

Case Study

70% Reduction in Microsoft 365 Licensing Spend

Usage-Based Optimization Strategy

ENGAGEMENT OVERVIEW



Services Delivered

Licence Usage Audit, Baseline Analysis, Governance Optimization



Platform Focus

Microsoft 365



Engagement Period

3 Months



PARTNER PROFILE

A leading Australia-based digital media agency with a distributed workforce model, the organization leverages the Microsoft 365 ecosystem as a central backbone for collaboration, workflow management, and service delivery across teams.

PROBLEM STATEMENT

The agency faced significant inefficiencies in their cloud infrastructure, specifically:



Cost Inefficiency

Substantial monthly overspend on unused Microsoft 365 licences.



Operational Blind Spots

A lack of granular visibility into actual licence utilisation across various departments.



Risk of Friction

A concern that aggressive optimisation or licence removal might inadvertently disrupt active users or critical workflows.

SOLUTION DELIVERED

A systematic, three-stage approach was implemented to recalibrate the licensing environment

01

Comprehensive Audit

Conducted a deep-dive analysis over three months to establish an accurate usage baseline.

02

Behavioral Alignment

Identified specific underutilised and dormant accounts, realigning the licensing tier with actual user behaviour rather than broad estimates.

03

Seamless Transition

Executed the removal and reassignment of licences with zero disruption to the agency's ongoing digital operations.

IMPACT

70%
Reduction

Decrease in monthly license overspend



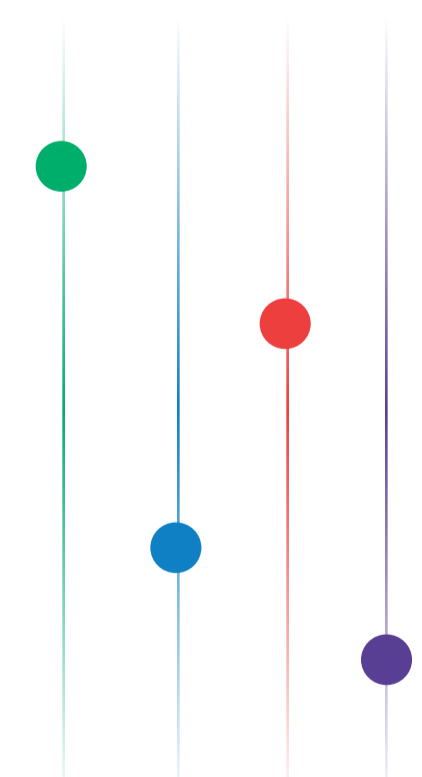
Enhanced Governance

Improved visibility into cost structures and infrastructure spend



Optimised Utility

A licensing model now strictly aligned with real-time usage patterns rather than projected needs.



KEY TURNING POINT

The pivot from speculative spending to **data-driven governance** was achieved during the initial three-month audit. By establishing a clear baseline of user behaviour, it became possible to eliminate waste without the risk of operational downtime, transforming the M365 environment from a fixed cost into a **flexible, optimized asset**.

