



## Rexam takes control of its global software estate using Core Control

### The Client

Despite turning over a multi billion pound business, employing around 23,000 staff and operating in more than 20 countries, Rexam plc is still relatively unknown among consumers.

However, it is guaranteed that you have reached for one of its products at some point today, as this FTSE 100 company produces cans and plastic packaging that contains everything from soft drinks to make-up, on a massive scale.

### The Challenge

With over 10,000 seats spread across its operating sites worldwide and a history of growth by acquisition, Rexam's software license management had become extremely complex. Rexam's acquisition model meant that its software licensing model was decentralised, with many sites managing their own agreements, this resulted in visibility of its global software estate becoming blurred and their Microsoft license audit was looming.

"We had no standard desktop image in place, which meant different versions of software were being used across the organisation," says Stuart Ince, Rexam's Global Sourcing and Vendor Relationship Manager for the company's Information Management Centre of Excellence. "It's hardly surprising therefore that, almost one year on, after considerable work to consolidate our software, we were still unable to reconcile our extensive Microsoft estate."

After reviewing alternative suppliers, Ince invited Concorde Solutions to help them understand their estate and establish an enterprise Software Asset Management Strategy. "We were keen to exploit the groundwork already achieved, so we were very impressed by the fact that they took this onboard and were able to quickly complete the audit to Microsoft's satisfaction."

### The Solution

Keen to reduce cost on excess license usage, Ince says Rexam felt it was high time to get a better grip on its overall software estate. After a formal Tender process Rexam appointed Concorde as their long-term SAM partner.

Once Rexam's internal network team had successfully integrated all of the subsidiary sites onto its corporate network, Concorde was able to use Core Control. The cloud based Information Management platform, consolidated hardware, contract and license information to provide a reconciliation of usage against license entitlement to products from Microsoft, SAP, Oracle, Adobe and others.

"In the absence of the necessary in-house resource, Concorde was able to programme, refine and interrogate our Altiris software deployment tool to gather the necessary data for Core Control," says Ince. "The Altiris tool was originally implemented as a means of deploying McAfee antivirus products organisation-wide and therefore provided an endpoint to every computer within the company. It means that now Concorde's Core Control has access to every device across the network, enabling us to see exactly what software is being used, where and at any given time."

*"Whereas before it was difficult to get a handle on our license usage, thanks to Concorde's software management skills and their Core Control platform, we're now much more mature as an organisation when it comes to SAM because we know exactly what we've got on any day of the week."*

**Stuart Ince**

**Global Sourcing and Vendor Relationship Manager**

Contact us today to find out more.

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## The Outcome

After Microsoft, Rexam's next biggest licensing concern was SAP, of which the company has historically run four major instances as the result of company acquisitions. "Although SAP simply require data reflecting our annual global usage of their products, Concorde was able break this down further by sector, enabling us to accurately recharge each of our business divisions for their specific usage. This task had previously taken time and resources from our supply chain team due to the lack of a SAP naming convention and the need to remove duplicate multiple logons."

Having provided Concorde with virtual private network (VPN) access, enabling Core Control to audit the entire hardware estate for all or any individual software instance, Rexam now receives quarterly reports on actual usage of all software in real time. This means that they can provide SAP with more granular feedback, which in turn enables it to negotiate licensing terms from a more solid, reliable base.

Adobe too is now happy in the knowledge that Rexam's usage of its products is being closely monitored by Core Control through the Concorde team. "Each time they call us, we simply give them an up-to-date report and we don't hear from them again for 12 months," says Ince. "And the same goes for other software houses - the minute they know that we use Concorde and have Core Control managing our estate, they are satisfied and just let us get on with it."

Now that Concorde has full access to the relevant data, Ince says it's zero-touch from Rexam's perspective. "We simply tell them what our license entitlement is and they do the rest. Whenever we pick up the phone or send them an email, they then pull down the data they need and send us a report - simple as that."

Core Control is a simple to use, dashboard driven platform that provides users with near real-time data from across the IT Environment, including datacentre, virtualised networks and Cloud, enabling them to secure greater value from their Vendor Relationships. Unlike an inventory tool, Core Control provides extensive range of license management functionality:

- Efficiency modelling
- Calendarisation of contracts
- Contract management
- Spend Management
- Scenario modelling

*"We use Concorde as an integral part of our business. To date, I cannot think of a single thing I've asked them to do without it being included in our annual fee."*

Added to the fact that Rexam no longer runs any risk of software non-compliance, Ince says the internal perception of IT has been vastly improved. "Licensing is often one of the forgotten elements when a project is being rolled out, but we can now predict what each business sector will require over twelve months and cost it right down to the very last penny. And whereas we previously raised more than 600 purchase orders for software licenses each year - we've now managed to consolidate that down to around 10."

## The Future

"Our next step took a more proactive management approach to our licensing by taking advantage of Concorde's analytics tools to introduce further rules into the system. Having now signed an Enterprise Agreement (EA) with Microsoft, we now have a standardised desktop based on Windows 7 and Office 2010, and also access to System Center Configuration Manager (SCCM). This allows Concorde's Core Control to pull the data needed from SCCM rather than the Altiris tool. It has already enabled us to remove other vendors from our supplier base and to focus purely on the Microsoft platform."

By having its estate managed more proactively in this way, Rexam saves license costs further by automatically removing software from users' machines if it has not been used for 90 days. "Equally, users will be able to download software they need from a central repository and it will auto-install," says Ince. "In this way, we will give our users flexibility and control, allowing them to manage their own desktop."

"Moreover, all our software can now be installed automatically at the click of a button, which is saving us large sums in terms of the time saved on manually downloading software to over 10,000 desks around our estate. We will then look at becoming fully accredited with the SAM kitemark, which will demonstrate to the vendor community as a whole that we've truly got a grip on our entire estate," concludes Ince.

Contact us today to find out more.

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