Licence Usage rights	LSP to provide an assurance role that ensures that software requests are solutioned to determine the compliant licence model and that licence rights of the existing licence estate is understood and recommendations made to rectify any compliance issue. Response should include: Detailed description of how the LSP would approach this. Response restriction 1500 words exc pictures	Bytes are able to provide TfL/GLA with an assurance role for the correct and compliant licensing for the TfL/GLA estate. Bytes core business is the provision of licensing solutions and licensing advice from Microsoft and other leading vendors. We have a vast amount of expertise to ensure customers software requests are solutioned to determine a compliant licensing, that meets their needs in the most cost effective way. Our experience in Public Sector is key in assuring Bytes ability to provide customers with an assurance role and compliant solutions are recommended. To evidence our experience, in our last fiscal year we transacted over £74m of software with Public Sector organisations. Microsoft rank Bytes 3rd out of all 19 LSPs for sales to Public Sector, and Bytes are ranked 1st for Commercial sales. This market presence shows that Bytes are extremely important as a supplier, with excellent capability and capacity to manage the requirements of the UK Public Sector. Bytes currently holds 213 active Microsoft Enterprise Agreements with UK Public Sector Organisations including.. • Transport for London • Ministry of Defence • Department for Health • British Tourist Authority • Highways England • Isle of Man Government • States of Jersey • Legal Ombudsman • As well as many local government and NHS agreements

		We are currently the most decorated Microsoft Partner in the UK, and are ranked 12th out the 30,000 global MS partners. Some of our recent major Microsoft Awards include: • EMEA Operations Licensing Solution Partner Excellence Award Winner • EMEA Operations Cloud Licensing Solution Partner of the Year Winner • Worldwide Corporate LAR of the Year Finalist • Worldwide Licence Delivery Partner of the Year • Worldwide Software Asset Management Partner of the Year • UK Licence Delivery Partner of the Year To ensure that Account Managers have the right knowledge of Microsoft licensing, and are able to Provide TfL/GLA with the assurance role, All Bytes Account managers are given significant training and support on Microsoft licensing rules and agreements for use by Public Sector Customers. Weekly Microsoft 'spotlight' training sessions are delivered to them by Microsoft, the Bytes internal Microsoft alliances team, and the Bytes Microsoft licensing and cloud teams. These cover the entire range of Microsoft products and cover the functionality, business benefits, and how they complement one another to form an integrated solution. They also cover how Microsoft cloud services benefit customers, and provide a greater return on investment. The sessions also go through new licensing schemes, new

		products and any other key changes to the way Microsoft products are offered. This ensures that the advice being given to the TfL/GLA is up to date, accurate and relevant. Bytes ensures that we stay significantly ahead of the competition by having our own Microsoft Alliances team, adding an extra layer of expertise available to the TfL/GLA. Bytes also have 3 staff accredited as 'PLSS' (Partner Licensing Sales Specialists), who although employed by Bytes, are treated by Microsoft as an extension of their own internal Licensing Sales Specialist team, receiving the same training as internal Microsoft staff at the same time. These teams have excellent links with key Microsoft executive personnel, ensuring that any new product or licensing information is received as soon as is possible, often well before our competitors. The Microsoft Alliances team and the PLSS's are then responsible for delivering this information to the Bytes Account Managers who will in-turn deliver this valuable information to the TfL/GLA. The extensive training Bytes Account Managers receive means that TfL/GLA will benefit from a vastly experienced team of individuals, all with Microsoft accreditations (Microsoft Certified Professional or Microsoft Solutions Sales Specialist) who are all working to ensure the maximum benefit is made from the EA, as well as ensure that as many opportunities to reduce cost are exploited as possible.

		In providing an assurance role to ensure TfL/GLA license compliance, the Bytes Account manager and our SAM team will work closely with TfL/GLA representatives to understand any new requirement, and to determine how those licenses will be deployed, and on what hardware infrastructure. These factors all have an impact on how the ultimate solution could be. New requirements could be as a result of new functional/infrastructure needs of TfL/GLA, a change in licensing models, or to rectify a license compliancy issue. Throughout the term of delivering the project, the Bytes Account Manager to TfL/GLA will work closely with the Bytes internal Software Asset management team. This will ensure the Account manager maintains an excellent understanding of the license rights of the existing licensing estate, and how that relates to the TfL/GLA infrastructure and license deployments. Since Byes are currently the incumbent of your Microsoft Enterprise agreement, and are providing TfL/GLA with SAM services and regular ELPs, we already have an excellent understanding of the TfL/GLA estate and its current and past licensing arrangements. As new requirements are identified, the Bytes account manager will analyse the requirement, existing licensing arrangements, and the TfL/GLA infrastructure the requirements are for. The Account manager will then work to provide the optimal, and most cost effective licensing solution. For more complex

		requirements, and to provide assurance on the suitability of the solution, the Bytes Account Manager will engage with the Bytes internal 'Partner Licensing Sales Specialists' to verify that the solution is compliant, and is the most cost effective. Similarly Bytes may also engage with the Microsoft Business Managers for TfL/GLA, and the Microsoft Licensing Sales Specialists to provide further assurance that the solution is correct. Once a licensing solution has been identified, Bytes will compare the information on current TfL/GLA entitlements and deployments from the Software Asset management team, and the latest ELP. This is to understand if there are any unused licenses that can be used to satisfy the requirement, and bring costs down. The Bytes team will then assess any delta, and provide TfL/GLA with a costed solution for the requirement, explaining what the solution consists of, and how it satisfied the requirement.

Availability	TfL requirement for acceptable availability/response times. The LSP is to response time to all queries within 2 working days. Response should include: Detailed description of how the LSP would approach this including the management of request from TfL including the monitoring and tracking of requests along with appropriate actions to resolve outstanding requests. Response restriction 1000 words exc pictures	Bytes is fully committed to providing customer service excellence. As well as the dedicated Account team which will provide a single point of contact TfL/GLA during office hours of 9.00-17.30 UK time, TfL/GLA will also have access to our online Service Desk via the Bytes portal which is available 24x7 and will provide a seamless service to TfL/GLA. To ensure an availability of advice and support, TfL/GLA will have a named account manager as a primary point of contact. The account manager will be experienced in Software Licensing and Services, able to resolve issues and assist with queries. They will keep records of customer interactions in the Bytes CRM system, ensuring they have a full record of account activity. They will be available weekdays 9.00am to 5.30pm. The account manager coordinates a wider team, and has an internal support executive who is a backup contact for TfL/GLA when the account manager is unavailable. Every Account Manager partners with another account manager providing expert cover during absences. TfL/GLA will be provided with a comprehensive account management structure document to ensure you know who to contact. Bytes operates within an SLA environment. We will work with TfL/GLA towards agreed service levels to ensure TfL/GLA's satisfaction against any pre-defined areas. Key availability and internal Bytes SLAs are as follows: • Telephone Support- 9.00am – 5.30pm, Mon-Fri • Telephone Response – No Voicemail policy • Licensing queries and quote requests – Response in 4 hours, Closed in 24 Hours. Whilst unresolved, progress updates

		every working day • Order processing – Same day for orders received before 3.30pm • License Key requests – within 4 hours • Software Delivery – Microsoft, Next working day • Invoices – one working day after license delivery. The standard SLA for responding to customer quotes and queries is 4 working hours from the receipt of quote Request. This is well within TfL/GLA's requirement of 2 days. To achieve this Bytes has processes in place that cover the varying ways that customers may contact us. For requests by telephone, Bytes operates a 'no voicemail policy'. When the customer calls their account team, and the relevant person is not available, the call is automatically diverted to another team member who will action the request. When the call is received, any licensing query or quote request is logged on our CRM system which time and date stamps the query. Actions and resolutions are also recorded in the CRM system, allowing for analysis to be done on times between initial query and resolution. For emails, customers are advised to email their account team using a 'team' email address. This ensures that someone will always be able to respond, irrespective of absence/availability. Emails are automatically recorded in the CRM system for people we have their email addresses. When the Bytes representative responds to this email, the Bytes CRM system will automatically log the outgoing email. Again, by looking at email chains – the time between receipt of query and resolution can be measured. Via the Bytes Portal, customers can raise 'service desk tickets'. These, and the responses are time/date stamped in the Portal

		enabling simple reporting against KPIs and SLA's. The TfL/GLA account team receives an alert when a new ticket from TfL/GLA is raised, and will respond to the request back through the service desk. Resolution times can vary by type of query. For simple quotes and licensing queries, the target resolution time is one business day, however many simple issues and queries can be completed immediately. If TfL/GLA raises a query as urgent, the Bytes representative will prioritise accordingly. In all cases, Bytes will provide TfL/GLA with an estimate of how long the query will take to be completed. Where TfL/GLA has logged a query through the Bytes portal, then all questions and communications will be responded back through the Portal. All queries and answers are time stamped in the portal, so response times and delivery against SLAs can be easily tracked and reported. When a query has been agreed with TfL/GLA as completed, it will be marked as closed in the service desk. For quotations, the internal support executive will contact TfL/GLA on a weekly basis to check on the status of the quotation or if any further actions are necessary. If TfL/GLA wishes to place an order from a quotation, the issue will be marked as 'won'. For quotes where no order was necessary, the issue will be marked as 'lost' in the portal together with the reason why. The account management team can view a variety of reports in the portal, including views of open issues and quotations with their progress. This ensures that all issues are dealt with fully in an appropriate time. Flexible reports can be run drawing information from the Portal, and other Bytes systems providing a complete customer

		communications history. This enables Bytes to analyse the types and trends of interactions had with TfL/GLA, helping us provide a continually improving service. The account manager will also analyse trends relating to quotation outcomes, looking at success rates and also examining the reason why quotes may be lost, especially when they have been lost on price. This enables Bytes to examine in what areas we may lose on price, put steps in to remedy this and provide TfL/GLA with further value for money.

Monthly/Quarterly on site meeting reviews	TFL Requirement The LSP must attend regular review meetings to discuss plans, ensure projects remain on track, identify on-going actions, discuss reporting outputs and forward planning sessions as follows: - Monthly on-site performance review meetings for TfL - Quarterly on-site performance review meetings meeting for GLA - Quarterly commercial review meetings Response should include: Detailed description of how the LSP would approach this Response restriction 1000 words exc pictures	Bytes will be happy to attend meetings with TfL and GLA at locations of your choosing, and as frequently as required. In our experience a good level of face to face interaction with customers is essential in managing an Enterprise Agreement properly, identifying cost savings, and ensuring the agreement is relevant to the authority. Face to face meetings also allow Bytes to provide the appropriate licensing advice based on new products or licensing changes from Microsoft, as well as Bytes fully understanding a customer's future IT roadmap and strategy. Bytes are able to hold a variety of meetings with TfL/GLA and GLA at their location. The regularity of meetings is dependent on your requirements, however these could be broken down into three main areas: • Strategic – to discuss future IT roadmaps and future planning from both Microsoft and TfL/GLA. These would ensure the appropriate procurement strategy is still in place and the authority has access to the license entitlement it requires. • Contractual – to discuss the contractual and commercial arrangements between Bytes, the TfL/GLA. these meetings would also review Bytes performance against your requirements by reviewing: § Performance against KPIs § TfL/GLA spend with Bytes § Bytes Performance § Quality of Bytes Advice • Operational –to discuss licensing issues, deliver licensing advice and to work through cost models and licensing options. These meetings would also be used to review quote requests as well as outstanding orders and recent purchases, as well as discuss SAM deliverables and the output of reports provided by Bytes to TfL/GLA, as well as the progress of ongoing projects and

		actions. Bytes confirm that, as per TfL/GLA requirements, we will be happy to attend: • Monthly on-site performance review meetings for TfL • Quarterly on-site performance review meetings meeting for GLA • Quarterly commercial review meetings To ensure diary availability, Bytes recommend booking up a series of meetings in advance. Should TfL/GLA wish to view Bytes operations in Leatherhead, we will be happy to invite you for any meetings at our head office at your convenience. The TfL/GLA account manager, Robert Hogg will be present at all meetings, however other Bytes personnel may also be in attendance, depending on the topics being covered in the meetings. Other Bytes attendees may include: • Bytes Directors – for more strategic topics, and to forge higher level relationships. • Internal Support Executives – to cover basic operational queries and advice on using Microsoft portals such as VLSC • Microsoft Licensing Specialists – for more in-depth and complex licensing issues • Cloud Solutions Specialists – to provide advice on Microsoft Cloud adoption and migration • Vendor Specialists – where advice on other vendors solutions aside from Microsoft is needed • Training Team – to assist with planning training requirements. • Bytes SAM representatives – to discuss SAM related issues and reporting. With TfL/GLA approval, Bytes will be able to invite relevant representatives from Microsoft, other vendors and solution partners to assist with projects,

		planning and road-mapping exercises. As well as the meetings to discuss planning, operational issues, SAM, and other defined topics, we will also offer to deliver briefings and workshops at your premises. These briefings could vary in topic, but could cover some of the following as an example: • In depth Road mapping • Licensing updates / workshops • Software Assurance Management • Cloud Awareness and migration planning • Cost Modelling and analysis • .....and any other topics that are relevant and useful to TfL/GLA Bytes also hold regular events in London, and we will invite TfL/GLA representative to these. Not only to they offer informative insight into new technologies and issues, they will also be another opportunity for TfL/GLA representatives to meet with Bytes on a more informal basis.

The LSP Portal	The LSP to provide a central portal providing a central repository to manage the account. Response should include: - The approach to creating one if not already available - The value add services that would be included - Visibility of contract information - Reporting - Open actions/action status - SAM Response restriction 1000 words exc pictures	Bytes currently has an online portal that is available to TfL/GLA to assist in the management of your software assets and entitlements. The Bytes Portal brings together all the elements of your software estate (portfolio) into one system. It enables you to manage and track the entire life cycle of your software assets from point of purchase to decommission to help simplify the administration of your software licensing estate. Visibility of Contract Information The Portal will give TfL/GLA easy on-line access to your agreement and contract information, including licensing entitlements through all licensing contracts with Bytes, and visibility of agreement anniversaries and contract start/end dates. It will highlight and assist with the ongoing management of agreements, including the adherence to contract milestones and renewals. The portal ensures key milestones within the terms of your software agreement are met. We achieve this through the utilisation of the Bytes Portal Alert System, alongside best practise processes delivered via the Bytes Account Team. Automatically reminders are sent to relevant personnel giving them 90, 60 and 30 days' notice until the renewal or anniversary is due. We use a traffic light flag system which indicates the urgency of the renewal. A key benefit of the Bytes portal will be to provide TfL/GLA access to customised pricing catalogues. The pricing is tailored to your specific contract

		parameters. Our Portal helps you easily compile license quotations, which can be saved and emailed to any chosen email address. Using our Product Search facility you can look up quickly and easily by product family, product type or manufacturer part code. View, refresh or edit quotations at any time. Quotes can be saved and easily converted into a purchase order. Saved quotes and placed orders are instantly accessible for easy repeat ordering. Reporting The Bytes Portal has powerful reporting functionality which allows access to a wide variety of reports to view your licensing and contract information. Reports include, but are not limited to: -License agreement reports showing the various contracts you have and their renewal status -License Entitlement reports, showing the licenses purchased through Bytes, and license information imported to the portal -Pricing reports showing your customised contract pricing. -Quote and Order history, detailing the products, and order status -Training reports showing courses available, courses booked, and attendees. Many other types of reports are available. Open Actions/Action Status Throughout the various modules of the portal, there is powerful reporting functionality to show the status of various tasks and milestones coming up. The

		portal will highlight when a contract is coming up for an anniversary or renewal, as well as show the status of the renewal. The service desk module also allows users to see what actions are open and what the status of the task is currently at. Other Portal Value Add Service Desk The Bytes Portal has a powerful Service Desk to help TfL/GLA manage all of your communications with the Bytes sales and administration teams. It enables you to log enquiries and requests online, which go directly to your nominated contacts within Bytes. The Service Desk can be used as an auditable way of tracking how Bytes and TfL/GLA are interacting and how we are delivering against Service Level Agreements (SLA's) and response times. Key Benefits Some of the key features and benefits of using the Service Desk are: • Providing a single (informed) point of contact for customers • Request information, quotations and advice • Online tracking and escalation of open requests • Review of all requests and request types • Monitoring response times against SLA • Full online request history • Access to license experts – the right answer within a defined SLA You can quickly centralise your communications into Bytes Software Services. With online reporting you can monitor your

		relationship with Bytes and assess our performance. Manage Learning The training module in the Bytes portal allows TfL/GLA to manage its training and course requirements. We can offer services ranging from simple online booking, where users can select from a wide range of popular training courses from many training providers, right through to developing bespoke solutions for your business. You can use the Portal to publish your own in-house training programmes and schedule training courses. Using admin tools and reports you can manage course content and user access as well as monitoring course registration and attendance. In addition, the Bytes Portal allows you to define the approval work flow with ease and manage outstanding requests. A user can select one or more courses and start to build a personal learning plan. When a user adds a course to their learning plan they will assign an intended completion date, the Portal can then be configured to send out email reminders to the user if they miss or are approaching their completion date. News The Bytes Portal has a section on the homepage for news. Information that appears here will cover industry specific news items, promos and special events hosted by Bytes. In addition to the items posted by Bytes, highlighting general news and events, there is also a

		feature where customers can post their own news items exclusively to Portal users from their own organisation. User Access and Security • Supports unlimited users • Access and permissions can be set by the customer or Bytes • Access to the site can be restricted by IP Address • Bytes Portal runs over https (SSL) • Passwords, Password Expiry – Time Out Sessions Software Asset Management The Bytes Asset Management Service provides organisations with the ability to actively manage their software license and compliance positions. The service is designed to deliver the following tangible outcomes: Cost Reduction Rationalisation of support and maintenance contracts Cost Avoidance License re-harvesting and contract renewals management Cost Containment Optimal compliance resolution and license procurement The Bytes portal acts as a front end dashboard to our Asset Management Service, allowing users to produce inventory reports to easily see the state of their compliance, as well as see where they are over or under licensed for any particular product.

Adopting future technologies	The LSP to recommend and utilise Microsoft concessions available to them to support The Authorities adoption of new technology. In some cases the LSP will be asked to work alongside the Microsoft Account Manager to provide supporting services to deliver the transition to Cloud. The Authority has various emerging strategies that will need to be supported including but not limited to: - Cloud/Office 365 - Azure - CRM - SharePoint online The response should include: - How the LSP would approach this - The LSP's access to Microsoft's technical consultants - How the LSP has helped other customers to adopt Cloud technologies - The approach to 'best practice' and how this can be achieved Response restriction 2000 words exc pictures	Throughout the term of the contract, Bytes will be working in close partnership with various Microsoft teams in the delivery of the Enterprise agreement, its licensing structures and pricing, and the delivery of cloud services to TfL/GLA. Bytes already works very closely with the Microsoft Business managers and Microsoft Licensing Sales Specialists in delivering the current Enterprise Agreement, so working relationships between Bytes and Microsoft for TfL are already in place. With the expiry of the PSA12 agreements with Microsoft and the Cabinet office, and the introduction of the Cloud Transformation Agreement, Bytes know that Microsoft are in a more flexible position to offer Public Sector customers special concessions on their licensing arrangements. Where licensing concessions have been granted to TfL/GLA by Microsoft, Bytes will work with the Microsoft Business Managers, the Business Desk, and the Microsoft Licensing Sales specialists. Bytes will get a full understanding the concession, its terms and conditions, and ensure the concession is fully incorporated in to the TfL/GLA pricing and licensing arrangements. Bytes also works with many other Public Sector and commercial customers. Our broad reach, and our experience of working with the largest, most complex customers, means we have an excellent knowledge of when concessions are sometimes made, and what sort of

		concessions can be granted by Microsoft. Where Bytes identify a concession that have been given to another customer, and this would benefit TfL/GLA, Bytes will highlight this to you with a view of exploring more with Microsoft. As well as licensing concessions, Bytes are very adept at identifying funding opportunities from Microsoft for FastTrack deployment, consultancy funding to drive adoption of new technology, and further Business Investment funding. The Bytes internal Microsoft Alliances team and our Cloud solutions team work closely with Microsoft to drive the adoption of their technologies. Relationships are held at a very senior level, with a strategic focus on helping customers with their migration to the cloud. This close working is one of the many ways that Bytes identifies funding opportunities for customers. Most funding from Microsoft for the adoption of their technology is in the form of funding for the delivery of consultancy and implementation services. Rather than Microsoft providing cash to the TfL/GLA directly, funding is provided to specialist cloud and integration partners, paying them to perform the work for TfL/GLA. To exploit this, Bytes partners with best of breed organisations that have close links with Microsoft, and can provide these services in an efficient and expert way. In many cases, these organisations come to Bytes, because of our wide reaching

		customer base, and proactively offer Microsoft funded services to our customers. This will benefit TfL/GLA since we will be able to offer a range of expert companies as specialists to help with TfL's transformation to the Cloud. Over the last two years our partner eco-system has delivered high quality cloud solutions to our customers, who benefit from a cohesive engagement between the System Integrator partner and Bytes as their Microsoft reseller. Bytes will bring true value to TfL/GLA through the Partner Eco-System by understanding key challenges and blockers in the deployment of technology, and then introducing a trusted and specialist partner. To further support Azure migrations, Bytes has formed a new company called ElastaBytes. This organisation is comprised of high level Azure specialists, with superb experience of helping customers configure and manage their Azure environments. As well as the external partners, Bytes also have a huge wealth of experience internally. We have the staff who can advise and guide TfL/GLA through any product changes and demonstrate products when they are brought to market. Some of the individuals the TfL/GLA will have access to are: • Saj Rafiq – Cloud Solutions Specialist • Andy Watts – Cloud Sales Specialist • John Garidis – Cloud Business Development Manager – ElastaBytes

		They will help TfL/GLA identify why possibilities with the Microsoft Cloud, help identify appropriate workloads that could be eligible for a cloud migration, and help plan and manage the migration process. As well as utilising technical partners and internal Bytes specialists, the strength of the relationship between Bytes and Microsoft results in Bytes having great access to resources within Microsoft. These resources not only include senior Microsoft Management, but access to Licensing Sales Specialists, product teams and specialists, pre-sales technical specialists, and other product specific technical specialists and Technical Account Managers. All of these Microsoft specialists know that Bytes are a significant and important Microsoft partner, and are therefore very forthcoming with their experience and expertise. Microsoft Enterprise Cloud, Azure and Office 365 Workshops To support the exploration of emerging technologies to TfL/GLA, Bytes can deliver numerous white-boarding and workshop sessions on the Microsoft online services including Office 365, Microsoft Azure, CRM, Sharepoint, Enterprise Mobility Suite and the Enterprise Cloud Suite. We can take the TfL/GLA through the technologies included, and their benefits. We explain the productivity, management and security gains that can be had and their interdependencies, as well as the cost saving