



## CASE STUDY: QUAKER FOODS

### Quaker Foods Embraces Software Asset Management

Quaker Foods Europe (Quaker), a £300m division of PepsiCo, supplies breakfast cereal and related products in Northern Europe including UK, Benelux, Scandinavia, and other parts of the EMEA region. Its products include household brands such as Quaker Oats, Scotts Porage Oats, Oatso Simple, Snack-a-Jacks and Harvest Crunch which it supplies to major retailers in the UK and through a network of distributors in other geographical regions.

Over 90% of the company's products are recognised as market leaders making it one of the most successful businesses in the cereal manufacturing industry. The company has six offices around Northern Europe and employs nearly 400 people.

#### CHALLENGE

Over the last 6 years Quaker has invested in upgrading its computing infrastructure and communications backbone and now enjoys a highly dependable and well integrated environment encompassing a range of technology sets.



However, whilst the organisation has always kept a close watch on the issues surrounding licence compliance and legality it was felt that the implementation of a set of formal processes would assist in on-going management of the company's software assets and enable the smooth transition from purchase to deployment, upgrade or disposal.

## SOLUTION

As a long serving specialist in the field of asset management and business partner of Quaker, SAMpartners was selected to provide specialist expertise.

To establish an accurate starting point for the project an audit was carried out of the PC and server estate and all the applications installed on these devices were captured, recognised and assessed against existing licence agreements using a market leading asset discovery tool.

SAMpartners then carried out its unique SAMcheck® service to measure the existence and maturity of software asset management process in place within Quaker and then define a route map to ensure any shortfall

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STUART RICHES, HEAD OF IT, QUAKER FOODS

is addressed by embracing the best practices detailed in the ITIL guideline “Best Practice for Software Asset Management”.

Stuart Riches, Head of IT stated that “establishing an accurate starting point for the project was vital to its success and the combination of an audit along with process evaluation did exactly that”.

## BENEFITS

Stuart Riches continued “we are totally committed to the implementation of the policies, procedures and tools that will facilitate the management of

our software assets. Already we have developed and improved the methods we use to manage the lifecycle of server and desktop applications and this alone will bring a measurable return on our investment in the project”.

Tony Fisher, CEO at SAMpartners commented “adopting a top down approach and implementing the ITIL best practice guidelines has enabled Quaker to include Software Asset Management as an important facet of business management thus ensuring these vital assets are managed to the level of professionalism that you would expect from a world class organisation”.

With most major software vendors actively promoting the benefits of Software Asset Management and their determination to ensure their customers are adhering to the various licence agreements it is very possible that an end user organisation could be called upon by several vendors to prove their compliance position.

By establishing a Software Asset Management infrastructure and culture this position can be proven quickly and accurately whenever the end user is required to do so.

For more information, please contact Trustmarque Solutions on **0845 2101 500** or email [info@trustmarque.com](mailto:info@trustmarque.com)



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