

# VENDOSOFT

Strategic Licensing



## Glöckle Group | Stuttgart

CASE STUDY OF A VENDOSOFT CUSTOMER

How the medium-sized Glöckle Group managed a practically **cost-neutral migration to the Microsoft cloud.**



### THE CUSTOMER:

The Glöckle Group from Stuttgart is an innovative mid-sized enterprise with around 260 employees. In addition to the traditional state lottery revenue, it offers B2B services relating to energy supply.

### THE CHALLENGE:

When the management of the corporate group decided to migrate to Microsoft cloud products in 2019, they asked two questions: What happens to our old software, and how can such a project be financed?

Neither of these questions were clarified at the time the decision was made. However, it was clear that the first step would be to switch the Office suite and some of the server licences over to cloud products from Microsoft. Soon, there was a debate about what

to do with the formerly used software licences, which represented a high asset value.

Peter Klemmer, responsible for purchasing, business organisation and licence management, learned online about the possibilities of selling used software. "The search for a solution provider was difficult because we

couldn't tell who was serious and who wasn't," he says. They had no past experience to go by. What they did have, however, was the clear mandate from management that legality had top priority when selling the old licences. For Peter Klemmer, this meant learning the legal ropes – or finding a trustworthy partner.

“**VENDOSOFT** was a valuable recommendation for us because, as a mid-sized enterprise, we need a partner with whom we are in good hands – including if we ever run into problems...”

Peter Klemmer,  
Licence Manager of the Glöckle Group

**THE SOLUTION:**

Glöckle has been working with the systems company CANCOM for 20 years. After receiving various purchase offers, Peter Klemmer asked the long-standing IT partner for advice. There, he was told that **VENDOSOFT** GmbH was a reputable used software dealer.

The first conversation he held with a Microsoft Licensing Professional from **VENDOSOFT** already gave him a good feeling. Their offer was also compelling – although price was not a decisive factor for Glöckle’s decision. In total, 250 Microsoft licences were involved, including Office 2019 and various server and access licences

from SA contracts. Glöckle generated around 100,000 euros by selling the software assets to **VENDOSOFT**. 100 per cent of the proceeds were reinvested in the cloud project and covered a large part of the migration costs.

**The objective:**

- Switch to Microsoft cloud products
- Offset the costs of the expensive project
- Use existing software assets wisely
- Comply with all legal and vendor specifications

**The solution:**

- Sell approximately 250 Microsoft licences worth nearly 100,000 euros to **VENDOSOFT** GmbH.
- Office 2019
  - Various Server 2019 + access licences from SA contracts

**The advantages:**

- Cost-neutral offsetting of the cloud migration
- Dissolution of unneeded assets
- Streamlining of software asset management
- Sustainability through resale of the software on the secondary market



“VENDOSOFT STANDS OUT FROM OTHER USED SOFTWARE DEALERS FOR ITS SERIOUSNESS AND COMPETENCE.”

Sven Rudisch: Head of IT Group  
Peter Klemmer: Purchasing, Business Organisation, Licence Management

## Cost-neutral in the cloud

The company also feels in good hands with the advice, support and order processing by **VENDOSOFT**.

Especially when it comes to the legally important aspects such as uninstalling old licences and documenting the sales process. Only three days after the last of the documents were handed over, the agreed amount

was on the Glöckle company account. The management are as impressed with this as they are about the practically “cost-neutral” migration of the entire corporate group into the cloud. Thanks to the good preparatory work by Mr Klemmer and the responsible IT manager, Mr Rudisch, the software purchase from the Glöckle Group went smoothly. This was not a

standard procedure, but in a way it was still a “typical case”. To guarantee that both seller and buyer are legally on the safe side, one of the most important processes in dealing with second-hand software is proper mapping of the licence certificates. The better the seller’s software asset management system is, the easier it is to map them.

“  
In every large company, there is idle capital lying dormant in the form of obsolete and unused software. Check your inventory now and sell your unused software to us!  
”

Björn Orth, Managing Director **VENDOSOFT** GmbH



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**VENDOSOFT** GmbH is a Microsoft Solutions Partner. We trade new and used licenses as well as cloud solutions.

