



Cloud Software License Management

G-Cloud 15 Service Definition Document

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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver** and **Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.

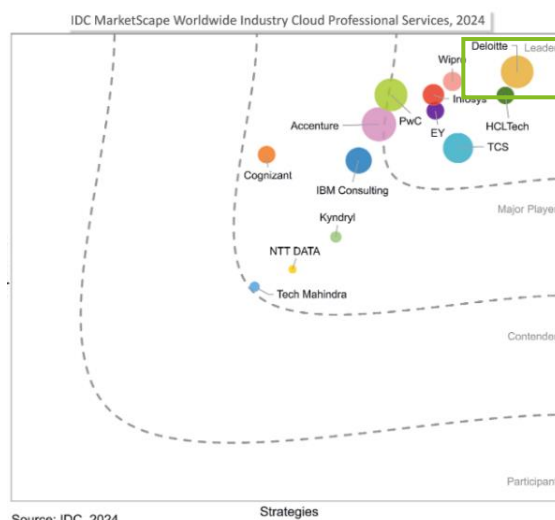


Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Deloitte will assist you to manage your software related cloud licensing risks across a number of vendors e.g. IBM, Oracle, SAP, Adobe, Symantec, Veritas, Microsoft, VMWare, RedHat, etc. We also support you to acquire software in the most optimal and cost effectively manner possible.

Service features

- Set of processes designed to pro-actively manage cloud software
- Manage the risk across the “software lifecycle”
- Optimise the cloud software process procurement to retirement
- Support implementation of effective cloud software licensing management strategies
- Manage increased risk and complexity associated with cloud licensing
- Concurrently managing cloud provisioned, marketplace and ‘Bring-Your-Own-Licence (BYOL)’ software licences
- Design effective framework to monitor and enforce compliance with licensing obligations
- Contributes to cyber-security through implementation of policies and processes
- Monitor, regulate and restrict software used within Cloud environment
- Reduce risk of unauthorised/malicious software not being detected
- Optimise overall cloud spend using our robust micro-SKU level benchmarking, powered by an extensive database of over 2 billion data points from 15,000 vendors.

Service benefits

- Detect cloud software being used without a valid licence
- Identify software requiring the purchase of additional licences
- Avoid potential loss of discounts triggered by vendor audit
- Identify software being used for illegal or inappropriate activities
- Identify software being used containing malware or viruses
- Detect software being used which poses a security risk
- Reduce the cloud software costs for your organisation
- Reduce risks associated with mismanagement of cloud related software

3 Detailed Service Description

Why our services are important:

Cloud Commercial Compliance

Cloud adopters are required to navigate an **increasingly complex software licensing landscape**. Transitioning services to or building services in the cloud in a **cost-efficient yet commercially compliant manner** requires a deep understanding of software licensing options, including Bring Your Own Licence (BYOL) models, public marketplace models, runtime / 'pay as you go' models and Software as a Service (SaaS) solutions.

Further, increased purchasing freedom in the cloud means marketplace Licence Agreements with their terms and conditions and variety of licensing metrics can increase the risk of **overspend or commercial non-compliance**.

Monitoring the Cloud Environment

Cloud Service Provider (CSP) technology generates **substantial financial or finance-related data** for cloud adopters. Many cloud-native, third-party technology or custom in-house reporting technology can use this data to generate cloud financial management insights.

However, adopters that do not explore the breadth of these insights and types of reporting available **inevitably miss out on key cost and operational optimisation opportunities**, thus increasing their costs.

Cloud Resource Wastage

Cloud adoption allows organisations to dynamically expand and evolve their IT estates based on their changing business needs, including swiftly **deploying new software and new infrastructure**.

Such freedoms however potentially bring a lack of cohesive spend strategy and a lack of central oversight over ongoing costs. Without a clearly defined spend strategy, shared responsibilities, and an understanding of how teams consume cloud resources, organisations end up **wasting cloud budgets through weak retirement and decommissioning processes, lack of resource or asset rationalisation and a poor centralised view to negotiate discounts with CSPs or vendors**.

Service Transition Risks

Migration of services, products and environments to the cloud brings about both commercial and operational challenges. CSPs provide many **new methods of deploying and running services**, which each have financial implications.

Without assessing current service licensing and spend, as well as the range of commercial options available to cloud customers when deploying services, adopters may experience **compliance issues and unforeseen costs** when migrating, as well as ungoverned **cost-inefficient** cloud services on an ongoing basis.

Deloitte has an established cloud software licensing capability and years of experience shaping strategy and policy, operating models, implementing technology solutions and delivering cost savings for our cloud and software clients. In supporting your cloud financial journey, we would understand your organisation's pain points and financial challenges and build you a **service bespoke to your needs**. Our generalised **key cloud Software Licensing service examples** are summarised below:

Key Challenges:

Cloud Commercial Compliance

Compliance and spend risks with software licence terms in the cloud and managing a variety of cloud spend models.

How Deloitte can help:

- We generate **effective licence positions** for BYOL deployed cloud software, detecting compliance risks before 'true-ups' and audits, and identifying software cost optimisation opportunities;
- We **baseline owned software licences** and identify transferability to or conditions of use in the cloud, as well as opportunities to save costs;
- We **assess cloud commercial compliance controls**, including purchasing policy and process, and software licence allocation and monitoring process, as well as support with implementation of recommendations.

Cloud Resource Wastage

Unnecessary costs through lack of shared guidance and strategy, and thus resource wastage.

- We assess **cloud resource consumption** data and identify cost-optimisation opportunities, such as lowering capacity, adapting usage patterns, using alternative deployment models and alternative resource types;
- We assess cloud consumption and **spend controls** including strategy and policy, spend processes and restrictions, guidance, and support with implementations of any improvement recommendations.

Service Transition Risks

Compliance and spend efficiency risks during and after transitioning services to the cloud.

- We support in the **assurance over cloud service migration** during initial scoping and design, migration itself, and post migration spend and monitoring considerations;
- We assess and **help design and build spend assurance** and planning procedures for future ongoing service migration to and deployment in the cloud;
- We help **optimise cloud service migration** by comparing cloud resource model options as well as applying a financial lens and advice to proposed cloud service architecture.

Monitoring the Cloud Environment

Lack of visibility over cloud assets, spend and consumption, and therefore potential spend inefficiency and compliance risks.

- We support with the business impact of **implementing monitoring technology** across multi-cloud estates, including business change management, policy implementation, and testing of technology to help centralise the monitoring of cloud assets, spend and consumption;
- We help design financial **monitoring dashboards and processes**, to draw out financial management insights and thus increase spend optimisation on an ongoing basis;
- We advise on and help rationalise **cloud financial monitoring capabilities** across multi and hybrid cloud estates to increase financial benefits while reducing operational requirements.

Optimisation of Cloud Spend

Organisations struggle to optimise IT spend due to a lack of market transparency, complex vendor pricing, and limited benchmarking data.

- We offer a robust, **data-driven approach to optimising technology spend**, with granular, micro-SKU level benchmarking across a wide range of IT categories, including Hardware, Software, Cloud, MarTech, Systems Integration, and Business Process Outsourcing (including contingent labour).
- Our analysis is powered by an **extensive database of over 2 billion data points from 15,000 vendors**, ensuring highly accurate and actionable insights.
- We develop **bespoke negotiation strategies**, **conduct favourable terms analysis**, and **identify alternative vendor options** to help achieve optimal pricing and maximise value from your investments.

We have experience of supporting clients through their cloud software licensing journeys with a focus on technology solutions, managed services and advisory work. Here is a small sample of our credentials:

Global Financial Services
Company

We worked through our client's services and software product portfolio to assess cloud migration financial feasibility, providing **assurance over 387 out of 1,100 software products**. We then helped our client identify **40% total cost of ownership savings** for products in their AWS cloud estate.

Large Automotive
Company

We assessed our client's cloud estate and worked with cloud consumers to identify optimisation opportunities through configuration and strategy changes, identifying **savings over €2.5m in a €12m annual spend (20%)**. We also supported with contract renegotiation via our support with enhanced financial insights, further increasing our client's long-term savings.

Global Energy Company

We assessed our client's cloud resource consumption and pricing, and identified **nearly \$1m worth of annual savings** to be realised from using reserved instances and alternative cloud resource cost models in Azure.

Government Agency

We supported our client during the early stages of their journey into the cloud. We assessed their cloud financial management readiness, including controls over and technology to support commercial compliance and software spend, helping **design and build a cloud governance model to support spend efficiency and avoid financial exposure**.

International Bank

We helped design a system to monitor and manage cloud software and hardware inventory, primarily within a Google Cloud Platform (GCP) estate. By implementing our recommended options with our support, our client was able to deploy this system and enhance its financial management capabilities through **reduced compliance exposure and more efficient deployment of cloud software**.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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