

» CASE STUDY

Max Life Insurance unlocks software license savings to boost growth

The challenge

Attempting license optimization in a large organization with manual tracking processes

Opportunities to help more citizens and businesses prompted Max Life, an India-based leading insurer, to increase its support for new policies. To release budget that it could direct to developing new insurance policies, Max Life looked for operational savings across its organization.

With more than 15,000 employees, Max Life's cloud services, IT infrastructure and software licenses contribute to a large proportion of the company's annual spend, making it a natural target for cost reduction initiatives.

Suhail Ghai, Chief Digital and Information Officer at Max Life Insurance, outlines the challenge: "As a large organization we rely on a wide variety of software and services to support our daily operations, encompassing everything from Microsoft 365® and Zoom to server virtualization technologies and our Oracle databases. Each software and cloud service comes with varying license types and unique terms of service. With tens of thousands of users in our software estate, keeping track of each license agreement was a complex and time-consuming task."

Software asset managers at Max Life tracked the license lifecycle for all procured software using spreadsheets. This cumbersome, manual approach was labor-intensive and prone to human error.



» AT A GLANCE

Leading insurance provider based in India

Industry: Insurance

Location: India

Employees: 15,000+

Products: Snow Spend Optimizer for End User Computing

» FEATURED RESULTS

- 10% reduction across the top five enterprise software expenses
- 100% proactive compliance achieved with managed software publishers by Silver Leaf Solutions
- Simplified internal software auditing processes that enabled teams to move from annual to quarterly audits without additional resource costs

As vendors changed from device-based to user-based licensing, Max Life struggled to map current usage and often overbought new subscriptions—exactly the kind of expense the company wanted to avoid.

Ghai continues: “A clear and detailed picture of our software investment and the associated licenses was important to ensure compliance with the terms of services set by original equipment manufacturers. Besides, it was vital to optimize our spend on new licenses and mitigate time-consuming manual work in software audits essential for compliance.”

The solution

Unparalleled insights, integrations and visibility

Max Life formed a working group of its major stakeholders, including teams from hardware asset management, software asset management, end-user computing, datacenter management, risk management, and security and audit.

Ghai explains, “After reviewing a variety of asset management software, we all agreed that Snow Spend Optimizer offered the most user-friendly and feature-rich solution. Max Life was truly impressed with the level of insight into our license portfolio, giving a complete view of our software, cloud and hardware assets, along with the associated license agreements and application usage metrics.”

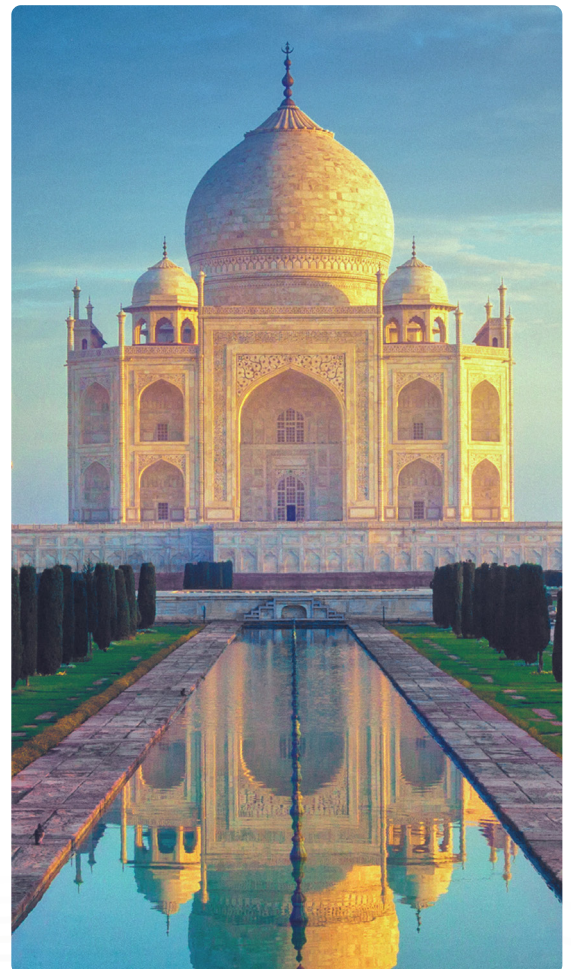
He continues, “Additionally, we deployed the inventory solution, which makes auditing the licenses and governing all assets fast, simple and efficient. We also deployed the Oracle management offering, included as part of Snow Spend Optimizer for Datacenter. These solutions greatly enhanced the transparency of our software license agreements.”

Max Life enlisted the support of Silver Leaf Solutions, an IT consultancy specializing in software licensing and spend optimization advisory services. Working with Silver Leaf Solutions, Max Life integrated Snow Spend Optimizer with its existing solutions, including IBM License Metric Tool, VMware, Hyper-V, Microsoft® Office 365®, and Zoom.

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We’ve been able to identify many licenses that we had already procured, which we could reuse for other services from our software vendors. When you consider that we have thousands of licenses, this quickly adds up to a significant cost saving.”

Suhail Ghai,
Chief Digital and Information Officer,
Max Life Insurance



Silver Leaf Solutions provides a proactive managed service: the top 50 high-value vendors that Max Life uses, monitored in near real-time. In addition, Silver Leaf Solutions reports regularly on a total of 700 software publishers, with around 300 contracts covering nearly 3,000 products.

Abhishek Sharma, Director and Global SAM Practice Lead at Silver Leaf Solutions, comments, “Working with Max Life, we were able to complete deployment and deliver our first managed service results within just 90 days. This is a remarkable achievement, and other vendor solutions take considerably greater time and effort. With these solutions we can offer very fast return on investment, as well as great data accuracy and clarity.”

The result

Complete optimization for significant increases in savings and speed

Six months down the line, these solutions have enabled Max Life to achieve significant license savings across the extended enterprise. The managed service from Silver Leaf Solutions provides almost instant visibility into software usage and licensing for the top 50 vendors, enabling Max Life to maintain a current, accurate view of its spend and compliance at all times.

“Thanks to this agent-based software, Max Life can now gain visibility into software licensing in near real time, and we are not dependent on publishers’ proprietary tools. For example, we have identified many licenses that we had already procured but not utilized. We can now reuse for other services from our software vendors,” explains Ghai. “When you consider that we have thousands of licenses, this quickly adds up to a significant cost saving.”

The managed service from Silver Leaf Solutions uses data from Snow Spend Optimizer to automate software asset management reporting. Max Life can identify who is using which software products, compare against its own security listings and, if necessary, block unapproved solutions. By eliminating manual processes and relying on the Silver Leaf Solutions managed service, Max Life has switched from annual to quarterly internal software audits, without increasing resource costs—greatly strengthening the company’s compliance posture.

Ghai adds: “Gaining near-real-time visibility on which software assets are deployed, where they are provisioned and who in Max Life is using them, means that we are much better positioned to ensure compliance with our license agreements, and to reduce the financial and reputational risk to our business.”

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In addition, by strengthening its compliance, Max Life has also secured ISO certification for the smooth running of its IT systems and processes.

Ghai concludes: “Snow Spend Optimizer is a real game-changer, and with the new data accuracy Max Life is much better placed to keep track of our software licenses, making sure that we purchase only the software packages that we need. The managed service from Silver Leaf Solutions helps us maximize the benefits of the solutions, helping to optimize software spend. Ultimately, we will reinvest the savings into growing our operations, to help us grow the business to bring fair, affordable insurance policies to more consumers in India.”

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