

MICROSOFT ELP & OPTIMISATION

FULL SERVICE OVERVIEW

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1. Unlock High ROI Through Proactive Licence Management

Microsoft expects organisations to self-manage licence compliance, but the complexity of entitlements, evolving estates, and limited oversight means many fall short. Overspend of 15-30% is common, and unforeseen, unbudgeted penalties from Microsoft audits (which typically occur every 3 to 5 years) can derail even the most carefully planned budgets.

LicenceSync's on-premise Effective Licence Position (ELP) & Optimisation Review offers a high-return, low-friction way to regain control. By aligning entitlements with actual usage, organisations can eliminate risk, optimise spend, and reduce exposure before issues escalate.

The review surfaces compliance gaps and hidden inefficiencies, supporting smarter licensing strategies, stronger governance, and greater financial predictability. It's a commercially sound move that protects budget integrity and delivers measurable value.

2. Target Audience and Why Timing Matters

Best suited to organisations with 100+ employees, £30k+ annual Microsoft spend, and no Microsoft Certified Licensing Specialist to oversee entitlements, usage, and spend, particularly where budgets are under pressure and licensing has become harder to control.

It's most effective when:

- Renewals, true-ups, or audits are approaching
- Business or IT change, like growth, downsizing, or restructuring, has occurred or pending
- Cloud or infrastructure upgrades are being scoped
- Licence visibility is fragmented, or assumptions haven't been validated

3. Key Benefits of the Review

A two-pronged approach: eliminate compliance risk and optimise Microsoft licensing spend through actionable insight.

- Address shortfalls before audits force unplanned, non-discounted spend
- Uncover overspend from inefficient models and underutilised or unused licences
- Improve governance and eliminate software-related exposure
- Strengthen your hand in contract and renewal negotiations

4. What's Included in Your Review?

(Dependent on the selected service tier.)

- Detailed Excel workbook containing compliance position, workings and mapping
- Comprehensive 20+ page report with summary, risk register, and recommendations
- Presentation of findings to ensure clarity and understanding
- Optional support sessions to help track and implement identified savings

Eliminate your risk. Optimise your spend.

5. How Much Can You Save/ Potential Risk Exposure?

Organisations typically **overspend by 15-30%** due to **underutilised software** and **inefficient licensing models**. **Audit-related compliance gaps** can expose you to a further **15-30%** in **unplanned costs**. Together, that's **up to 60% of your annual Microsoft spend at risk**.

Example: £500k P/A Spend	Risk Exposure 0%	Risk Exposure 15%	Risk Exposure 30%
Savings 0%	£0	£75,000	£150,000
Savings 15%	£75,000	£150,000	£225,000
Savings 30%	£150,000	£225,000	£300,000

* While these **estimates** reflect **common optimisation results**, individual outcomes **will vary**.

6. Why Work with LicenceSync?

We've conducted **Microsoft-led audits**, submitted **fully approved ELPs**, and reviewed **over 350 estates** ranging from **£60k to £250m spend**. With **seven years' experience** delivering significant savings to clients across all verticals, LicenceSync brings **licensing clarity**, **cost control**, and **confident audit preparation**, all managed by **one expert**.

- **Secure data handling** with NDA cover, GDPR compliance, BPSS clearance, and encryption
- **Meticulous analysis** focused on quality, accuracy, and maximising optimisation opportunities
- **No shortcuts or generic advice**, just clear, actionable insights for confident decisions
- **One senior expert** manages your review from first call to final delivery and aftercare
- **Independent and unbiased**, with no sales targets, partner quotas, or reseller incentives

7. Choose Your Plan: Service Tiers & Pricing

We offer four flexible tiers to suit different **budgets and needs**.

Fixed or daily pricing available, with **bundle discounts** for Microsoft 365 or Azure reviews.

Satisfaction Guarantee (Diamond Service Tier Only)

We are so confident in our expertise that **if LicenceSync does not identify savings and/or compliance risks greater than the price of the consultancy, the service is free. **1**

¹Must have a Microsoft spend of £100k+ per 3-year contract and have not completed an ELP in the last 12 months.

Feature	Bronze	Silver	Gold	Diamond
Windows & SQL Server ELP (Workbook Only)	✓	✓	✓	✓
Full Desktop & Server Coverage (excl. Dynamics)		✓	✓	✓
Identifies Non-Compliance & Support Risks		✓	✓	✓
20+ Page Report with Executive Summary			✓	✓
Optimisation Analysis & Recommendations			✓	✓
Actual Savings Calculated (requires pricing sheet)			✓	✓
Forecasted ELP for Future State Planning				✓
Up to 6 Aftercare Support Sessions to Realise Savings				✓
LSP Collaboration on Licensing Strategy				✓

Bolt-On Services:

Microsoft 365 Optimisation · Azure Licensing Optimisation · Licence Uploads (tool dependent)

See how much your business could save



8. How It Works: Process & Deliverables

Our ELP & Optimisation Review follows a structured four-phase process, based on your tier.

- **Scoping & Data Collection** - Gather entitlement, usage, and infrastructure data
- **Analysis & Optimisation** - Cleanse and assess data to build your licence position
- **Findings & Recommendations** - Validate inputs and highlight risks, gaps, and savings
- **Presentation & Support** - Findings walkthrough, with optional aftercare for Gold & Diamond

9. What Products are Covered?

Our review covers the **following key areas** of Microsoft licensing:

Desktop & Productivity	Server & Infrastructure	Other Considerations
Windows Desktop OS	Windows Server OS	Client Access Licences (CALs)
Full Office Suite	System Center	Non-Production
Project	SQL Server	Non-Employee Licensing
Visio	BizTalk	Azure Hybrid Use Benefit (AHUB) Allowance
Microsoft 365 Licensing Overlap	Exchange	
	Skype for Business/Teams	
	SharePoint	

Exclusions:

- **Dynamics**
- **Microsoft 365 Optimisation** (LicenceSync separate service)
- **Azure Licence & Subscription Optimisation** (LicenceSync separate service)
- **SPLA (Service Provider Licence Agreement)**: Included on a trust basis, based on customer confirmation. LicenceSync does not validate or optimise SPLA licences; responsibility remains with the customer and their SPLA provider.

Start your optimisation journey