



Case Study

Saving Money with Software Asset Management

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DavyMarkham's focus is very much on engineering projects and site infrastructure spread across the world so Peter Herbert and his team wanted to create a single point of responsibility and gain better control of their information technology (IT) assets. This coupled with no central way of tracking licences, meant they were finding it difficult to prove compliance and suspected over or under licensing some key areas. They chose Systems Assurance Ltd as their Software Asset Management Partner to given control back to Peter and his team.



Company Overview

DavyMarkham traces its origins back to the Sheffield firm of Davy Brothers and the Chesterfield based company of Markham & Co Ltd.

At its peak though, prior to the Second World War, a thousand men worked for the company. Markham's primary customers were the large number of collieries in Derbyshire, Nottinghamshire and South Yorkshire that created much of the wealth of their respective counties. For these clients the firm constructed winding and haulage gear on a massive scale. It was C P M's proud boast that one-fifth of all British coal was brought to the surface by Markham winders, and there seems little reason to doubt his claim.

Early in the twentieth century Markham built and supplied tunnelling equipment for the construction of London's Underground, the Mersey Tunnel, and during the 1930s in the Moscow Underground. Post-war productions would include tunnelling shields for the Dartford Tunnel under the River Thames. In 1984 they made a full-face hard-rock tunnelling machine which was capable of boring through granite, for use in Lodigiani, Italy. A few years later, in 1987, they secured a contract worth £15 million when in partnership with rock tunnelling specialists Robbins of America they constructed two full-face tunnel boring machines for the driving of the Channel Tunnel from the English side. Their final job, a tunnelling shield for Manapouri hydro-electric scheme in New Zealand, was the largest they had ever made, bigger even than the huge Channel Tunnel machines.

Over 130 years of Markham's design, manufacturing and installation expertise is now part of the DavyMarkham portfolio.

Who: DavyMarkham
Where: Sheffield, South Yorkshire
Why: Compliancy on Software
Kit: Software Licensing Audit
Ref: DavySam.rev11.2



“Systems Assurance was upfront with the costs and did exactly what they said they would. A superb company with high calibre, knowledge staff, who performed a job well done. Thank you!
Peter Herbert, IT Manager, DavyMarkham

Case Study Brief

Business Requirements

DavyMarkham provides total solutions to your engineering requirements, for large turnkey projects, utilizing expertise in hydraulics, controls, engineering, installation and servicing, and has that capability of lifting structures weighing up to 350 tonnes.

As one of Yorkshire's leading engineering companies, with current projects all over the world, the core focus of the organisation wasn't Information Technology, but commitment to customer service, energy efficiency and technological leadership meant the IT Manager, Peter Herbert and his team wanted to create a single point of responsibility and gain better control of their information technology (IT) assets, so they embarked on a Software Asset Management project that would see further resilience to their IT infrastructure.

DavyMarkham's core infrastructure consists of 120 PC's, with a mix of office and mobile users. With growing complexity and more dependence on their IT infrastructure, tracking their software assets had become a difficult job. Evidence of compliancy and reduced total cost of ownership were prime factors in their decisive action of engaging with a SAM consultant.

Systems Assurance worked with Peter to ascertain its software entitlement and then established a central point of accountability and responsibility for all software purchases going forward.

The Requirements

- Vendor Compliancy
- Identify License Imbalance
- Better Understanding of Licensing Models
- Utilise benefits and reduce costs
- Lower IT Support Costs
- Improve Tracking Procedures

The Benefits

By implementing these procedures, they discovered their current licensing position, gain control of their current software assets and began to use software as a strategic software investment.

SAM lowered costs that are associated with purchasing and maintained their software library and IT systems centrally. By capitalizing on overall buying power with vendors and purchasing through single volume licensing contracts, they lowered overall costs. The organization has become streamlined and standardized to optimize tech support requests, network performance, and overall software efficiencies for personnel.

This coupled with reduced management and running costs provided real savings with DavyMarkham and Peter's team.

Two of our SAM consultants explored various options whilst taking into account all of DavyMarkham's concerns.

Working closely with Peter Herbert, IT Manager, his goal was clear; to set up a Software Asset Management Infrastructure for DavyMarkham that would regain their compliancy, utilise their existing Infrastructure and licensing models, reduce support and management costs and consolidation any future compliancy should Peter no longer be around to control it.

SAM is helping DavyMarkham with budgeting as it can assess the true value of software used and produce more accurate forecasts for upgrades and new implementations. They can now control what they need to go out and buy immediately. Everything is purchased through their IT Team, they can take requests to the Financial Controller who will decide whether it's a company necessity or just another unnecessary expense.

Now that an effective SAM policy has been put in place, the company has removed the risk of liability for non compliance and ensured that all of its software is legal.

Peter Herbert "To achieve and maintain compliance, you have to have lots of policies and procedures in place, as well as the management support to back them up. If you don't have director-level support behind you, you're unlikely to succeed as there is no power to enforce policies."