MICROSOFT 365 LICENSE INVESTMENT OPTIMIZATION & EFFECTIVE UTILIZATIONS

ABSTRACT

Microsoft 365 is a powerful productivity platform, but optimizing its license investment is crucial to maximize its ROI. This Point of View explores the importance of M365 license optimization, its evolution, and best practices for effective execution. It also introduces Microsoft 365 Copilot, an AI-driven assistant, and highlights the benefits of partnering with optimization experts.

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INTRODUCTION

In today's competitive landscape, organizations need to optimize every aspect of their operations, including their software investments. Microsoft 365 (M365), with its rich suite of productivity tools, holds immense potential for improved collaboration, communication, and security. However, neglecting license optimization can lead to following host of issues:
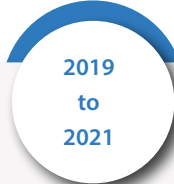
Security Vulnerabilities

Over-provisioning licenses created security gaps, potentially exposing sensitive data to unauthorized access.

Reduced Productivity

Inefficient license management leads to under-utilized features, hampering productivity.

Increased Costs

Paying for more licenses than needed, drains IT budgets and diverts resources from other critical areas.

Feature Underutilization

Valuable features remain unused due to poor license management and user education, limiting Microsoft 365's impact.

Compliance Risks

Non-compliance with licensing agreements can result in costly penalties and legal repercussions.
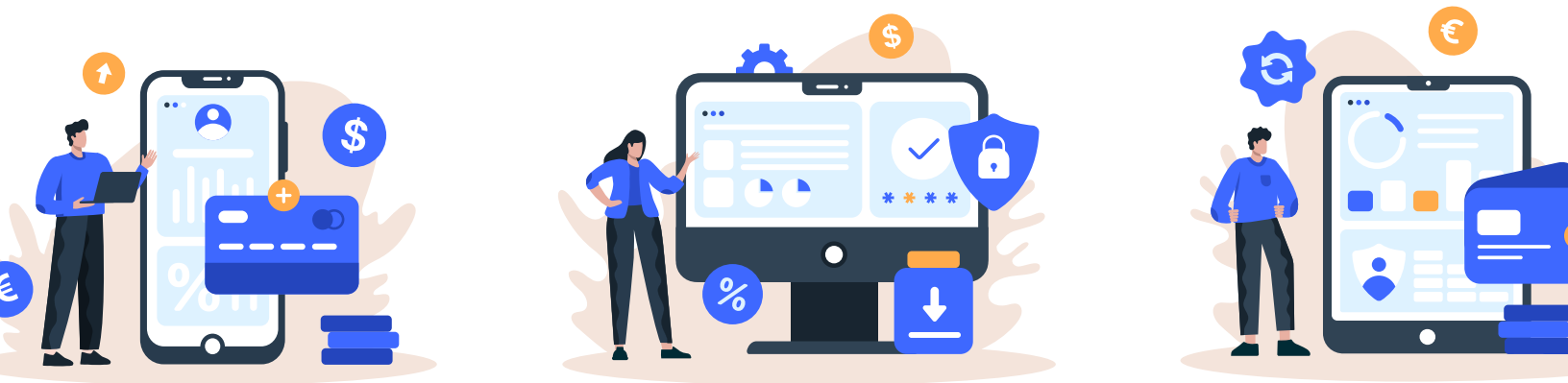
EVOLUTION

M365 license optimization services have undergone significant evolution since their inception, adapting to the ever-changing landscape of Microsoft's cloud subscription offerings and user needs.

Here's a glimpse into the key milestones of this evolution:

Overall, M365 license optimization services have come a long way from simple license counting to AI-powered, strategic solutions. Continued innovation and adaptation are crucial to keeping pace with emerging user needs and an evolving M365 ecosystem. As organizations strive for efficient cloud spending and secure compliance, these services will play an increasingly vital role in maximizing the value of their M365 license investment.

2013 to 2015

Early Days

Basic license management

2016 to 2018

Growth and Automation

Optimization & compliance takes center stages

2019 to 2021

Advanced Intelligence & Customization

AI-powered insights and tailored solutions

2022 to Present

Future Focused Innovation

Continuous adaptation and proactive management

WHY YOUR COMPANY NEEDS LICENSE OPTIMIZATION IN 2024

In today's competitive business environment, every penny counts. With M365 subscriptions representing a significant portion of organizational IT budgets, license optimization is no longer an option, but a necessity. Listed below are the potential license optimization & utilization use cases that should be considered for effective investment management.

License Budget Optimization	Consumption	Subscription Related	Utilization & Modernization
• Identify assigned but unused licenses to cut costs immediately. • Optimize subscription costs by finding users who don't use all features. • Fix overlapping or outdated licenses for better management and smoother user experience. • Uncover inactive features in your paid plans to reduce future costs.	• Break down license usage by department, region, etc. Find unused features and optimize costs. • Track external users carefully, make sure vendors and contractors only have needed access. • Get alerts before licenses expire, avoid disruptions and save money. • Reclaim licenses from users who are gone, disabled, or inactive. • Understand who needs access, investigate unlicensed users. • Track shared mailboxes that need licenses, find ways to use them efficiently.	• See who's on odd plans (not E3 or E5) and adjust for cost & access. • Move users from expiring trials to paid plans or adjust access before they're left out. • Avoid disruptions with alerts for soon - to - expire subscriptions. • Avoid shortages with heads - up on running low on licenses.	• Explore unused features in your E3 & E5 plans to unlock new possibilities. • Understand how active users work, help others get on board with valuable features. • Move legacy apps to M365, simplify processes, and save money. • Use AI & tools to automate repetitive tasks and free up everyone's time.

Below are the common best practices & optimization tips organizations can follow:

Optimization Tip	Description
Assess current licensing data and security posture	Comprehensive reports and dashboards for license metrics and overview of the organization's current security posture.
Regularly perform health examinations	Correct usage of licenses, its compliance with licensing agreement, and recycling of inactive licenses.
Assign license pools	Allocate licenses to specific business units, enabling them to manage and distribute licenses within their designated pool.
Configure Alerts	Avoid disruptions with alerts for 'soon-to-expire' subscriptions. Avoid shortages with heads-up on 'running low on licenses'.
Implement a chargeback system	Encourage departmental accountability for license management costs.
Incident trends & patterns	Receive monthly ticketing reports powered by generative AI, analyzing ticket trends, types, workloads, categories, automation, classification, patterns, and admin team requests.
M365 File Management and Compliance Report	Generate reports on the organization's M365 file management practices, DLP policies, current sensitive labels, and top labels applied to tenant content.

AI MEETS EFFICIENCY: HOW COPILOT ENHANCES INVESTMENT STRATEGIES

When it comes to optimizing your Microsoft 365 (M365) investment, Copilot emerges as a game-changer – an AI-powered assistant ready to take your efficiency and cost-savings to the next level. This dynamic pairing not only addresses present challenges but also opens doors to exciting possibilities for the future of investment optimization.

IMPACT OF COPILOT AND AI ON OPTIMIZATION

1. **Automated Insights and Recommendations:** Copilot analyzes your M365 usage data in real-time, providing intelligent insights and recommendations for license optimization, security improvements, and productivity enhancements.

2. **Proactive Cost Management:** Forget manual license audits and budget spreadsheets. Copilot proactively identifies underutilized licenses, suggests downgrades or consolidations, and helps you negotiate better deals with Microsoft, leading to significant cost savings.

3. **Predictive Futureproofing:** Copilot leverages AI to anticipate your future needs based on usage patterns and industry trends. This allows you to proactively adjust your M365 subscriptions and infrastructure, ensuring you are always prepared for growth and change.

The M365 and Copilot combination is not just about present benefits; it's about embracing the future of AI-powered investment optimization. By partnering with this intelligent assistant, you can unlock continuous value, stay ahead of the curve, and ensure your M365 investment fuels your business success for years to come.

Remember, embracing AI and taking advantage of innovative tools like Copilot is not just an option – it's a strategic move that can differentiate your business in the rapidly evolving digital landscape. So, start your AI-powered optimization journey today and witness the transformative potential of M365 and Copilot!

UNLOCKING M365'S POTENTIAL: WHY CHOOSING OUR OPTIMIZATION EXPERTISE EMPOWERS YOUR GROWTH

As seasoned professionals in the Microsoft 365 optimization arena, we understand the immense potential buried within this powerful platform. Underutilized licenses, security vulnerabilities, and feature underutilization can all hamper your M365 journey.

Businesses are laser-focused on optimizing their operations and maximizing return on investment (ROI) – and for many, Microsoft 365 represents a goldmine waiting to be tapped.

This is where Microsoft investment optimization comes in. It's the strategic process of analyzing, streamlining, and optimizing your M365 environment to unlock its full potential and achieve maximum ROI. Think of it as polishing your digital diamond to reveal its true brilliance.

We believe addressing the full spectrum of challenges is of utmost importance. The optimization framework should focus on below key pillars:

- **License Cost Optimization**
- **Feature Optimization**

But here is the catch: Optimizing M365 isn't a DIY project. It requires specialized expertise, sophisticated tools, and a deep understanding of the platform's intricacies. That's where choosing the right partner for your Microsoft investment optimization journey becomes critical.

Invest in a partner with a proven track record, deep Microsoft expertise, and a commitment to ongoing support and guidance. Remember, your M365 optimization journey is a marathon, not a sprint. Choose a partner who will be there with you every step of the way.

By prioritizing Microsoft investment optimization and choosing the right partner, you unlock a world of possibilities. Imagine a future where your M365 environment is a well-oiled machine, driving productivity and cost savings. That's the power of doing it right.

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Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance come baked into every solution delivered.

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