

# Optimise to Transform:

## Better business through smarter IT

SoftwareOne, Microsoft's leading global solutions partner and the ICC's recommended cloud and transformation partner, specialises in helping organisations optimise IT spend and progress with their journey to the cloud. Their clients typically want better cost control and operational efficiency, but many find such improvements have a positive ripple effect—including reduced energy use and lower environmental impact.

**86%**  
of organisations are hampered by technical debt

## Smarter spending, better outcomes

For IT leaders, the pressure to optimise spending while improving performance has rarely been greater. **Technical debt hampers progress for 86%** of organisations, while **95% of IT leaders want better visibility and control** over their technology investments<sup>1</sup>. At the same time, **62% face critical skills gaps in their IT teams**, making it harder to implement and manage efficient solutions<sup>2</sup>.

These business challenges coincide with growing environmental pressures. **By 2030, data centres will require 160% more power** to support AI and cloud computing growth<sup>3</sup>—making efficient technology use both a business and environmental imperative.

SoftwareOne turns these challenges into opportunities. When organisations gain better visibility and control over their IT estates, they can identify opportunities to simplify systems, eliminate duplication, and free up resources to **drive innovation, competitive advantage and sustainability endeavours**.

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"Our clients know they need to modernise to remain competitive," explains Una Keeshan, Business Leader for UK, Ireland & Africa, "We help them on that journey. Often, it will begin by gaining full visibility of their IT estates. From there, we help them drive often significant cost efficiencies, which then frees up resources and budget to invest in transformation projects that support their business objectives."

"The focus on ESG and corporate responsibility has never been stronger than it is today and working with partners like Microsoft, we're showing that good technology choices positively support both business and environmental outcomes. Whether through effective management of cloud costs, rationalising license commitments or reducing on-premises data centre power use, sustainability benefits flow naturally from optimised IT practices."

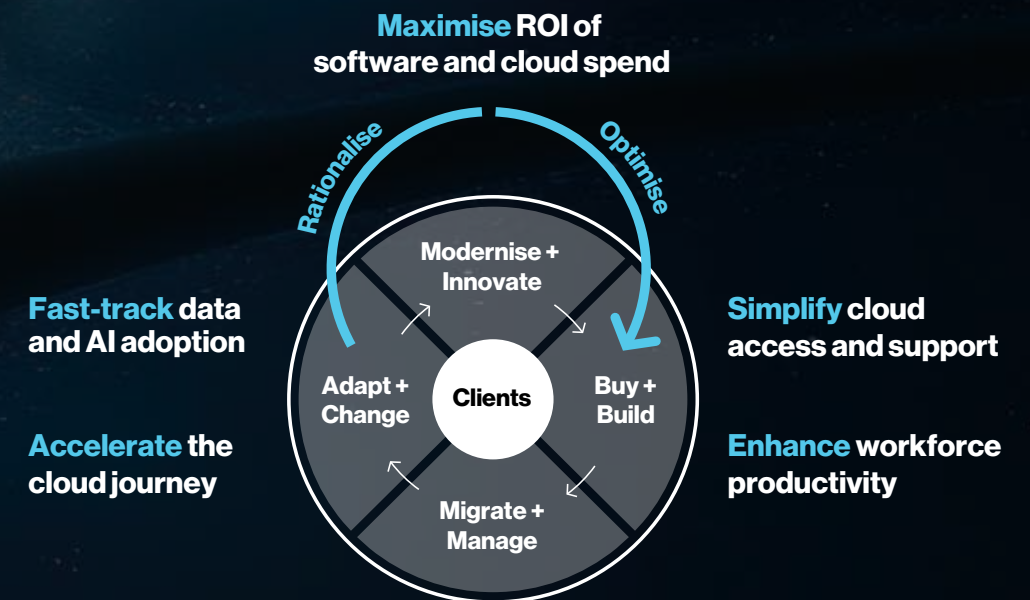
## Tested methods, proven results

This approach drives what SoftwareOne call their "**Optimise to Transform**" flywheel, examining current IT spending patterns to identify specific improvements that can drive transformation. Efficiency gains free up resources to be reinvested for innovation, which can itself drive further efficiencies and investment opportunities.

Their own research proves this connection is real, indicating that companies optimising their IT environment to support innovation are **33% more likely to shrink their carbon footprint too**.

"Many organisations have highly complex licensing commitments and know they could spend smarter on IT, but they need help seeing exactly where and how," explains Kiril Izov, Regional Services Lead at SoftwareOne. "We bring clarity to such decisions by showing precisely where optimisation is possible and what to do about it. Then we work closely with partners like Microsoft to help customers invest at the right points on their digital transformation journey to achieve the strongest impact on business success."

It's a highly practical methodology already delivering measurable results.



## Broad services, focused expertise

For example, HIGHVOLT partnered with SoftwareOne to develop a state-of-the-art cable monitoring system powered by Microsoft Azure IoT and Azure Kubernetes. The system collects and analyses **100 TB of data per month from up to 2,000 sensors in real time**, ensuring high reliability for critical infrastructure. By utilising Azure Monitoring, Azure Sentinel, and other cloud-native services, HIGHVOLT enhanced operational efficiency while leveraging Azure's energy-efficient infrastructure. **This migration also supported sustainability by improving the reliability of renewable energy transmission systems**.

Similarly, e-commerce company Lampenwelt, a leading online specialist for lighting in Europe, worked with SoftwareOne to move its systems to Azure, **achieving a 30% increase in operational efficiency** and eliminating energy-intensive on-premises systems.

SoftwareOne delivers successes like this with an "**all in one**" services and solutions offering, focused through specific expertise in disciplines like FinOps—a framework that drives financial accountability for IT spend by fostering collaboration across teams, optimising cloud costs, and aligning financial goals with business value. Embarking on its Azure migration journey with SoftwareOne, nonprofit healthcare organisation ZorgSpectrum was able to implement a robust FinOps framework and **reduce its cloud spend by 75%**, demonstrating the potential to optimise further once in the cloud.

## The way forward

Such results show how better IT management supports both business growth and environmental responsibility. For organisations ready to begin their own improvements, SoftwareOne offers two practical starting points.

One is their **IT Sustainability Advisory service** providing a three-stage approach to aligning technology and environmental objectives. To look more specifically at optimising your licensing commitments, consider a **Publisher Advisory** session which can help ensure compliance, control costs, and negotiate favourable contracts that match business objectives.

To learn how SoftwareOne can help your organisation achieve both IT efficiency and sustainability goals, contact the team today.

[info.gb@softwareone.com](mailto:info.gb@softwareone.com)  
**+44 203 5300 270**  
[www.softwareone.com](http://www.softwareone.com)

