		• True-Up/True-Down Services • Implementation Guides • Technology Review Meetings • SAM Review with quarterly licence statements (MLS Reports) • Training entitlements • Enterprise Agreement Deployment Planning Services (DPS days) Bytes will continually advise on how the agreement can be used, including adding and removing licenses. Bytes will thoroughly explain how and when new products can be added, as well as increasing the quantities of existing products already in the agreement. In the period leading to agreement anniversaries, Bytes will be able to advise on how licenses can also be removed or 'trued down'. A benefit of the subscription agreement is the ability to easily increase or decrease licenses, a process that Bytes fully understands and can action on behalf of TfL/GLA.

Cost effectiveness - adoption of new technology	LSP is required to provide licensing expertise to enable cost-effective adoption of new models using both on-premises and cloud based products. They will provide expertise and advice on how The Authority's traditional on premise licenses could transition to cloud licensing if and when required. Total cost of ownership analyst must be provided as part of the recommendation to move to any new model or the adoption of Cloud including indirect costs for support services and user training, administrative purchasing costs, and software management costs. Alignment with the Technology & Data strategies must be adhered to. Response should include: Detailed description of how the LSP would approach this including what assurance roles would be included in the process of recommending new models or adoption of Cloud and alignment with strategies Response restriction 1500 words exc pictures	Bytes' approach is compliance and cost savings focused. Microsoft licensing offerings and rules are in a constant state of flux, and Bytes are well known for understanding new changes, and communicating these out to customers. For any new licensing model, flexibility of allowing a transition to the cloud is essential for many customers, as is a complete understanding of what is outside of the license price. This could include consultancy, training, and methods for assuring compliance. Bytes core value add to customers is its clearly defined processes to determine the most cost effective licensing solution to achieve their specified outcomes, and identifying the best way to procure those licences. In all cases, the Bytes Account manager will seek to identify where costs can be avoided, and existing licensing entitlements can be used more effectively and flexibly. The process starts by identifying the Microsoft packages required that fit the requirement. The Bytes Account Manager will engage with TfL/GLA to understand their requirements and future data and technology strategy. Using in-depth knowledge of Microsoft solutions, the Bytes Account Manager, account management team and other Bytes licensing and cloud specialists will evaluate solution options in preparation for presenting to TfL/GLA. The use of Microsofts cloud technologies is high on the agenda for many Public Sector

		organisations. However this does have licensing implications, especially where it comes to migrating from on premise, to cloud, or using a hybrid approach. Bytes are experts on licensing for the Microsfot cloud. We will be able to work with TfL/GLA on demonstrating how the licenses within the Enterprise Agreement can be used to licence a transition to the cloud. Microsoft regularly announce new licensing models, especially for cloud services, and Bytes are renowned to be first to communicate these changes with our customers. As part of understanding the 'whole-life' cost of a solution, Bytes assess the technical capability of TfL/GLA's team, and skills required to implement chosen solutions. If extra knowledge or skills are required, Bytes is able to provide these training services, and recommend other relevant value added services such as migration and implementation services and proof of concept trials etc. Once an appropriate Microsoft Solution has been identified, the potential deployment options will be considered. These do depend on the type of software, but deployment options could be installation in a physical or virtual environment, delivery across a range of devices for an individual, or delivery from a cloud hosted service. Again, Bytes will seek to engage closely with appropriate TfL/GLA contacts to understand the deployment methods. Using our expertise, the Bytes Account management team will

		assess which licensing metrics the software package has. These could be per user or device, per server and CAL or processor or processor core for example, as well as concurrent options and data throughput metrics. In addition, the Bytes Account Manager will determine how these licensing metrics are affected by deployment to cloud or virtualised services, and take into account the benefits or otherwise of the software maintenance options. What may be important to customers is how to lock in pricing, and reduce the number of purchase orders being process. The Enterprise Subscription is an excellent solution for this, and Bytes will be able to guide TfL/GLA on its most cost effective use. To provide assurance that any licensing solutions identified by Bytes is aligned with TfL/GLA technology and Cloud strategies, Bytes will not only use our own internal skills and resources, we would also seek to work with the TfL/GLA Microsoft Business managers and licensing specialists. When a range of solutions to TfL/GLA's requirement have been identified, the Account Manager will present relevant solutions to TfL/GLA for appraisal. The account manager will advise on the pros and cons of each option, explain costs over time and make recommendations as to the most cost effective option. Cost Modelling The Bytes account managers are experts on helping Authorities evaluate different Microsoft licensing options.

		They will help bring clarity to which route will provide the most cost effective way for TfL/GLA to access the licence entitlements and benefits they need. Bytes approach is to provide individual bespoke cost models that reflect the requirements of TfL/GLA and what options may be appropriate to them. These cost models will also take consideration of current entitlements owned by the Authority, and where licence re-harvesting could reduce expenditure. For Public Sector organisations, Bytes are able to compare licensing options through the • Select and Select Plus Agreements • Open Value for Government Agreement • Enterprise Agreement • Enterprise Subscription Agreement • Server and Cloud Enrolments • Office 365, Azure and other Microsoft Cloud based services • Service Provider Licensing Models such as SPLA • MPSA • CSP (Bytes are a Tier 1 CSP reseller) Running alongside these options are the various benefits and unique licensing structures under the Microsoft Cloud Transformation Agreement. With such a wide range of options, Bytes places a significant focus on providing clear cost models to TfL/GLA, to help show which option, or combination of options give the most cost effective solution. These cost models will show: • A variety of options for the

		various Microsoft Licensing Agreements. • Hybrid on-premise/cloud based licensing • What technology is included in the pricing. • Software Assurance benefits • Effects of timed roll-outs and deployments. • Use of suites of products rather than individual products • Costs over a number of years to take into account maintenance renewals, payment holidays and refresh cycles. • Potential changes to the contract such as True Ups and organisational size changes • Current entitlements. • The pro's and con's of each option • A recommendation of the best solution. This helps to build a more accurate 'contract life' cost from which more informed decisions will be taken by TfL/GLA before any contract is started. To build a cost model for future licensing methods, the Bytes Account Manager will analyse TfL/GLA's requirement and long term data and technology strategy, as well as their intended transition path to the cloud. They will then look at the products which fit into this strategy, and the various licensing schemes available. Although every Account Manager is very experienced in providing cost models, Bytes has its internal Microsoft licensing practice which will further examine cost models before they will be sent to TfL/GLA. We believe it is essential to have a 'second set

		of eyes' to review licensing models to provide TfL/GLA with assurance on the licensing methods and ensure accuracy, and also to see if any other innovative options can be explored. Bytes have extremely good relationships with Microsoft. Where appropriate, Bytes will work with the Microsoft Business Managers and Licensing Specialists to provide an extra level of assurance on proposed licensing models. Incorporated in to the Bytes cost models are also clear explanations of which Microsoft Technologies are included, and what those technologies enable them to do. It is essential for decision makers to be sure of what technologies they will have access to throughout the term of their agreement, including any future Microsoft product releases. All of our cost models also build in a significant degree of flexibility. Useful for when the Bytes Account Manager is face to face with TfL/GLA, this allows us to experiment with different scenarios, and perform a degree of 'what-if' analysis. In all cases, all cost models are fully explained to TfL/GLA so the pricing is completely transparent and every penny will be identified and accounted for. Optimising whole life cost. The Account Managers are also able to perform ROI or Return on Investment Modelling as well. This shows future savings based on investments made for TfL/GLA. For a proposed solution, Bytes

		will review licenses TfL/GLA already owns and can be utilised in the new solution. For extra license requirements, Bytes analyse the licensing agreement options of the preferred vendor/s. Cost models are produced showing long and short term pricing, and comparing perpetual (capex) licensing programmes against subscription (opex) programmes. Bytes also consider any maintenance, training and extra consultancy requirements. From a wide number of potential options, Bytes will make clear proposals of those that best fit TfL/GLA's requirements. Bytes also engage with vendors to see what implementation funding they can supply. Cloud Based Solutions With many Public Sector organisations looking to host software solutions in cloud based environments, Bytes supports this by having a leading cloud consultancy practice. This delivers expert advice on not only the most appropriate cloud solutions, but on the planning, the migration and management of these solutions, including the assessment of migrating on premise solutions to the Cloud. In assessing new software requirements of TfL/GLA, the suitability of cloud based solutions will be considered, especially if the cloud solution is more cost effective than the on premise equivalent and meets functional, performance, and information governance requirements. Bytes expertise in helping

		customers is evidenced by our market share in azure and Office365 deployments. At present, Bytes has a 35% market share for Azure, and a 20% market share for Office 365. Out of the 18 LARs in the UK, Bytes is ranked first in sales for both Azure and Office 365 solutions.

Roadmaps/License Migration/Contract renewals	LSP to provide support and guidance on Microsoft product roadmaps. The LSP is also to assist in any workshops with The Authority and Microsoft to provide recommendations on compliant and cost effective models In addition, on renewal of the Enterprise Agreement the LSP will need to understand how the licenses will transition and to identify the new license grants and recommended enrolment. Response should include: Detailed description of how the LSP would approach how the following are licenced compliantly in the most cost effective manner: - new products - functionality under new future TfL strategies - discontinued products - products bundled into new product lines - any licence changes at renewal Response restriction 1500 words exc pictures	Bytes speciality is the continual advice to customers on new licensing methods, and advising on changes to a vendors licensing models and product roadmaps. TfL/GLA can be assured that through the lifetime of this contract and in the period leading up to its renewal, they will receive the highest quality advice on Microsoft products and licensing. This will be delivered by a highly qualified and experienced Bytes team of software licensing professionals. In Bytes, Microsoft and other vendors are managed by our vendor team, with individuals in this team focusing on individual vendors, and the development of collaborative sales plans with them. Key to these sales plans is the future roadmap of their products, services and licensing terms. Your Bytes Account Managers will proactively contact TfL/GLA when new roadmap information is available. He can arrange roadmap sessions and workshops with TfL/GLA, involving the vendor if required. As new products or versions appear on the roadmap, Bytes offer a number of options and considerations to customers, all aimed at reducing acquisition cost and making better procurement decisions. These options include: ROADMAP WORKSHOPS – Either as part of any regular meetings, or as separate sessions, Bytes facilitate road mapping sessions with

		customers. These sessions take a three stage approach: • Business modelling – challenges TfL/GLA has to face, and what effect this will have on your IT, or IT as part of the solution. • The preferred TfL/GLA IT roadmap, and future business requirements and IT strategies of TfL/GLA. • The future vendor product roadmap and release schedule, providing a comparison between the TfL/GLA and vendor roadmaps - identifying products which will and will not be required. Importantly, these sessions would also take consideration of the licence entitlement of TfL/GLA, identifying areas where further licence acquisition may be necessary, or can be avoided, and examine the most cost effective route to acquiring these licences. As new roadmap information is released, Bytes will also evaluate a number of areas to ensure TfL/GLA is always benefiting from the best advice. EVALUATION OF CURRENT/FUTURE RIGHTS – Bytes will examine and advise if TfL/GLA automatically obtains rights to new versions of the software as part of existing maintenance agreements, or if there are migration paths from entitlements owned to new products. This option looks at the most cost effective way of obtaining rights to new products and versions. For new product releases, Bytes will evaluate the licensing implications of these

		products, and if this may affect TfL/GLA. FUNDING OPPORTUNITIES – On the release of new products, versions and solutions, Bytes will explore if the vendor is offering any funding to assist TfL/GLA with new implementations or migrations. This can greatly simplify the adoption of new products for customers, reducing cost and time for them. LICENSING METHODS AND MIGRATIONS – In some cases, when new versions of products are released, the way they are licenced could also change. For example a product could be licenced by processor now, however the new version could be licenced by processor core. Bytes will evaluate for TfL/GLA if it is cheaper to purchase the product before the future versions on the roadmap comes out, and whether they will then be able to licence the new version using the old (and maybe cheaper) licensing rules. This ensures TfL/GLA will have the option to buy the entitlement to new versions at the lowest possible rate. Bytes will also evaluate any licensing migration paths available from old to new versions that can offer savings. For example, buying a component part of a suite for the old version, when the migration path offers free entitlement to the new version of the entire suite from the old component. Finally, Bytes will advise on any future implications when the renewal of Software Assurance is due. Commonly this is the time when

		the new licensing rules need to be adhered to. This will also include any auditing of hardware is required to establish, and make the most of license grants that may be available. Where products are being discontinued, Bytes will evaluate the impact this may have on TfL/GLA, assessing the future requirement of that product by TfL/GLA, and advise how that product might be licensed in the future. In many cases licensing entitlement for discontinued products will be covered by an alternative or replacement product. Recently, Microsoft have made numerous changes to offerings contained in Suites or Bundles of products. Bytes constantly work with Microsoft on upcoming changes, so can be the first to offer advice to customers. As new bundles of products come out, Bytes will assess their viability for TfL/GLA, providing advice on these, potential cost savings and benefits enhancements. COST MODELLING – Whenever TfL/GLA is evaluating a new requirement, depending on the number of options available, the Bytes Account Manager will perform a future financial analysis on all viable options. When doing this, the account manager will consider the future vendor roadmap, and make suggestions to either take most advantage of the roadmap and/or ensure future extra costs are avoided as much as

		possible. When providing cost options for agreement renewals, Bytes will assess the licensing models of existing products and how these may change in the new agreements. Bytes will advise TfL/GLA on any necessary course of action that may be taken to minimise any adverse effect of these changes. More recently, Microsoft have announced price increases across its product range. Should these price rises occur again in the future, Bytes will be able to work with TfL/GLA and Microsoft to mitigate the effects of these price changes by exploring options of alternative licensing routes, or performing early commitment renewals if the timing is appropriate. Microsoft Product and Licensing Workshops Bytes regularly demonstrates its knowledge of Microsoft products and licensing solutions through the delivery of its Microsoft Licensing Workshops. These will be delivered free of charge to TfL/GLA Delivered on-site at your premises, the benefits these give to customers include : • An increased awareness of the range of Microsoft products available and how they complement one another. • Opportunity to discuss with colleagues the functionalities of different products, and how these may help the authority achieve its business objectives. • Build knowledge of the various licensing rules and regulations. • Introduce the various Microsoft Licensing Agreements

		available, the differences between them, and benefits they have. • Practically demonstrate the knowledge, skills and expertise Bytes have with the supply of Microsoft software. Although the agendas are flexible, they may include: • A licensing basics session. This provides TfL/GLA with an introduction to Licensing terminology and gives details of how applications, servers, CALs and processors are licensed. • Mobility, to cover licensing implications of using mobile devices and accessing software from devices outside of the organisation • Licensing Agreements to compare the various licensing schemes offered by Microsoft, highlighting the pro's and con's of each scheme. This includes comparing agreements such as Select, Enterprise, Enterprise Subscription, Server and Cloud Enrolment and MPSA. With so many agreement options available, customers have often benefited by using a variety of agreements to save money. • Licensing updates – to cover all the new licensing rules that could impact TfL/GLA • Server Virtualisation – looking at the implications of virtualising the server estate. By exploiting the complex licensing rules in place, licensing costs will be significantly reduced while simplifying compliancy over a virtualised estate. • Desktop Virtualisation – many customers are looking at VDI solutions to ease the management and the maintenance of their users IT

		requirements. The knowledge Bytes has simplifies the license requirement for the customer, drives down costs, and increases flexibility by combining the various licensing rules with the different agreements available. • Cloud Licensing – to look at the options for licensing Office 365 and Microsoft Azure, and how to have a licensing solution that allows for on premise use whilst still allowing a flexible transition to the cloud in a staged or full scale approach. Typically these sessions would be attended by senior IT and procurement management; IT project managers; IT support staff; and any staff responsible for the creation, planning or deployment of technology to the organisation. In many cases these personnel may not appreciate that their projects may have a licensing implication, and these workshops build awareness and therefore reduce the risk of non-compliancy, as well as potentially reduce licensing cost. These sessions have been extremely well received, and authorities have discovered they have been key in helping to reduce the amount spent on Microsoft technology, as well as improving the management of the software estate and helping with procurement decisions.

Software Assurance benefit management	The LSP will fully manage and administer the associated SA benefits for the duration of the contract, this relates to technical training, eLearning content, Microsoft support calls, Office Home Use program, free Microsoft consultancy etc. The LSP will provide support around accessing media and volume license keys for future deployments. Response should include: Detailed description of how the LSP would approach this Response restriction 1000 words exc pictures	Once the agreement has been set up and notifications received, a 3 year schedule of activity will commence which includes how Bytes account management team will assist the TfL/GLA with ensuring the maximum use of Microsoft Software Assurance benefits. Typical Software Assurance Benefits include: -New Version Rights – the entitlement to gain access to new product releases. -Deployment Planning Days – free consultancy on deploying Microsoft Technology -Training Vouchers –to build the knowledge of your IT technical teams. -Home Use Programme – giving employees legal entitlement to install Microsoft applications on their home PC's -Roaming Use Rights to access Microsoft applications from outside the corporate firewall. -Functional Benefits – enhanced licensing rights when they are covered with Software Assurance Deployment Planning Days For the Deployment Planning Services benefits, Bytes will take the TfL/GLA through the various options and services available, as well as recommend best of breed service partners in our partner eco-system who will deliver these deployment planning services. Bytes will be able to administer the creation and assignment of vouchers for these, simplifying the process for the TfL/GLA.

		We continuously assess the competencies of our service provider partners allowing us to recommend them to TfL/GLA with confidence. Our aim is to save TfL/GLA the time and risk of finding a new supplier and work with you to achieve the highest level of effectiveness and efficiency across your IT infrastructure. For existing Deployment Planning vouchers remaining, the TfL/GLA will have the rights to use these for 6 months following the end of the existing agreement, however these must be assigned and activated before the agreement ends. Should Bytes be awarded the new Microsoft Agreement, we would seek to work urgently with the relevant TfL/GLA representatives in identifying the remaining vouchers, and which would be the best way to utilize them. Training Vouchers With Bytes Software Services acting as TfL/GLA's Software Assurance Benefit's Administrator we look after the full administration of your training vouchers including: • Updating/announcing any new Microsoft courses available • Sourcing the correct Microsoft technical course • Doubling up the number of training vouchers available under the Microsoft Agreement and administering these within their terms and conditions. • Offering you a choice of availability as we work with a

		number of Certified Partners of Learning (CPLS); including o Global Knowledge o QA o Combined Knowledge o Indicia Training To further assist with the management of Software Assurance training vouchers, Bytes have a dedicated training team who will bring extra benefit to TfL/GLA by: • Obtaining correct authorisation process (to avoid misuse of your training vouchers) • Provide a re-branded Learning Portal advertising the Microsoft courses available. • Forward training statements detailing usage and remaining balance of benefits • Communicate any new Microsoft ruling on how to utilise the benefits to meet with MS/CPLS rules • Forward expiry date reminders on remaining benefits 6 months before the agreement expires to avoid losing the benefits • A dedicated team of Learning Co-ordinators to give support and advise on recommend courses • Arrange for a Microsoft Specialist to deliver a Training Need Analysis on IT teams current skills set • Give guidance on E-Learning contents/reporting (recommend if a Learning Management System is required) TfL/GLA can also convert unused training days and apply them towards the Desktop Deployment Planning Services or Information Work Solution Services Software Assurance benefits from Microsoft certified

		Partners, providing services related to deployment, migration, and management of Microsoft on premise and cloud technologies. For existing training vouchers remaining on the outgoing agreement, the TfL/GLA will have the rights to use these for 6 months following the end of the existing agreement, however these must be assigned and activated before the agreement ends. Should Bytes be awarded the new Microsoft Agreement, we would seek to work urgently with the relevant TfL/GLA representatives in identifying the remaining vouchers, and which would be the best way to utilize them. Other Software Assurance Benefits Bytes will be able to assist the TfL/GLA in identifying all the unused software assurance benefits and gaining access to them. Bytes will be able to advise on the use of these benefits, as well as helping TfL/GLA promote them to qualifying users. If required, the TfL/GLA can request Bytes account management teams to manage software assurance, and the activation and allocation of benefits, reducing another administrative task for the TfL/GLA. To do this, Bytes can be assigned as a Software Assurance benefits administrator on the existing agreement.

		In many cases organisations do not take up many of the Software Assurance benefits because they do not appreciate the value in them. The Bytes account management team will continuously work with the TfL/GLA to ensure all the SA benefits are utilized and they are not left in a similar situation again with this agreement. Bytes recommend that a specific Software Assurance planning session is undertaken with the TfL/GLA. The purpose of this is to identify the SA benefits that are in the new agreement, and identify stakeholders in the TfL/GLA who will be the key point of contact for these. Also at this session, we would create a Software Assurance Utilisation plan to ensure maximum use is made of all relevant benefits. A further part of this planning session, which can be repeated as desired, will be how the Microsoft licensing portal, VLSC is used. This will include direction on how to access and view license entitlements; where to find volume license keys; where to source and download software installation files and media. Throughout the lifetime of the agreement, Bytes will conduct regular software assurance benefit use reviews for the TfL/GLA. This can be done via a phone call, over skype for business or as a separate on-site session. This will ensure that the TfL/GLA always has an up to

		date record and knowledge of what software assurance benefits they have and how many training vouchers and DPS days are remaining, unlocking all of the cost savings and increased convenience Software Assurance brings.