



Optimised Licensing Position

Gain a clear, defensible view of your software estate - reducing cost, mitigating compliance risk, and giving you the upper hand in vendor negotiations.

The Challenge

Software and cloud adoption is growing at pace, yet industry data suggests more than a third of spend is now wasted. With vendors continually expanding their contract, licensing, and pricing models, complexity and cost spiral while ROI falls.

Organisations face the twin pressures of unexpected vendor audits and high-stakes contract renewals - without a clear, current picture of their licensing position, the risk of over-payment, non-compliance, and costly true-ups is significant. It has never been more important to take control of your software estate.

The Service

Synyega's Optimised Licensing Position (OLP) service delivers a structured, expert-led review of your software estate. Our analysts work with your key stakeholders to define scope and desired outcomes, then review your contracts, entitlements, inventory, and usage across a defined set of vendors to produce Effective License Positions (ELPs).

These surface financial risks that require mitigation alongside savings opportunities that can be acted on immediately. Findings are consolidated into a written report and executive presentation, accompanied by a prioritised optimisation action plan. OLPs can be aligned to contract renewal schedules to maximise commercial benefit and/or delivered on a regular cadence to maintain ongoing compliance and cost control.

Key Service Deliverables

- Comprehensive analysis of contracts, entitlements, inventory, and current usage across all vendors in scope
- Effective License Position (ELP) for each vendor in scope, clearly identifying major compliance risks and exposure
- Optimisation recommendations for defined vendors and products, including ITAM tooling where applicable
- Alignment of OLP timeline with the major contract renewal schedule to maximise commercial advantage
- Written report and executive presentation summarising vendor-specific risks, savings opportunities, and a prioritised action plan

Service Benefits

- Save and avoid significant cost
- Mitigate compliance and business risk
- Prepared for renewals and negotiation
- Improved vendor relationship management
- Improved ITAM maturity and control
- Proactive, optimised software cost management

Why work with Synyega?

Synyega helps organisations regain control of technology cost, risk and complexity across software, cloud and AI estates. Working across ITAM, FinOps and GreenOps, we provide independent advisory, health checks, maturity assessments and specialist services that improve visibility, governance and commercial outcomes.