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EMILIO CASA,
COBIS IT MANAGER

SIMPLIFIED SOFTWARE LICENSING CREATES BUSINESS ADVANTAGE

COBIS PARTNERS WITH SOFTWAREONE TO DRIVE MARKET GROWTH

COBIS was planning new market expansion in Mexico, and North America and success required substantial support from the COBIS IT team. However, requirements for software asset management control were unmet. With the selection and implementation of SAMSimple and PyraCloud from SoftwareONE, COBIS has gained control of all software licenses; including purchase, user tracking, renewals, and expense management. The platforms manage and optimize software both on- premises and in the cloud for estimated ROI of 184%. With SAMSimple and PyraCloud, SoftwareONE has added essential capabilities that help drive success in the overall COBIS business.

About

COBIS is a US-based multinational banking software company established in 1953. Serving customers in North and South America, COBIS partners with financial institutions to identify technological needs and banking trends and develops sophisticated financial software to meet those needs. Their software is designed to adapt to market demands quickly and to help customers prepare for the future of banking.

Challenge

COBIS has established a substantial customer base across South America including banks in Bolivia, Ecuador, Colombia, and Argentina. Now, new market expansion was planned in Mexico and North America. Success in the new markets required substantial support from the COBIS IT team. They had moved from a server-based service to a SaaS-based cloud software service offering that created new levels of flexibility while lowering customer costs. However, continuing service quality and availability had become even more essential to engage and support new clients while maintaining the satisfaction of existing clients.

Key Challenges

- Market expansion plans
- Essential IT service requirements
- SaaS support
- Software license and spend management
- Client satisfaction

Essential to service quality and cost control, software assets required careful management throughout company and customer locations. Controlling the use of third-party software was critical to the creation of the most efficient and accurate cost and service distribution delivery for all.



However, after attempting to maintain asset control using internal staff expertise and simple tools, expectations for software asset management were not being met.

Discovery

The COBIS IT team set out to find a comprehensive solution that would control and measure all software assets in use. They wanted a single tool that would provide a window to monitor and understand where software assets were assigned to a specific partner and how they were being used. This was explicitly intended to track and manage software renewals with minimal effort while adding value to daily business transactions. It was designed to identify software that was not generating value because it was not being used. And efficient software use was an expense metric tracked by the COBIS executive team.

After evaluating Flexera as an on-premises solution, COBIS also examined SoftwareONE's SAMSimple. As a Managed Service offering, SAMSimple was a more appealing investment. It avoids the high cost of a server-based solution while providing flexibility to expand or contract licenses as business requirements dictated. "SAMSimple's flexibility caught our attention because it lets us grow together with services precisely tailored to customer requirements," said Casa. In addition to SAMSimple, COBIS discovered PyraCloud, a SoftwareONE platform that manages and optimizes software on-premises and in the cloud. PyraCloud provides insight into software spend as well as trends to effectively procure software titles while reducing risk.

As COBIS evaluated SAMSimple, SoftwareONE demonstrated the in-depth technical software knowledge and an understanding of manufacturers' licensing details needed to remove the technical obstacles that had previously been a challenge.

"In the end, we really trust in the capacity and knowledge of SoftwareONE to sort through complicated licensing issues to help us realize the most cost-effective utilization of every software product."

"It is now much easier for us to understand what we have installed in our infrastructure, how it binds to the licensing contracts, and, importantly, how each software asset is best used."

-EMILIO CASA, COBIS IT MANAGER

Solution

To fully assess SAMSimple COBIS conducted a pilot program to understand operational requirements and review available reports. COBIS executive management recognized the need for tighter control of software assets, and the company was prepared to make the necessary investments in resources and appropriate tools. As a result, budgets were reallocated from other projects and, with the full support from the C-Suite, implementation of SAMSimple became a priority.

SoftwareONE and COBIS designated a planning and implementation team that merged technical and operational resources from both companies. Some minor technical issues were immediately resolved, and the project moved ahead smoothly. "Synergy emerged immediately," said Casa. "We encountered no relevant delays, and I am sure it was because the technical level of all team members fully met our expectations."

"The worst thing you can do is to renew without specific information. You need to know the software amounts you will actually use. In our case, it would have been good to start earlier. But we had the advantage of SAMSimple reports to understand renewal quantities for each software title. Some were even renewed the day contracts were due to expire! It was a critical project, and essential for our overall business, but we could not have done it without implementing SAMSimple."

"Now we have SAMSimple together with PyraCloud in place to help us continue to maximize software value internally, and for all of our clients."

-EMILIO CASA, COBIS IT MANAGER



COBIS has also taken advantage of PyraCloud in conjunction with a Service Provider License Agreement (SPLA) from SoftwareONE to support its clients with flexible cloud software licenses. The SPLA enables COBIS to expand or reduce licenses as needed. "SoftwareONE has helped us to create a new SaaS offering, and it is essential to be flexible and not be tied to fixed licenses," said Casa. "Suppose, for example, a customer asks for a new service, and we must deploy new servers for testing. The SPLA, combined with PyraCloud, provides that flexibility. Together, they are essential tools that become part of the service we offer our customers. They save us time and help to control costs."

"SoftwareONE has had a direct influence that benefits our development and code management. Keeping third-party assets under control allows us to be more efficient in managing the production and costs of our solutions."

-EMILIO CASA, COBIS IT MANAGER

Benefits and Outcomes

- Precise control of software assets
- Three-year estimated ROI = 184%
- Knowledge of all software uses and users
- Improved flexibility in service response to customer requirements
- Distribution of accurate licensing costs to internal departments
- Weekly follow-up meetings with SoftwareONE and clients
- Better access and understanding of solution reports
- Specific linkage of savings vs. investment percentages
- Simplified and timely renewals, including the elimination of unused licenses