



Microsoft licensing solution reduces complexity and provides enhanced capabilities for Royal Den Hartogh Logistics

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Headquartered in Rotterdam, The Netherlands, with a well-established global presence, Royal Den Hartogh Logistics (RDHL) is one of the world's leading logistics services businesses.

It provides bulk liquid logistics solutions to multiple industries, including chemical, dry bulk, gas and the liquid food sector. With 2,600 employees, working in 54 offices and premises across 27 countries, and a huge fleet of

almost 40,000 containers, tankers and trucks, RDHL has been delivering smart logistics solutions to its customers for more than 100 years.

Key facts

1

Global bulk liquid logistics provider headquartered in Rotterdam, The Netherlands

2

More than 100 years' experience in multiple industries

3

2,600 employees working in 27 countries

The challenge

RDHL had an existing Microsoft licensing and services agreement with a third-party provider that was due for renewal. They had been unhappy with the level of customer service provided by the vendor for some time. The main frustrations centred around poor response times and frequent changes in account managers, leading to an inconsistent service and difficulties with addressing ongoing issues, particularly when it came to licensing.

It sourced other critical IT services, including telephony solutions, its global software defined wide area network (SDWAN), Managed Meraki Service and Lenovo hardware, from Softcat. The relationship had been ongoing for around five years and had delivered excellent levels of service and value. Aware of the complexity associated with licensing renewals, it reached out to Softcat, alongside other providers, to investigate whether it could simplify the process, ensure best value and deliver a fit-for-purpose global Microsoft licensing solution.

Critical success factors

Identify alternative Microsoft licensing partner due to end of current agreement

Improve customer service and response times

Implement a simplified, global Microsoft licensing solution delivering improved value

The Solution

"I have been supporting Richard and the wider Den Hartogh teams for several years and we've fostered a very close and productive relationship." - Softcat Global Account Director, Rosalind Rose.

"Microsoft licensing can be a complex, somewhat opaque, process that we've struggled with in the past. Our existing agreement was up for renewal in three to four months' time. We genuinely didn't want to go through the pain of trying to work out for ourselves exactly what licensing model we needed to achieve best value and provide optimal service again. As we lacked the extensive in-house experience needed to make the right decision, we felt we needed help from an experienced vendor.

built, Softcat provides technology solutions in almost every area of the business.

"When Richard expressed the challenges he was facing with Microsoft, it was a familiar problem that I had solved before, so I was confident our offering would eliminate those issues. I introduced Siobhan Derbyshire, one of our Enterprise Microsoft Licensing Specialists and with her expertise, coupled with the great collaboration from Richard, it was a seamless transition." - Rosalind Rose, Softcat Global Account Director.

"One of our UK-based IT managers suggested we talk to Softcat. We've worked with them in the past, have always had a good relationship and we trusted them to identify a licensing solution that would provide the capabilities we needed, as well as delivering great value. As a worldwide company, we needed a vendor that could both deliver a high-value solution and provide ongoing support on a global scale. - Richard Ridderhof, RDHL IT Manager.

Rosalind and the wider Softcat team negotiated a three-year agreement that would simplify and consolidate multiple Microsoft licences, improve security posture and support cost-saving initiatives. It would also deliver improved visibility across RDHL's global Microsoft estate, provide ongoing support and include an 18% discount to deliver a cost effective solution. RDHL also purchased ten trial Microsoft Copilot licences. To add further value, RDHL will work with Softcat's Customer Success Managers to help them access Microsoft-funded workshops, and benefit from our own internal experience of Copilot deployments. It will enable RDHL to access critical learning about Copilot's AI capabilities and how they could be applied to its own business model.

Richard contacted his Softcat Global Account Director, Rosalind Rose to discover what Softcat could bring to the table.

"I have been supporting Richard and the wider Den Hartogh teams for several years and we've fostered a very close and productive relationship. We're in contact every two weeks and as a result of the credibility and trust we've

Solution highlights

Expert advice and recommendations on how to licence appropriately

Cost effective three-year agreement with 18% discount

Opportunity to work with Softcat Customer Success Managers and access Microsoft-funded workshops to identify potential Copilot deployments

The benefits

“From our past experiences, we're confident that Softcat will provide the supportive, responsive and consistent customer service our incumbent provider failed to deliver during our previous agreement. An important element of the agreement, from our perspective, is the opportunity it provides to get to grips with artificial intelligence (AI) through Copilot and understand how it can help our business.”

Richard Ridderhof
RDHL IT Manager.

Softcat's specialists were able to simplify and rationalise RDHL's Microsoft licensing requirements through migrating old contracts over to a more cost-efficient enterprise agreement (EA). Part of that process involved ensuring the correct quantities and type of licence for individual users. If, for example, a better value Microsoft E3 licence with security add-ons was suitable for a user, it would enable a higher value Microsoft E5 licence to be deployed for users needing enhanced functionality.

(SLAs). The inclusion of ten Microsoft Copilot trial licences and opportunity to access Microsoft-funded training workshops added further value to the solution.

As well as right-sizing licences for individual users, Softcat negotiated an 18% discount from Microsoft on licensing costs. Softcat also ensured RDHL would be able to invoice in Euros to further reduce the complexity of managing the agreement. The agreement includes access to a wealth of 24/7 support from teams within Softcat's operations centre, backed up by strong service level agreements

"It gives us the chance to initiate a 'proof of concept' exercise with selected users that will help us understand where AI can be deployed in our business model to add even more value to the engagement. We see it becoming increasingly important when it comes to simplifying and automating repetitive, relatively low-value tasks. For instance, many of our requests require a weekly activity summary of our interactions. We're hopeful that Copilot will help to reduce the time and resource needed to create such reports and are confident that learnings from Softcat's own experience with Copilot can help inform how we use it in the future."

Benefits at a glance

Significant discount on Microsoft Licensing Enterprise Agreement

Simplified and rationalised Microsoft licence estate

Microsoft-funded Copilot workshops and knowledge sharing around AI capabilities

Why Softcat

"Two words: Rosalind Rose!" said Richard. **"We've developed a productive and close working relationship over recent years, and she really feels like a colleague rather than a third-party provider. From our first interaction, Rosalind understood our challenges and quickly got to grips with how we approach business. Her and her Softcat colleagues provide brilliant support.**

"A provider can have great products and an efficient organisation, but if you don't have the right people in place to help both parties, then it can all fall down very quickly. We value the knowledge, expertise and clear communication that Rosalind and the wider Softcat team bring to our business."