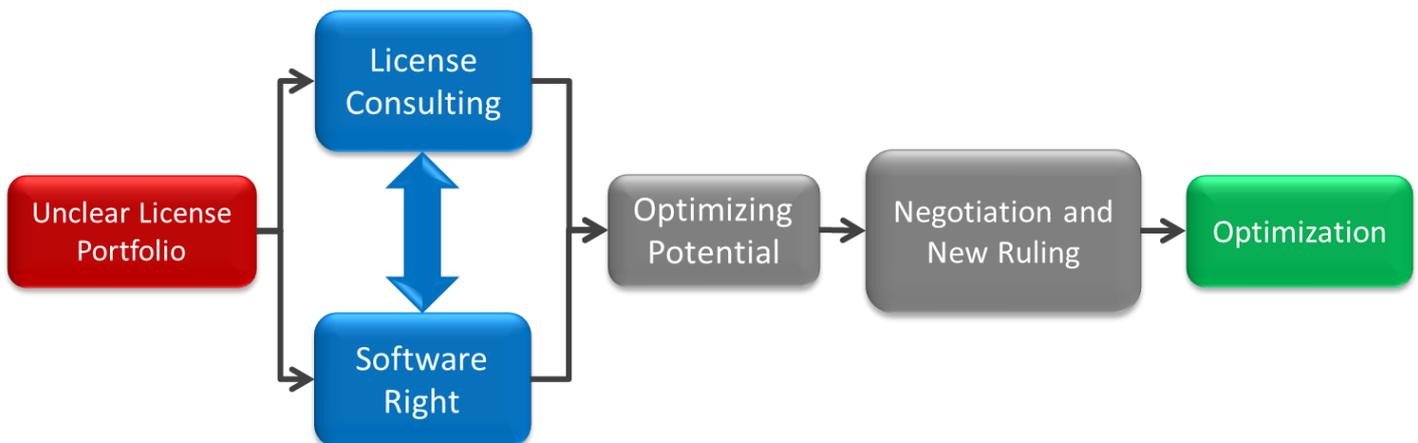
You have to deal with complex licensing models, unclear definitions and questionable comments from your vendor's sales executive?

You are accountable and want to position your own interest purposeful against revenue expectations by your strategic vendor?

You have identified poor clarity and discover grey areas in your license portfolio. There seem to be faults in the proposals for new or migrated licenses?

You like to see through the surface to optimize your commercial investment in software use rights?

We establish the required confidence with **auditprotect**, our consulting bundle of combined compliance expertise. User organizations of all industries benefit from this service when they use standard solutions from major vendors like SAP, Oracle or Microsoft. As a synchronized team in the area of software compliance, we provide harmonized and inter-locking solutions in a single source package.



auditprotect consists of investment-focused license consulting including legal expertise in software right, contract and IP law. This unbreakable combination opens up new commercial options and effective implementation paths, leading the way to an optimized software compliance.

The deliverables of **auditprotect – Best Invest** at a glance:

1. Alignment of legal allowance and transparency of licensing rules in the underlying license agreements and the general terms and conditions of the software vendor
2. Contract analysis of the scope of content for the relevant portfolio:
Confirmed legal use rights – Actual daily usage
3. Discovery of terms for optimization potential in the history of licensing transactions
4. Assessment of relevant facts and risk aspects, including the analysis of root causes for questionable items
5. Validation of pricing foundation and its legal righteousness in a standard marketplace
6. SWOT-Analysis for investment protection and compliance:
Identification and valuation of current position of the user organization, including weaknesses with their impact
7. Evaluation of room for negotiation and optimization as derived from market analysis and benchmarks
8. Discovery of potential consulting mistakes by the vendor to create levers for negotiation
9. Anticipation of audit scenarios, including the resulting legal and commercial consequences together with pro-active potential resolutions and respective defensive positions („Plan B“)
10. Supporting the coordination of internal and external communication channels and strategies
11. Comparison of optimization options with their implementation efforts:
 - Net value analysis with valuation of negotiations effort with vendor
 - Building a argumentation roadmap to structure the negotiation steps
 - Coaching of key negotiators in telcos and personal meetings
12. Presentation of final optimization model for implementation, including control of future software audits



Your Benefit:

With **Best Invest** you emphasize your professional interaction with the vendor. In a scenario with potential for optimization, you discover the root causes, prove content knowledge and show strategic directions in the optimization process. Your enterprise gains attention, image and acceptance as a player on equal footing during the negotiations. Your target is an optimized license portfolio with new flexibility for future software investments.

Ask for **auditprotect**. And your counterpart will get the proper answers.

www.auditprotect.de

Peter Wesche
License Advisor
wesche@doctor-license.com
+49 6205 3640 723

Powered by License12.com

Dr. Robert Fleuter
Software Right
fleuter@B-L-C.com
+49 6201 846 806