

With Clarity Comes Savings





Today's Environment

Software Licensing remains relevant, complicated and core to every business. Digital transformation cannot happen without software, forcing IT leaders to deliver better processes and cost transparency. Cloud adoption adds an extra layer of complexity. Businesses need competent interpreters to support hybrid scenarios and, current advice on complex use rights, right-sizing and changes to programs.

Partnering with Software Optimisation Services (SOS), an independent, Gartner-published, software and cloud optimisation company, helps improve visibility, gain clarity and reduce costs, on-premises and in the Cloud.



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SOS were able to help navigate the complexity of our public cloud cost usage. They provided valuable optimisation recommendations, which translated into cost savings on our monthly cloud spend.

I was impressed with the way the team delved into consumption data and found scenarios in which we could optimise our cloud spending.

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Gehan De Silva

Infrastructure Lead, Silver Chain

Why Choose SOS?

Independent Advisory

We do not sell software. We are a neutral party, referred to by our clients as 'Switzerland'. We are independent and have the ability to recommend and act based solely on the best interests of our clients.

Cloud Experience

We have expanded and transformed our legacy services to drive cloud decisions using the findings from our discovery activities. We are part of your connected journey from modernisation, to cloud acceleration, planning and consumption.

Licensing Expertise

Our consultants understand software licensing. With over 25 years' experience working on complex licensing agreements we provide specialist skills and indisputable data. Leverage this intelligence to optimise usage, cut costs, make informed decisions and improve risk and governance outcomes.

Microsoft Global Award Winner

We are proud to be accredited as the first Microsoft Software Asset Management (SAM) Managed Service Partner in APAC and awarded Worldwide Partner of the Year for SAM in 2016.

Gartner-Published

We are one of only seven specialists worldwide and one of only two in Australia and New Zealand recognised by Gartner in their global 2018 and 2019 Market Guides for SAM Managed Services (Gartner ID: G0035357 and G00347634).

Return on Investment (ROI)

Our specialists put the right data in front of the right people to empower better technology and buying decisions. The savings we achieve are greater than our services cost. You can realise the benefits of your purchases and reinvest the savings to optimise your operations.





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SOS was instrumental in giving us the understanding we needed about our licensing position. We would never have been able to do it, and understand it, without an impartial observer. SOS helped us look at the business from a granular level. They provided us with sound licensing and spending decisions based on operational requirements.

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John Hagley

IT Manager, Community Broker
Network (CBN)

Our Services

Software License Optimisation

Many organisations over-spend on software. We provide visibility and direction to help you make decisions about your software investments, including:

- Baselining current license entitlements compared to deployments, to support True-Up or Renewal negotiations
- Reconciling licence entitlements, deployments and usage to ensure optimal deployment against software you own
- Defining current and future technology requirements to better align your software licensing agreements
- Advising on projects requiring licensing changes such as an office or data centre move, acquisition or migration.

SAM Tool Evaluation

Choosing the right Software Asset Management (SAM) tools for your business can be confusing. We review your requirements and recommend tools, processes and people to match your business needs.

Audit Support

Surprisingly software vendors are still auditing. If your organisation is facing an audit and you are seeking external validation and audit support - we act on your behalf as an independent translator, mediator and coach to achieve the best outcome.

Cloud Adoption Planning

As you plan your journey to the Cloud, it is important to do the pre-work. We help you plan, budget and forecast to make your migration a success, including:

- Providing a baseline TCO analysis of what it would cost to migrate to the Cloud
- Evaluating Azure and AWS suitability
- Prioritising workloads to run in the public cloud
- Consolidating your current software portfolio
- Reviewing your Microsoft end of support options
- Planning and reserving predictable capacity.

Cloud Optimisation Service

With your organisation in the Cloud, it is time to manage and optimise your cloud resources. Our insights help you reduce cloud sprawl and bill shock. Scale to demand and leverage licensing for better business outcomes and financial management.

Microsoft Office 365 Persona Creation

Delivering the right tools, access and information to your people improves efficiency, productivity and saves money. We help you create detailed personas for each target segment - eliminating unnecessary subscriptions and ensuring the right license type is assigned to the right user or use case.



SOS exceeded our expectations with the security insights we gained through our engagement. The complete review of our software estate is always highly valuable. They provided detailed intelligence into some security and licensing issues which had recently come to light, which allowed us to minimise the risks associated with both.



Jason King

ICT Services Manager, AusGroup Limited (AGC)

How We Help Clients

We combine data, experience and the latest IT diagnostic tools to provide intelligence, impartial recommendations and direction.

Our goal is to help optimise your software and cloud investments. We deliver on that promise by achieving an average saving for our clients of 7.5x our fee.

About SOS

SOS is a privately owned, software and cloud optimisation company. We deliver services across Australia with our team of software licensing experts and specialist tools.

Through the provision of independent, data-driven advice we help clients manage software on-premises and in cloud environments. Our clients realise real benefits including better visibility, increased clarity, and reduced costs.





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Our superpower is our licensing legacy and intelligence. Today our consulting is more relevant and required, as clients struggle to interpret and manage consumption of cloud services. It brings us great joy when our clients act on our recommendations. They make different choices for greater business outcomes and use the money they save to reinvent their business.

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Filipa Preston

Founder and CEO,
Software Optimisation Services



For more information about SOS and how we can help you optimise your software and cloud investments, please contact Filipa Preston, Founder and CEO.

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