

Licensing

Many organizations are tied to old expensive license and support agreements, purchasing cloud services like they used to buy physical hardware. Very few have knowledge and confidence in how these investments can be optimized. Cloud is purchased where the problem of consumption is on the customer and the most common way for software vendors to measure usage of existing agreements is to audit, once again making this the customer's problem.

Cintra's Cloud and License procurement services, are delivered alongside our optimization and audit defence services. All delivered by our inhouse ex-vendor specialists, with over 200 years of collective licensing and technology architecture design knowledge, we are so confident in our ability to deliver value to our customers that if we can't deliver savings we do not charge for our services.

Our customers are put firmly in the driving seat when it comes to the commercial relationship with their legacy vendors and cloud service providers, they purchase confident that they are driving the best value from their investments.

Secure optimal value from your investments

- **Licensing agreements transformation** - Revamp your old, costly license agreements with our expert procurement services, tailored for optimized value and cost-effectiveness.
- **Empowered cloud procurement** - Buy cloud services effectively and confidently, steering clear of the hardware purchasing mindset and understanding true consumption costs.
- **Comprehensive optimization** - Experience the blend of our optimization services with procurement, driving maximum efficiency and significant savings.
- **Robust audit defense** - Equip yourself with our audit defense services, combating vendor audits and ensuring accurate usage measurement.
- **Expert-driven results** - Trust our in-house ex-vendor specialists, leveraging over 200 years of collective licensing and architecture design expertise to deliver exceptional value.
- **Vendor mastery** - Cintra Resell empowers confident negotiations, optimizing investments for peak value.

Frequently asked questions

Q: What is Cintra's Cloud and License procurement service?

A: Our Cloud and License procurement service helps you revamp your old and costly license agreements. The Cloud and License procurement service ensures that you secure optimal value from your investments and can confidently build relationships with legacy vendors and cloud service providers.



Q: How does Cintra help organizations optimize their investments?

A: We provide solutions to help you optimize your investments in licensing and cloud services. With extensive experience in licensing and technology architecture design, our team can revamp your old agreements to reduce costs or offer tailored procurement services that prioritize cost-effectiveness and value.