



## Service Provider **LCS for Third Parties**

Ensuring that your customers are not just maintaining compliance, but actually driving down the cost of licensing is part of your obligation to them as a Service Provider. They have trusted you to deliver a service to them, and potentially you may even be managing some or all of their software estate for them.

It is of paramount importance, therefore, that the advice you give them around software licensing, including the deployment and management of software is accurate, and maximises the investment they are making.

By utilising Insight's subject matter expertise, within your customer base, you will be able to ensure your clients are getting the most return from their investments in software, whilst removing the risk of non-compliance and costly vendor audits from their horizon. This will help strengthen the partnership between you and your customer, and potentially even help to drive further services adoption.

### **What are LCS Services for third parties?**

- An LCS Service delivered by Insight, to your customers.
- These can be on your behalf, white labelled as you, or delivered acting as a partner from your approved ecosystem.

### **Why do I need it?**

- As the Service Provider for your customer you have an obligation to ensure the licensing advice and or guidance you have provided to your client does not expose them to risk.
- Dependant on the contracts you have in place with your clients, this obligation may carry financial liability.
- It would be damaging to your business, if advice that you had given your client, on an infrastructure that you are managing, was actually non-compliant with the software vendor use rights.
- Our LCS services can form part of your on-boarding process for a new client, so that you can understand in detail the license estate you are about to manage, and crucially make informed decisions on what licenses can be re-used in a hosting environment.

### **What benefits can I expect?**

- We act as your trusted advisor and that of your clients, providing both you and your customer with the expertise and advice to reduce software risk and exposure within your organisations.
- Access to a specialist team of licensing experts who have been delivering multi-vendor services to our Service Provider clients since 2001.

### **Why Insight for Hosting Solutions?**

- World wide coverage and expertise in Hosting Solutions
- 17 languages, and 13 currencies supported
- Multi-vendor expertise, with strategic partnerships in place with Microsoft, VMWare, Veam & Symantec
- Ranked #1 or #2 with all tier one vendors
- Access to certified, and experienced specialists, architects, consultants and engineers in hosting solutions

**To find out more please contact your hosting account manager today, or email our LCS team: [lcsteam@insight.com](mailto:lcsteam@insight.com)**