

Customer Success Story

Rentokil Initial plc

- ▶ Rentokil Initial plc Implements ManageSoft® Enterprise Compliance Manager™ to Set Global Licensing Standards



"Once the implementation of ManageSoft's SAM tool was in place, we found we were significantly over licensed.

Our over subscription in the UK represents a six figure sum alone. We have now introduced a freeze on licence purchasing in the UK until the over subscription has been consumed."

– Martyn Howe, Director of IT Services at Rentokil Initial

Corporate Profile

- ▶ Rentokil Initial is one of the largest business services companies in the world

The Challenge

- ▶ Adhere to legal requirements and regulatory compliance
- ▶ Remove duplicated spend on software licences
- ▶ Streamline the management of IT assets

ManageSoft Solution

- ▶ Achievement of software licence compliance
- ▶ Understanding of the entire software estate
- ▶ Global software asset management
- ▶ Identification of duplicated software licences
- ▶ Savings in future software purchases
- ▶ ROI within 3 months due to discovery of over subscriptions

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Rentokil Initial is one of the largest business services companies in the world, operating in the major economies of Europe, North America, Asia Pacific and Africa. It employs 79,000 people in 49 countries and is focused on delivering outstanding service to its wide range of customers. Services include: pest control, package delivery, interior landscaping, catering, cleaning, washroom solutions and textiles.

Rentokil Initial's continued success and excellent reputation is based on providing superior standards of customer care utilising the most technically advanced services and products. R&D scientists and technologists ensure that the company remains at the forefront of technical developments in all areas of its operation. This allows customers to reap the benefits of services that undergo constant improvement.

The Challenge

Like any global organisation, IT plays an integral part in the smooth running of the business, it allows the company to stay competitive and maintain innovation – however being such a large organisation also means its IT infrastructure is incredibly complex. The requirement to ensure tight IT software

asset management to manage software compliance and control expenditure has become increasingly important as Rentokil Initial's growth has been acquisitive and organic.

Alongside the need to gain central control of its asset management, the company was keen to ensure it was compliant with the likes of FAST (it has now achieved Bronze level accreditation) and ITIL.

Bryan Kinsella was appointed CIO in 2007 and highlighted one of his many challenges.

"Over recent years Rentokil Initial had acquired and disposed of a large number of businesses. Historically software acquisition was completed on a local basis. We did not have a clear understanding of our estate in terms of compliance or numbers. We needed to get controls in place as quickly as possible."

The need to introduce a global software asset management (SAM) solution was determined and Martyn Howe, Director of IT Services at Rentokil Initial began the process of evaluating potential partners.

The ManageSoft Solution

After evaluating other suppliers, Rentokil Initial looked to ManageSoft and its Enterprise Compliance Manager (ECM) application to deliver its SAM solution. Howe commented, "We've been working in this area for some time very successfully with ManageSoft, because they supply a software deployment and patch management solution for the business that works extremely well - so it seemed a natural progression to work with them on the licensing and compliance issues we had identified. ECM also provided us with an in-depth set of tools and reporting mechanisms at the touch of a button, and that was attractive to us."

With a number of impending software audits, Rentokil Initial expedited its implementation of ManageSoft's ECM and used the opportunity to develop its standards for the procurement of software and hardware at a global level.

ManageSoft's ECM allows Rentokil Initial to combine asset inventory, software usage, contract terms, purchase order data, and licence compliance management. It's 'savings engine' optimises a wide range of inputs, as well as ensuring enterprise-wide licence compliance. It reports any licence breaches, under/over licence situations, unmanaged/unauthorised software, and software usage per application, per location or across the enterprise. The optimisation unit reports potential cost savings considering purchase terms, pending maintenance renewals, software allocation and licence types used.

Howe continued, "Once the implementation of ECM was complete, we found we were significantly over licensed. Whilst we suspected there would be some level of over licensing, we were surprised at the level it had reached. We discovered that local procurement had resulted in employees re-purchasing equipment such as laptops, and at the same time purchasing new software even though there was no need to do so. Our over subscription in the UK represents a six figure sum alone. We have now introduced a freeze on licence purchasing in the UK until the over subscription has been consumed.

Software Asset Management is a key component to successful IT asset management, and once implemented it provides quantifiable business value. Today, as IT departments become much more accountable on the levels of ROI to the business, SAM will continue to play increasingly important role.

Howe commented, "We are now able to quickly evaluate our position and understand who uses the licences, something we were unable to assess before at a Group level."

An important next phase of the project will be to extend the use of ECM to Rentokil Initial's server and virtualisation estate. Virtualisation is a huge trend currently and Rentokil Initial is very aware of the licensing issues it can create. The virtualisation of mid-range servers in the data centre allows businesses to run with fewer physical servers (cutting hardware and power costs), and with greater agility by simplifying the provisioning of new virtual machines. However, virtualisation has increased complexity in the area of software licensing.

The company will also review the use of its web-based services such as its CRM application. Using ECM it will be able to identify and interrogate the application to review how effectively the sales team are using the software, and whether there could be a reduction in licensing and a requirement for further training.

Once this phase has been completed, there are plans to implement throughout the Group to ensure total global compliance and asset management.

Howe concluded, "Now that an effective SAM policy is in place, the risk of non-compliance has been reduced - the process is smoother and decisions are easier to make. Reporting through ECM allows for definitive information, with no guesswork. We now have the ability to manage all our software assets, which is critical for the good management of our estate from a strategic point of view."



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