

# Packaging up millions in savings for a global shipping giant



**MAERSK**

## AT A GLANCE

Maersk, the world's largest shipping company, needed more visibility and greater control of IT asset management across its operations in 130 countries. Like many large enterprises, Maersk wanted to proactively manage and track software license compliance to reduce the risk of an audit. In less than one year, Maersk saved millions of dollars by optimizing software licenses with Flexera's powerful FlexNet Manager solution.



## The challenge

The Fortune Global 500 company was overpaying for software and overexposed to audits

Maersk, a global transport and logistics conglomerate, has many independently operated business units. This complexity makes IT asset management (ITAM) a huge challenge. The corporation's ITAM program had been outsourced to a managed service provider. But Maersk found it was overpaying for software and risking vendor license audits.

Maersk decided to bring its ITAM back in house for better visibility and greater control, while aiming to mitigate the financial and reputational risk associated with software license noncompliance.

**MORE THAN**  
**30%**  
**OF IT SPEND IS**  
**BEING WASTED\***

\*According to Flexera's  
2020 State of Tech Spend Report



## The solution

Adopt a multi-year plan for license optimization

Maersk merged all its ITAM activities into a single group-wide program headed by Luis Peluffo Johansen, who reported to the Maersk Group CIO. Johansen's team negotiated an agreement with Flexera to implement a phased project for ITAM that included hardware and software asset management components using the FlexNet Manager solution. FlexNet Manager, the foundation of Flexera's enterprise license optimization suite, is the central repository for all of a company's hardware, software, user/organizational, license entitlement and contract data.

**3%**

**REDUCTION IN ANNUAL  
SOFTWARE LICENSE SPEND  
FOR FLEXNET MANAGER  
CUSTOMERS\***

\*According to a 2019 study by third-party research firm Hobson & Company

*“The return on investment from the first license reconciliation alone in the first six months of the implementation was enough to pay for the FlexNet Manager Suite product and Flexera consulting services many times over.”*

**Luis Peluffo Johansen**

Head of corporate ITAM team

Maersk



## The results

Millions of dollars saved by rightsizing software licenses

Maersk's plan initially focused on the five software vendors that represented most of the company's software spend—Microsoft, Adobe, IBM, Oracle and VMware—and then targeted the most critical vendor. The license reconciliation process revealed Maersk had been overbuying software from this vendor for years.

“The (first) annual true-up resulted in the company having to pay nothing to this key vendor, instead of the millions paid in previous years,” Johansen said. “The return on investment from the first license reconciliation alone in the first six months of the implementation was enough to pay for the FlexNet Manager product and Flexera's consulting services many times over.”

Today, 95 percent of Maersk's IT assets are managed, and the company now has corporate-wide business unit transparency. In addition, the ITAM program has become a trustworthy source of critical information, with the team meeting its deliverables every quarter.

**MAERSK**  
**PAID NOTHING**  
**AFTER DISCOVERING IT WAS**  
**OVERBUYING SOFTWARE FROM**  
**ONE VENDOR — INSTEAD OF**  
**THE MILLIONS SPENT**  
**IN PREVIOUS YEARS**

Flexera was  
named a 2019  
leader in SAM tools

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### ABOUT FLEXERA

Flexera helps executives succeed at what once seemed impossible: getting clarity into, and full control of, their company's technology “black hole.” From on-premise to the cloud, Flexera helps business leaders turn IT insight into action. With a portfolio of integrated solutions that deliver unparalleled technology insights, spend optimization and agility, Flexera helps enterprises optimize their technology footprint and realize IT's full potential to accelerate their business. For over 30 years, our 1300+ team members worldwide have been passionate about helping our more than 50,000 customers fuel business success. To learn more, visit [flexera.com](https://flexera.com)