

## CASE STUDY

# DELL SAVES A SIGNIFICANT SALE BY PARTNERING WITH LICENSEFORTRESS TO CONSULT ON ORACLE LICENSING

## INTRODUCTION

The Dell sales team was in the midst of a 1.7 million dollar deal. A massive transportation and logistics firm wanted to buy Dell hardware but was being bombarded with scare tactics by Oracle. Oracle wanted to keep the logistics firm on their physical Oracle servers, running Oracle solutions. The new hardware that the logistics firm wanted to run on would be newer, faster, and 30% cheaper than Oracle's suggested hardware solution.

## CUSTOMER CHALLENGES

When our client wanted to refresh the hardware they were using for Oracle workloads, they turned to the team at Dell for new hardware. The Dell team pitched their VxRail systems, an ideal solution for the client's needs. The logistics firm liked Dell's product and proposal but were getting a lot of pushback from Oracle about moving to VxRail.

- Separate business processes due to Oracle licensing practices
- Complex virtualized environment
- Accidentally enabled features

## ABOUT THE CUSTOMER

A transportation and logistics firm with more than 50,000 employees spread out over 2,500 offices. The firm operates subsidiaries within an array of industry sectors and has a revenue stream in excess of \$30 billion annually.

## SOLUTION

Dell reached out to LicenseFortress to help deal with the roadblocks that Oracle was trying to introduce into the deal. LicenseFortress had some initial meetings with the logistics firm to determine what they were trying to accomplish and the configuration of their existing license footprint.

LicenseFortress consulted at length with the client explaining the difference between what the client was contractually obligated to do and what Oracle tries to impose via policy. The LicenseFortress team demonstrated to the client how their Oracle licenses would cover them as they moved over to Dell's VxRail systems and addressed some of the support concerns they expressed.

Because of the track record of LicenseFortress, our financial guarantee, and our baked-in legal backing, the client was comfortable pushing back against Oracle and going with the Dell hardware.

## RESULTS

LicenseFortress demonstrated to the logistics firm that they, like all software customers, have contractual rights. By outlining their rights and explaining the fear tactics that Oracle was employing to stop the deal with Dell, LicenseFortress was able to help save the deal for Dell while giving the client the confidence to choose the better (Dell) solution.

Just because a vendor says, "You can't do this" or "It's going to cost you HUGE money," doesn't mean it's the truth. Often, the vendor is basing their talking points on company

policy, not on the contractual language itself. Their policies are designed to keep you in place and prevent you from leaving the vendor. A vendor's policy isn't enforceable, but contracts are.

In this case, the logistics client was able to lower their operational costs and maintain their right to choose what hardware they wanted to utilize within their organization. Now an ArxSecure customer, the LicenseFortress team developed an effective license position (ELP) that detected \$3 million in compliance gaps and license optimization opportunities.

LicenseFortress is well-versed in the tactics used by Oracle's audit department. Under our fixed-price umbrella, we're uniquely and strategically positioned to deal with the technical, license, and legal aspects of your relationship with Oracle. We'll help you fight and win against Oracle.

“

*I do not believe  
we would have  
won the deal  
without  
LicenseFortress.*

*-Dell sales rep*

# ARX PLATFORM

We help defend your software assets and remove the threat of non-compliance. Stop worrying about software compliance and turn your attention to challenges that really matter for the success of your business. We work with you to resolve and certify your company's compliance. From there we monitor your compliance 24 hours a day, 365 days a year. We detect activity in real-time, allowing for the quickest response possible to changes that might threaten your license compliance. And, we leverage decades of technical and legal expertise to defend your compliance in a software license audit.

## ABOUT LICENSEFORTRESS

LicenseFortress was developed in 2014 by VLSS's Founder & Chief Architect, Dean Bolton. VLSS has spent over 13 years specializing in Oracle and VMware technologies. LicenseFortress was born after VLSS was approached by VMware about a predicament that many of their customers were facing when trying to license Oracle on VMware. Oracle's aggressive auditing tactics shed light on the dire situation that most companies face when using Oracle's products, especially in a cloud environment. While some companies have been deterred from using Oracle, we believe it is a powerful tool for your business when deployed correctly. That's where LicenseFortress helps you take control of your license investment while removing the threat of being out of compliance.



515 S. Flower Street  
Floor 18  
Los Angeles, CA 90071  
USA  
[info@licensefortress.com](mailto:info@licensefortress.com)  
+1 424.231.4135  
[licensefortress.com](http://licensefortress.com)



## ANONYMITY STATEMENT

This case study is based upon a customer of LicenseFortress. LicenseFortress takes steps to properly safeguard sensitive and personal information by removing all direct identifiers – e.g., name, location, CSI numbers, etc. This step is taken to protect the identity of our customers.