

THE ULTIMATE EUC GUIDE TO

# Cost-Efficiency in the Digital Workplace

4 Industry-Proven Tips to Reduce IT Costs  
Without Reducing Quality or Speed



# Introduction

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*Can you cut costs without compromising IT service delivery, causing a huge influx of tickets or impacting the digital employee experience?*

For many IT leaders, reducing IT spend is a top priority but not without its complications. Cut the wrong services and issues start to pile up – resulting in more stress for IT and more disruptions for employees. Cutting costs without causing an IT nightmare might seem too good to be true but our customers have shown it is possible.

In this guide, we highlight 4 of the most effective interventions our customers have used to unlock millions in savings.

Just like them, you can reduce costs in the short term without increasing incidents, service requests, escalations or delays. And most importantly, you can accomplish those things without sacrificing your long-term goals or users' digital experiences.

Whether you need to identify and reduce spend, reallocate budget, or stretch those dollars more efficiently, we will show you step-by-step how Nexthink can help.

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# 01.

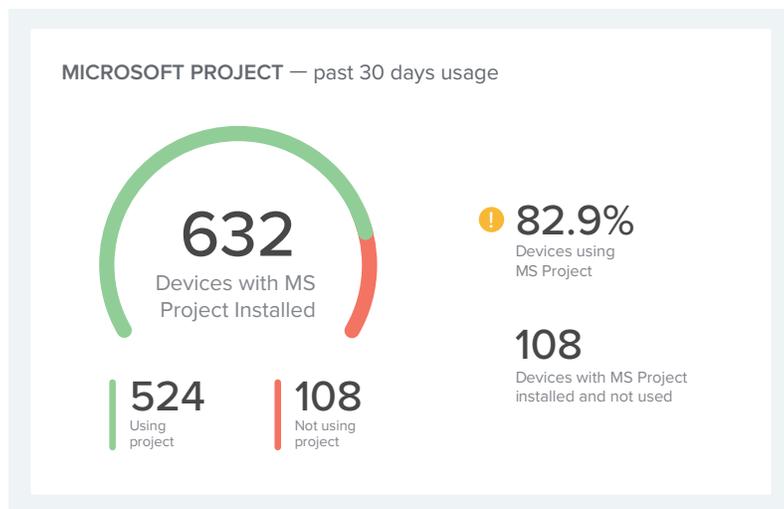
## Optimize Software Licensing Costs

Optimizing your software licensing costs is a sure way to recover millions. So where can you start? Basic asset management is not enough. IT teams need to identify which licenses are being used and which ones are not.

### 1. Actively Monitor Employee Software Usage for Cost Bloat

A one-time software usage audit will yield valuable data but that won't be enough to maintain an accurate picture of software spend. Instead, IT needs visibility in software usage to continuously monitor and understand which software is in use and which is not.

With dashboards that provide a clear view of software usage, IT teams can easily identify under-utilized software and determine next steps to potentially reduce software costs.



### DID YOU KNOW?

- 50% of software licenses sit unused by employees.
- Only 5% of IT leaders have 'complete visibility' into the total number of software licenses being used.
- Unused software licenses costs IT about \$44,743,651 per month across 30+ software tools.

Source: [Nextthink Research, Soft-WASTE](#)



## 2. Create Accurate Digital Personas for Smart Software License Allocation

Every employee is different but IT teams can't deliver a personalized experience to each employee. It is too costly and labor-intensive. A one-size-fits-all approach is easy to implement but it doesn't satisfy everyone's needs and isn't a very efficient way of managing the digital employee experience.

Smart persona building can help IT without wasting resources or budget. When you build your persona, you should combine both binary and variable traits to better qualify and organize user types. For example, if you were to build a persona for "Developers" you might include the specific developer applications in use (variable), plus consumption requirements (binary) to identify people that require developer workspaces, even though they may not be in a typical developer role.



Want to better understand personas? Get certified in Building IT Personas with Nextthink's [DEX Management Certification](#).

## 3. Layer Employee Sentiment onto Usage Data to Make Better Data-Driven Decisions

Just because software is only used occasionally, it could still be vital to certain employees.

That's why it's important to combine the usage data with employee sentiment data. By sending targeted communications to employees with limited application use, IT can directly ask if they are using the software and if they need it. Corroborating this direct employee feedback with employee software habits makes it easier for IT leaders to reduce costs without causing any inadvertent disruptions to employee productivity.

## 4. Conduct Software Usage Audits for Smarter SaaS Vendor Negotiations

IT leaders enter software negotiations at a distinct disadvantage if they aren't equipped with the right data. Software vendors will naturally encourage them to purchase as many licenses as possible. A comprehensive software usage audit can help IT leaders avoid this problem and conduct smarter negotiations that save their company money in the long run.

## CUSTOMER CORNER

### How AB InBev Saved \$261k on PowerBI Licenses

AB InBev is the world's largest beer brewer in both volume and revenue, operating in over 150 countries and producing over 600 different brands of beer. When their Global Digital Workplace team investigated areas to implement cost savings while improving and measuring digital employee experience, they focused on optimizing software licenses and used Nexthink to find some answers.

Leveraging Nexthink's intelligent Software Asset Management dashboard, they were able to visualize the cost and usage of their software licenses. One of the first tools they looked at was PowerBI. The business had purchased 10k licenses to support their users, yet with Nexthink, they were able to see that 99.9% of those licenses were unused! To put it more plainly, only seven out of 10,000 licenses were actually in use.

Pretty clear cut: they reduced their license count to only the seven they needed and saved over \$261,000 on PowerBI licenses, without any negative consequences to the employee experience.

[READ MORE](#)



Your audit should answer important questions related to usage patterns, including:

- What licenses are installed but not being used?
- What licenses are rarely being used?
- What licenses are being used regularly?

This data can then help IT leaders negotiate contracts, reducing the number of unused licenses in the contract and only paying for what the organization actually needs.

### 5. Regularly Repeat Previous Steps to Renew, Reduce or Reallocate Software Licenses

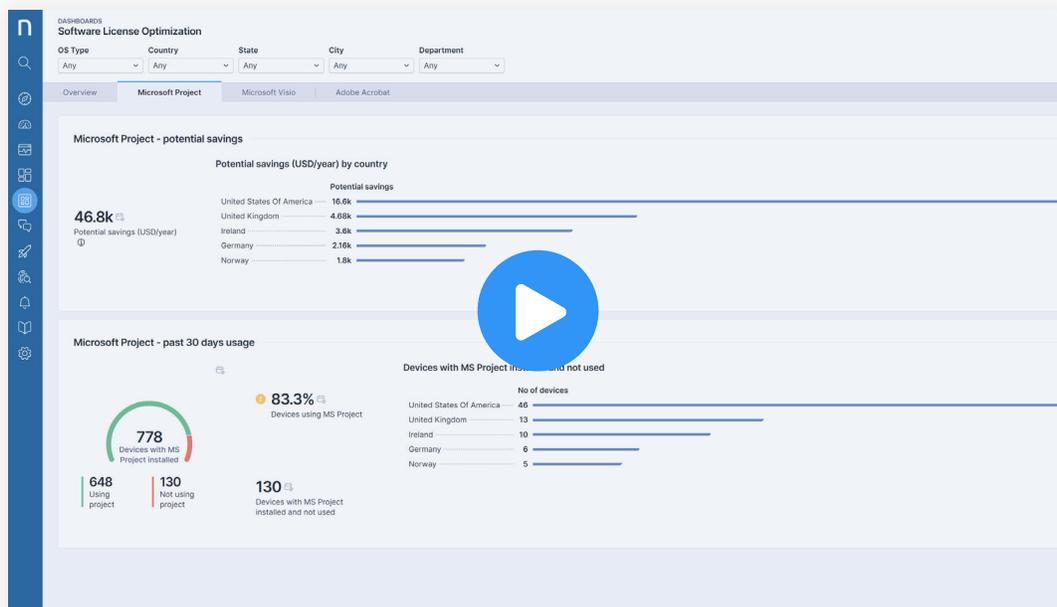
The previous four steps make up a surefire process for software license optimization – but must be performed regularly based on changing employee habits and processes.

Employee personas should be re-examined and updated over time. Software usage audits should become a recurring initiative, particularly as IT leaders enter renewal negotiations with software vendors. Repeating this process will ensure that an organization’s software suite is continuously improving in terms of the value it provides for employees at the lowest cost possible.

“One customer discovered that only 7 out of 10,000 licenses were being used by employees!”

## Watch How It's Done

### OPTIMIZE SOFTWARE LICENSING COSTS



## 02. Reduce Hardware Costs with Fewer Tickets

*What's worse:* overspending on replacing perfectly good hardware or delaying replacing old devices?

Replace functioning hardware, and you're basically throwing away money. Delay replacing old devices and you run the risk of provisioning employees with nonfunctioning equipment, creating an avalanche of work for IT when those devices start to fail.

Whether you spend on all new hardware or delay your refresh, it will cost you time and money and both are in increasingly short supply.

We've helped IT departments retain, upgrade, or replace their old hardware by zeroing in on key usage metrics, device performance and user feedback:

### ✓ 1. Retain (Leave it!)

Keep devices that have good technical performance and employee satisfaction scores. For example, a device with low storage read/write operations, a fast boot time and positive satisfaction data from the employee.

### ✓ 2. Upgrade (A simple fix!)

Take a second look at devices that require a straightforward and easy hardware upgrade, like a memory or disk space upgrade. For example, a device that requires only a memory upgrade. Take a hard look at critical device metrics like memory, battery life and disk space to identify if performance is impacted by a "lone bad actor."

### ✗ 3. Replace (Trash it & buy new!)

Get rid of devices that have poor technical performance, employee feedback and are beyond saving. Don't waste money on devices that are beyond repair or warranty, especially those that are driving up service desk costs, just replace them with new, better performing devices.

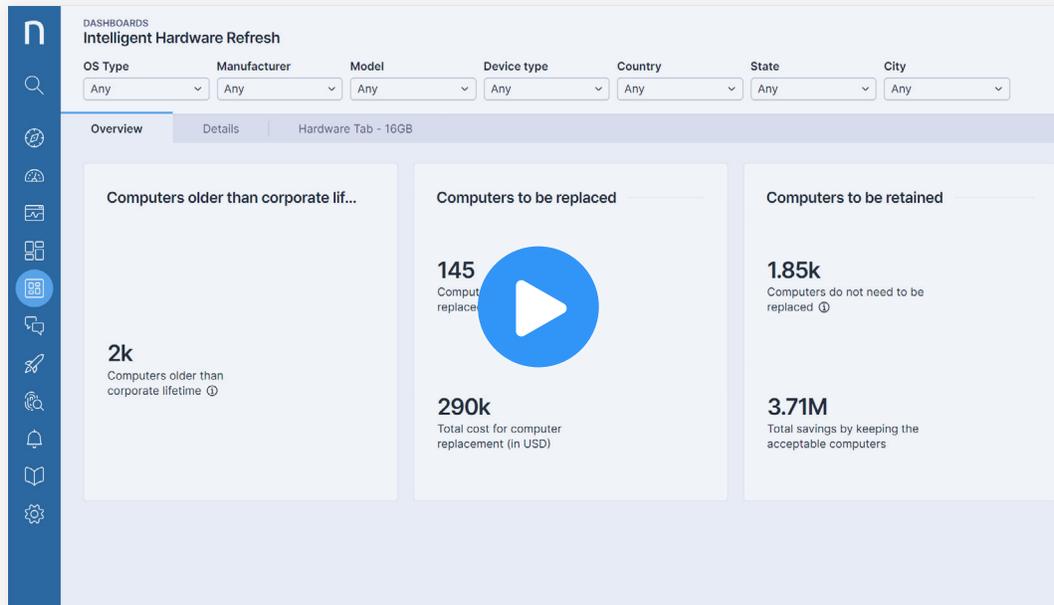


### DID YOU KNOW?

- From a sample of 1.38M old generation devices (+3 years old), Nextthink found that 20% were perfectly fine and didn't need to be replaced.
- From that same sample size, **only 2% needed to be replaced** entirely with new hardware!

## Watch How It's Done

### REDUCE HARDWARE COSTS WITH FEWER TICKETS



## CUSTOMER CORNER:

### How FHI 360 saved almost \$400k with greater hardware visibility

The IT team at FHI 360, a nonprofit organization that offers social programs to communities all over the world, is under constant pressure to make every dollar count. When they moved to a remote workplace, several of their employee devices showed early signs of memory issues due to increased activity from their new collaboration platforms. Without visibility into the issue, they would've first considered purchasing new machines – an extremely costly initiative.

Fortunately, they had access to Nextthink's real-time experience data to catch the problem before it impacted employees. In identifying the cause of the memory issue, they solved the problem with the much more cost-effective solution of upgrading the RAM on the affected devices.

This Nextthink data helped them get signoff from the executive team, and they solved the issue at a fraction of the cost they would've previously had to spend. By identifying early memory issues and the root cause of the issues, **FHI 360 saved almost \$400,000 in IT costs by not blindly replacing the problematic machines.**

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## 03.

# Drive Service Desk Costs Down

Increasing IT tickets doesn't have to mean increased costs. As businesses now rely on technology to carry out most, if not all their operations, the volume of IT issues that arise on a daily basis has grown significantly. Instead of adding more service desk agents, automate the recurring issues and avoid escalating issues by enabling L1 agents with more data to resolve issues themselves.

Plus, IT tickets are only the tip of the iceberg, [Nextthink data shows](#) that only 50% of IT issues are reported. By attacking your current ticket volume more efficiently and identifying latent issues before they impact employees, you can increase service desk efficiency and drive down costs. Here's how:

### 1. Eliminate Incidents w/ Early Automatic Issue Identification

Given today's digital workplace complexity, IT teams need visibility into every digital asset, across all physical and cloud environments. This means event-level data visualizations for devices, applications, networks and employee computing experiences. Ensure you are tracking key metrics like web errors, devices with long boot times, CPU queue length and devices with a high number of system crashes. This data is the key to better application monitoring, enterprise security and business advancement.

But seeing this data isn't enough. The data needs to be actionable. Ensure you have set up automatic alerts that will alert you in real-time, can be customized based on any aspect of digital employee experience and can be integrated into any 3rd party system. By increasing your visibility with actionable alerts, you can identify issues early before they become large-scale incidents.



**LEARN MORE:** [5 Tips to Detect and Remediate Issues Before A Ticket Is Raised](#)

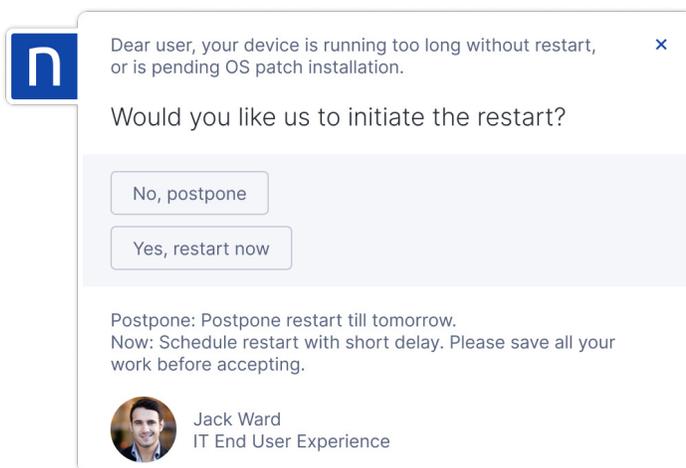


### DID YOU KNOW?

- The average cost per ticket for North America is roughly \$15.56 but can go up to almost **\$50** depending on the wages for help desk staff and the time/complexity involved in the resolution.
- Forrester found that with Nextthink, Level 1 and Level 2 end-user support teams make efficiency gains of 10% to 20%, resulting in [a three-year, risk-adjusted PV of \\$5.2M](#).

## 2. Stop Waiting on Employees

There are some things service desk agents can't or shouldn't do. For example, IT can't reboot an employee's computer or accept certain permissions. And that lag between employee communications can add up. Instead of waiting for employees to take action, send a targeted message that pops up on the employee's device prompting them to take action. For example, send direct pop up reminders to update to the latest version of Windows, install a new software or restart to reduce disk space. While emails don't tend to grab employee's attention, these fast and targeted communications are attention grabbing and significantly improve MTTR.



## 3. Equip L1 Agents with Unified Device & User Information

L1 agents lack the insights to diagnose IT issues accurately because they must move between dispersed tools and rely on end users in the process. By putting incident information, diagnostic checklists and remediation power in one view at your frontline agent's fingertips, they can fix issues faster and escalate issues less.

### CUSTOMER CORNER:

#### Hospital Saves \$1.7M with Faster Ticket Resolution

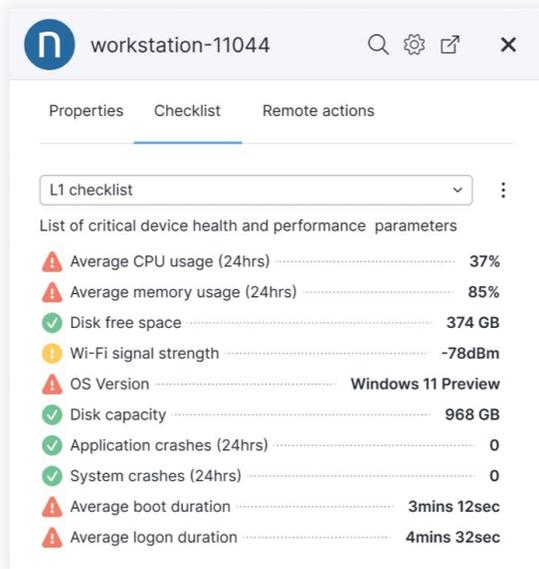
One of our customers had to dedicate a high level of onsite technical support to doctors and nurses. They calculated that each onsite support resolution cost the business \$80, which when calculated by the scale of issues coming into the helpdesk, was enormous.

Despite the resources pouring into the help desk, doctors and nurses still felt frustrated by the lack of IT support, and L1 agents frequently had to escalate tickets. The IT team used Nextthink's powerful endpoint telemetry data to combine forces with ServiceNow. This telemetry data gave L1 agents a complete view of the endpoint in a single pane of glass, for faster issue identification and diagnostics.

All tickets where first contact resolution (FCR) was low were reviewed internally, and IT created a smoother path to resolution. Their efforts reduced the number of tickets that required escalation and improved the relationship between IT and clinical staff. Within one-year, **onsite support for tickets were reduced by 40%, resulting in a savings of \$1.7M in support time**, and a return of countless hours to doctors and nurses.

[READ MORE](#)

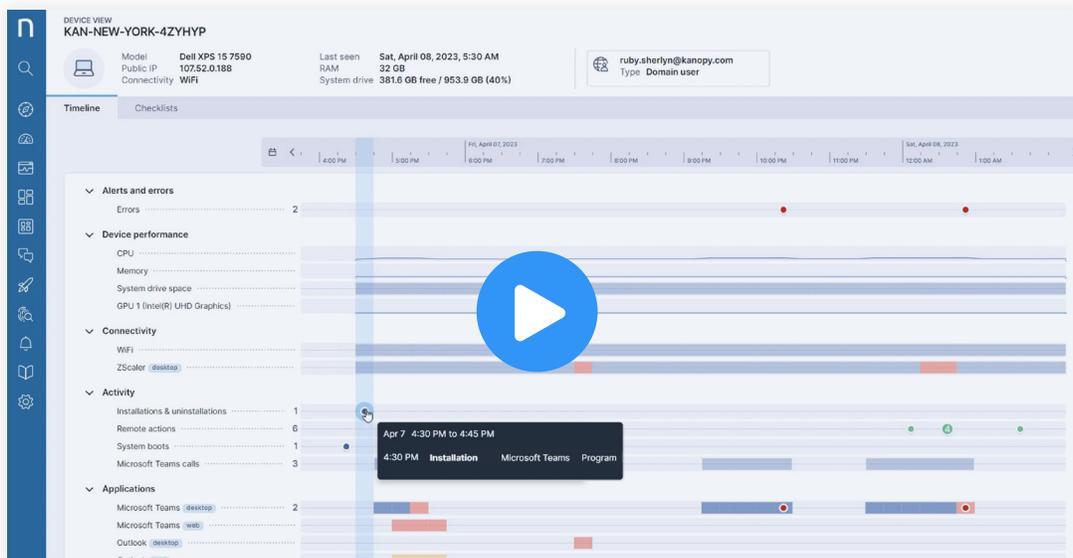
To achieve this, grant them access to complete and unified device and user information in one place, equip L1 agents with actionable checklists and remediation power and ensure they can customize checklists on the fly for any role or use case.



“After one year with Nextthink, a busy city hospital recorded a 40% drop in ticket volume, resulting in a savings of \$1.7M in support time.”

## Watch How It's Done

### DRIVE SERVICE DESK COSTS DOWN



## 04.

# Ensure Risk-Free Transformation and Adoption

There's a strange love/hate relationship with digital transformation projects and business executives. In theory, everyone agrees that a faster, smarter, safer technology or service is a good thing. But when it comes time to implement that new project, things can go south fast. Transformation projects are notorious for having high costs and even higher failure rates. But change is the only constant in business, and those that adapt win out.

IT can eliminate the inherent risks and hidden costs that come with digital transformation projects by doing the following:

### 1. Categorize & Track Success Pre, During and Post-Rollout

Get visibility into the success of your digital transformation project. See potential points of failure before the tipping point. With real time alerting and visibility of every aspect of the endpoint such as the user, device, packages, applications, binaries, ports, destinations, domains, actions, events and user sentiment all from the user perspective – you can monitor your project roll out all the time, every time, in real-time.

### 2. Measure & Track Employees as IT Worker Personas

A common mistake with digital transformation projects is to treat all employees as the same. Instead, you need to assess all users across an enterprise, using both hard metrics and sentiment data, providing a completely comprehensive user assessment and scoping capability. While this is more work upfront, it will set up your enterprise well for your migration project. Only once you're able to accurately categorized employees can you then gauge the best approach for technology adoption.

### 3. Drive Employee Adoption with Two-Way, Direct-to-Device Communication

Digital transformation is not just about technology, it's about people. And you can't deploy a new service without employee buy-in. After leveraging IT personas, you can send targeted two-way communications to train, educate and support employees based on their unique needs to drive their new service adoption.

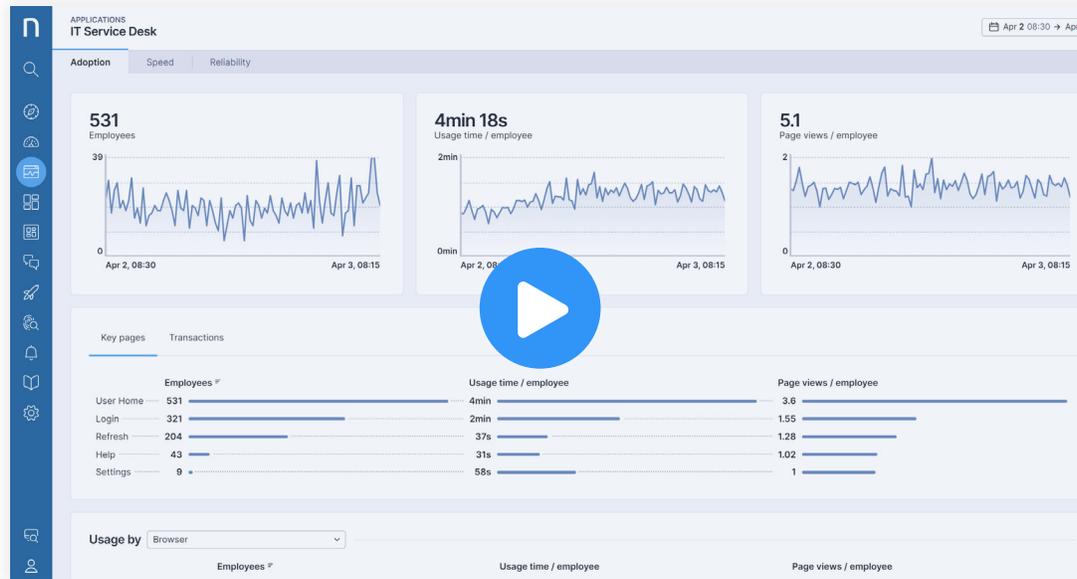


### DID YOU KNOW?

- The Boston Consulting group estimates that **only 30% of companies** navigate a digital transformation successfully.
- Our customers receive, on average, a 28% reduction in their project timelines, and a **95% reduction in P1 issues**. ('P1' is classified as a complete business down situation or critical system down with high financial consequence).

Watch How It's Done

ENSURE RISK-FREE TRANSFORMATION AND ADOPTION



CUSTOMER CORNER:

German Manufacturing Organization Saves \$1.6M on Windows Migration

A Windows migration at the enterprise level is never going to be easy. Auditing hardware and software readiness alone can take months of work, and when you factor in employee communications, the process can easily become fraught with issues, where every hiccup costs time and money.

Nexthink's complete visibility into hardware and software assets, combined with our employee engagement capabilities, help streamline the process, as this German Manufacturer found out when they embarked on their own migration.

With 300,000 devices in their environment, they knew the migration would be a heavy lift. They also knew from the previous Windows 10 migration failures that if much of their estate was not ready to migrate it would cause massive issues. So, they took a new approach.

They leveraged Nexthink to remotely see, diagnose, and fix every hardware and software element that could prevent a successful upgrade, ultimately saving them 32,000 hours of IT support time, which they estimated cost \$1.6 million.

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# Conclusion

Cutting IT costs doesn't have to mean putting key projects and long-term plans on hold. This guide proves you can save serious money while simultaneously improving your employees' technology experience.

These are just a few tips that you can implement to stretch those dollars and save some budget. The key to true cost-savings is continuous monitoring. Every software license contract, hardware refresh cycle, recurring IT ticket and digital transformation project presents an opportunity to find cost savings opportunities and incorporate Digital Employee Experience optimizations for employees and IT. You just need the right management platform to do the work.

## ABOUT NEXTHINK

Nexthink is the global leader in Digital Employee Experience management. The company's products allow enterprises to create highly productive digital workplaces for their employees by delivering optimal end-user experiences. Through a unique combination of real-time analytics, automation and employee feedback across all endpoints, Nexthink helps IT teams meet the needs of the modern digital workplace.



Want to learn more about how  
Nextthink can help you save costs  
and improve employee experience?