

Build a Green Licensing Ecosystem for Business Operation

- PwC Intellectual Property (IP) Consultation Service

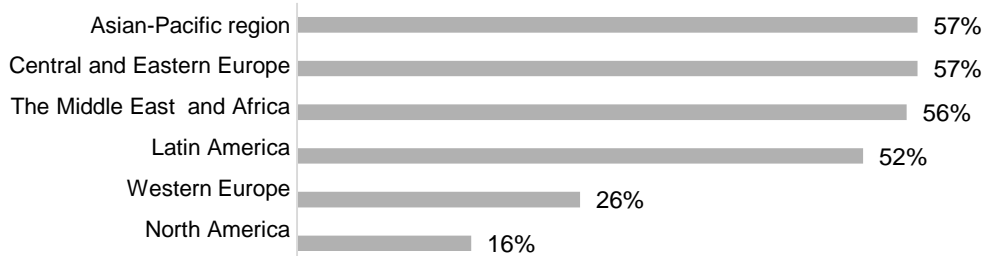
IP Consultation

The IP consultation team, under PwC Risk Assurance,

has saved millions of dollars in software licensing for our customers year after year. Our self-developed IP Management & Solution aims at providing best practices for the IP management, enabled by our end to end business processes and technology solutions.

Upon these services business customers will better achieve their business objectives through protected IP, recovered lost revenue, and enhanced relationship with their business customers based on trust and win-win solution. On the other end, business customers gain more direct insights into their operations, that leads to enhanced IT governance, maximized ROI, and managed compliance risk.

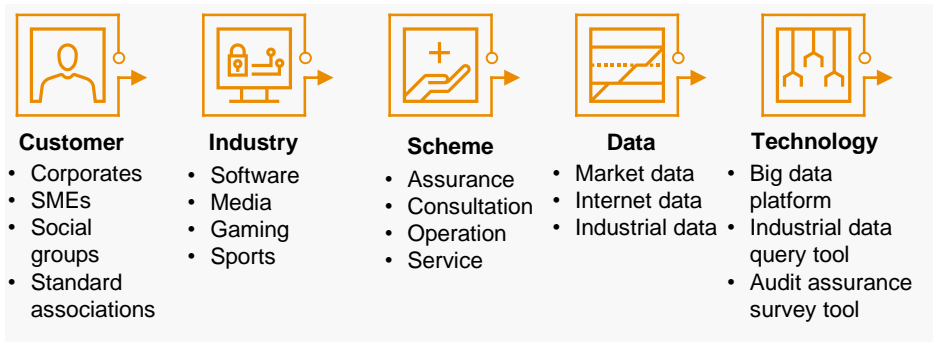
Current Global Usage of Unlicensed Software



According to the latest statistics from Business Software Alliance (BSA), the installed yet unlicensed software around the globe reached up to **44%** as of 2018.

Source: BSA Global Software Survey

Business Blueprint



Service Feature

Independence and objectivity:

As an independent third party, we collect true and objective data from customers based on fully transparent communication processes, and provide mutually acceptable service reports based on the optimal licensing configuration.

Internal proprietary tools:

We collect compliance-related data in an automatic way with our self-developed internal proprietary tools or industry-renowned asset management software, and customise visual reports based on customer requirements.

Industry experience:

We assist our customers in benchmarking their industries and provide suggestions, by virtue of our extensive experience and market insights.

Service Type

1. Software optimisation and rationalisation
2. Software ROA assessment
3. Software licensing compliance audit
4. Cloud readiness assessment and product selection
5. SAM management service
6. Software asset management maturity assessment
7. Software asset management process establishment and optimisation
8. SAM technology selection
9. IT cost management and control
10. Network security assessment

We provide software asset management consulting and proactive license management review for business customers of software publishers, aimed at improving their SAM capability, presenting cost-saving licensing model, and reducing potential non-compliance and security threats. Customers could also benefit from the extension of baseline SAM and get valued-SAM advisory on cyber security programme, cloud computing and other emerging solutions that support its IT expenditure and strategic plan.



Extensive experience

PwC China extends significant benefits to customers in the Chinese market in virtue of its compliance experience in serving multiple software publishers.



Market penetration

PwC China enhances market penetration in virtue of organising an efficient support team for software publishers in second- and third-tier Chinese cities.



Proprietary tools

PwC China collects the deployed data in an automatic way with its self-developed internal proprietary tools and provides customised services based on customer requirements.



Professional team

PwC China has established a dedicated service team with more than 20 professionals in China and with large project experience in serving cross-regional customers.



Industrial experience

PwC China has successfully conducted multiple IT assessments in various fields including information technology, electrical and electronics, fast moving consumer goods, media entertainment, human resource solutions, and infrastructures.



Qualification

PwC China has been certified as the Golden Partner for Software Asset Management in the Microsoft Partner Network.

Business Case 1

Manufacturing customer

Background

The large-scale manufacturing enterprise has more than 20 branches and subsidiaries in Hong Kong, Taiwan and Mainland China. This family enterprise has been established for decades, lacking professional and effective IT asset management experience, unified purchase processes and overall planning. With hundreds of business software adopted, the enterprise is unable to determine where each software is deployed, or whether the software has been properly deployed as required under the licensing agreement. The enterprise is planning its overseas listing in the next one or two years. In order to minimise unplanned capital expenditures and reputation risks due to non-compliance, management demands our team to assess their true software requirements and confirm software usage so as to promote better contract negotiations in software purchase.

Solution

By applying IT asset management framework designed by us to multiple business entities, the customer identified numerous idle software and overuse in the course, and gained a deep understanding of the long-term impact and importance of IT asset management on the future listing. In addition, the customer collects real-time data via third-party software asset management tools and presents it via dashboards, rather than adopting the old pattern of manual asset count. Upon our services, management of the enterprise has identified and gradually eliminated significant software compliance risks. Meanwhile, the customer has saved times of software usage costs through our analysis reports based on the software asset management processes designed by us.

Business Case 2

Financial customer

Background

The financial service provider has established its branches in more than a dozen of cities across the country, yet with relatively fragmented IT management. Due to the nature of its business, the company has an extremely complicated IT architecture and employs a large number of software developers to develop business systems which are mainly built by nearly 20 types of Microsoft products, and equipped with certain Linux environments. In addition, the IT environment has been deployed with large-scale virtual, terminal and mobile devices, involving more than 100 sets of business and management systems. In the course of IT budgeting at the end of 2016, the company expected to find the optimal licensing to formulate the software purchase plan in the next year. Therefore, under the sponsorship and promotion by Microsoft, PwC has the fortune to undertake the project to render relevant consulting services to customers.

Solution

Upon the service, PwC delivered a detailed licensing scheme to the customer, and presented ROI analysis of the software input in the next three years by combining software usage scenarios, frequency and efficiency, not only addressing the deployment redundancy, but partially optimising the customer's IT infrastructure, as well as providing the optimal solution and associated sub-scheme for reasonable licensing allocation. Our service saved at least RMB 2 million of annual purchase budget for the customer.

Service Network and Global Support and Collaboration

With Beijing as the core delivery centre, the IP consultation team has formed a delivery network covering Mainland China, Hong Kong, Macao and Taiwan, combining the Central and Southern Districts. Our software consultation service delivery teams consists of more than 30 professionals throughout Beijing, Shanghai, Chengdu, Taiwan and Hong Kong. Meanwhile, based on PwC China Risk Assurance and PwC Global Network, we render professional and quality services to our customers.



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