

## Case Study

# Telecoms Organization

North American Telecoms Organization Secures Unique Oracle Licensing Agreement & Achieves Huge Savings

### Exec Summary

This Livingstone Group client is a major North American telecommunications organization, and is the parent company to many large multi-media businesses and thousands of smaller subsidiaries. This conglomerate owns organizations across the US and Europe, with hundreds of thousands of employees working across different divisions.



### The challenge

#### Oracle Negotiations

This Telecoms giant was recommended Livingstone's services by a subsidiary that had achieved fantastic results from a successful Oracle ULA (Unlimited License Agreement) optimization project that it had undertaken, which was also a long-standing client of Livingstone and at the time was being acquired. The telecoms organization was looking to end its current ULA agreements that it had scattered across its various subsidiaries and instead consolidate all of its ULAs into one agreement, contractually and technically.

As is the case with many Oracle customers, this client felt that it didn't have an adequate understanding or the experience in-house to effectively renegotiate the contract terms to achieve the optimized outcome and new agreement it was looking for. Along with the subsidiary's recommendation, the client knew it was in safe hands and could achieve its desired outcome thanks to Livingstone's deep expert insights and years of experience negotiating contracts with Oracle. With senior stakeholder support, Livingstone's team of experts got to work.



### The Analysis

#### Assessing a vast estate in a short window of time

The first challenge the Livingstone team had to undertake was assessing and certifying the organization's complex Oracle estate. This was an enormous task as hundreds of Oracle products, including business critical applications that spanned the thousands of subsidiaries, needed to be measured and certified. The amount of data the team had to process was vast, further complicated by the fact that each subsidiary had its own ITAM processes and tools in place.

The client's IT and procurement teams had also never undertaken such a huge project before, and with technical teams siloed and scattered across the organization, it was Livingstone's task to bring all of these teams together to provide an effective structure and process in order to achieve the desired outcome.

An additional challenge for the Livingstone team was that this certification process needed to be completed within just two weeks, ahead of the ULA contract renewal date. Along with these time constraints, Livingstone and the organization were also at an impasse with Oracle, who was pushing for the organization to sign up a new ULA.

“This was the project of the year for Livingstone, in many ways. It set a standard in terms of what good looks like and how well our processes work. Oracle is a complex vendor and this was a vast project, so the combination of automation technology and clear communication with the client was invaluable”





## Tools and Processes

### Automated tool & stakeholder support key to success

To tackle the vast amounts of data that needed to be certified, Livingstone implemented a variety of complex tools, including its own carefully developed automated solution, the 'Oracle Capacity Planning Workbook'. This tool was able to capture and assess the relevant information Livingstone needed to optimize the client's Oracle estate. In addition, the tool was able to review the data collected by other ITAM tools being used by the client's subsidiaries, including Oracle's own measurement methodology output. Livingstone's proprietary technology was able to accommodate and review the data output of these tools and methodologies, along with a manual assessment for products which could not be measured by ITAM tools. Meanwhile, Livingstone also worked closely with the client to form its Oracle Bill of Materials (BOM), detailing the products and terms it would like to see in its new Oracle contract.

With the BOM in hand, and with a thorough knowledge of the client's current Oracle standing, Livingstone was able to calculate the client's usage requirements and formalized a checklist to request from Oracle. During the entire process, Livingstone was in constant communication with Oracle, actively engaging with the vendor to secure an optimized deal.



## The Negotiation

### Securing a 'TULA'

The result was that the client signed up to a new and one-of-a-kind agreement with Oracle – a Term Unlimited License Agreement (TULA). Under this unique agreement, the organization was granted unlimited deployment for a three-year period, but a key element of the TULA was for the organization not only being able to achieve everything on its checklist, but also massively reducing its support costs over the three-year term, but more importantly reducing support costs and at the end of the agreement.



## The Outcome

### Huge cost-savings & future projects

The client achieved huge cost-savings as a result of this new contract, thanks to the reduced support stream costs and optimized product requirements. Considering the scale of the agreement, which included hundreds of products spanning the organization's many subsidiaries, it was an outstanding achievement.

Due to the success of the engagement, Livingstone will lead an Oracle managed service that will oversee the TULA agreement term.

Enabling you to control and optimize your investments in software and cloud.

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