



## RELIABLY SHARING THE LOAD: ALL LICENSES ARE A GO!

### Success Story: License Balance and SAM Compliance for Hellmann Worldwide Logistics

1871, Osnabrück, Germany: Carl Heinrich Hellmann starts a business for transporting goods with horse-drawn carts. Today: The one-man enterprise of yesteryear has become a major international logistics provider. Family-run for four generations and currently in the hands of Jost and Klaus Hellmann, Hellmann Worldwide Logistics has an employee base of 11,700 spanning 245 branch offices in 56 different countries. The company takes care of around 18 million shipments per year. These range from single cargo items to courier and express deliveries through to air and sea freight, and they come from all across the export sector. In addition to shipping, Hellmann also provides specialized services such as contract logistics, hospital logistics, recycling solutions, and logistical IT solutions. Unsurprisingly, then, there is one crucial factor to Hellmann's success today: software. As with all its other business assets, the company strives for its software to be deployed as economically as possible – which includes a sound approach to licensing. The majority of the software used in Hellmann's systems comes from Microsoft. This made it easy to find a suitable partner for managing the group-wide license balance and compliance: COMPAREX was awarded the contract in early 2014.

#### How We Get Things Going...

License management, particularly the management of the license balance for compliance purposes, represents the pinnacle of software asset management (SAM). After all, licensing forms the basis for the software's compliance, competitiveness, and security. In order for all the routine

#### Key Facts

**Industry:**  
Global Logistics

**Services:**  
Creation of a Microsoft license balance management and company-wide maturity analysis according to SAM Optimization Model (SOM) to attain SAM Certification

*"We decided to work together with COMPAREX for the group-wide management of our license balance because the company's extensive experience in the area of Software Asset Management was very convincing. Specifically, we were impressed by the skill that COMPAREX demonstrated in the successful completion of similar projects for other international companies. We are very satisfied with the results on all levels. As well as full transparency and legal security, we are now also in an excellent position to negotiate ongoing long-term contracts with Microsoft. Best of all, this applies to all our Hellmann branches worldwide – secured through SAM Certification from Microsoft."*

**Benjamin C. Rasch**  
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tasks to be handled as efficiently as possible, it is vital to have precisely defined roles and processes. Thankfully, the Best Practices provided by COMPAREX fulfill just this purpose, and what's more, they can be deployed immediately. This is a crucial aspect given the scale on which the IT systems of Hellmann Worldwide Logistics operate – globally, there are more than 1,000 servers and 6,000 clients in use. Throughout the process of setting up license management, Hellmann was intent on maintaining a close relationship with Microsoft, as the company had decided very early on to implement a large-scale cooperation with this leading software manufacturer. It proved rather helpful in this regard that COMPAREX is the foremost Microsoft Licensing Solution Provider in Germany and holds a leading position in the European market, as well. For COMPAREX's customers, of course, this means that their interests are represented very favorably at Microsoft. Having secured the Hellmann contract, COMPAREX put together a suitable solutions package. The main goal for this was to not only provide the customer with the correct licenses but also the most suitable ones. In other words, over-licensing was to be eliminated wherever possible.

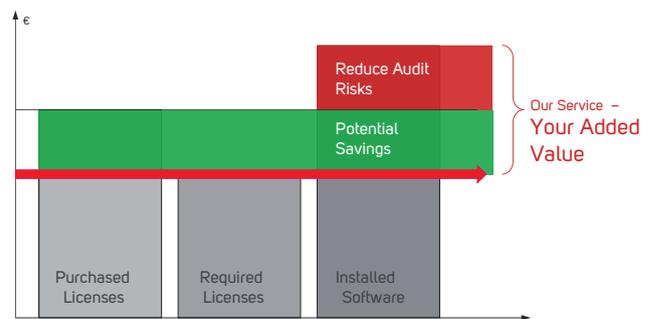
### Optimal Software Deployment – It's also Logistics!

The term 'logistics' was first coined by the ancient Greeks. Back then, it ostensibly described the 'practical art of calculating.' Today, the term is predominantly used to encapsulate the time, cost, and quantity-optimized distribution of goods and services. In essence, these optimization goals are identical to those of software asset management. Accordingly, Hellmann expected the COMPAREX Compliance Project to produce feasible results on three different levels: 1) a transparent overview of the current licensing situation for the Microsoft products deployed; 2) the case-by-case introduction of suitable measures according to the manufacturer's licensing rules; and 3) achievement of the corresponding maturity level in the SAM Optimization Model, and as a result of this, SAM certification from Microsoft.

### Around the World in Two Stages

With Hellmann Worldwide Logistics, the main challenge

to the license management project is spelled out by the company name: Hellmann is active all over the world, which means its company software and applications are distributed on a global scale. The golden rule here is the same as anywhere else: 'All business is local!' What this specifically meant for COMPAREX was that all local conditions had to be taken into account when collecting the relevant licensing data. Microsoft was approached with a proposal to divide the project into two stages, following discussions between Hellmann and COMPAREX. One of the aims behind this was to produce operational results as soon as possible. After the manufacturer approved this approach, the project started with Stage 1: Licensing at headquarters and the European branch offices. Stage 2 added all the other Hellmann sites around the world, which were subdivided into three regions for added efficiency.



### A Results-oriented Approach – To Produce Results!

Each of the two stages concluded with an evaluation of the SAM processes according to the Microsoft SAM Optimization Model (SOM) – in other words, a maturity analysis. This revealed not only specific optimization opportunities and the measures associated with these but also helped to define the required Software Lifecycle Management. As expected, Microsoft approved Hellmann's application for a SAM Certificate. For the twelve-month duration of the certificate, the manufacturer suspends all regular checks and audits pertaining to licensing. Thanks to the successful outcomes produced by COMPAREX and the added value these have achieved, Hellmann is additionally planning to apply for re-certification on an annual basis, thus maintaining up-to-date transparency and efficiency within the company's global IT landscape. It's exactly what the logic of a globally leading logistics approach would suggest.