

## CUSTOMER SUCCESS STORY

# Burns & McDonnell

## How Burns & McDonnell Leverages Digital Transformation for a Competitive Advantage

*“LicenseAnalyzer helps us assess the cost of an application against our actual need for it. Thanks to comprehensive Open iT reports, management saved as much as 25% of the overall software spend on unutilized licenses alone.”*

**Michael Allen**

Director of Engineering Technology, Burns & McDonnell

### HIGHLIGHTS

- Burns & McDonnell needed to track the usage of 400+ engineering design applications.
- Among three different software asset management tools, Open iT LicenseAnalyzer was selected for its capability to meter a broad spectrum of licensing models and because of Open iT’s outstanding delivery and consultancy services.
- Comprehensive reports enabled management to save as much as 25% of the overall software spend by uncovering underutilized licenses.
- Using insights from Open iT, they quickly reduced leased license cost for Oil & Gas projects by more than \$350K, when the industry recently experienced a downturn.
- By leveraging comprehensive data and normalized reporting, Burns & McDonnell has minimized license cost for project teams in a fast-changing industry.

### COMPANY AND BUSINESS OVERVIEW

Burns & McDonnell is a 100% employee-owned group of companies that offers global professional construction services. With over 11,000 employees globally, consisting of engineers, construction professionals, architects, technologists, and scientists, Burns & McDonnell plans, designs, constructs, and manages projects for many different industries worldwide.

## BUSINESS CHALLENGES

As acquisitions were completed, Burns & McDonnell discovered many duplicate licenses which made it necessary to consolidate separate contracts into enterprise contracts. They needed accurate software usage data to be in a better position for negotiating software costs when contracts were renewed.

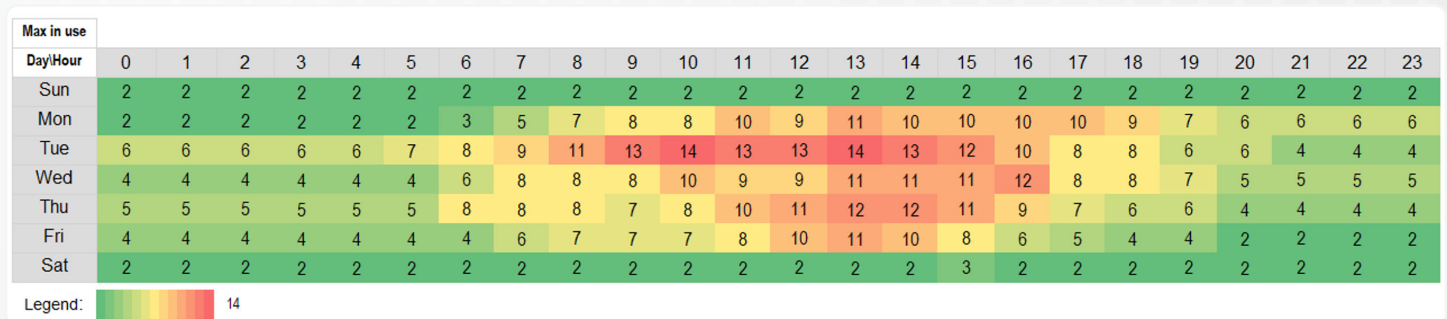
At the enterprise level, employees shared the tools and entitlements. However, Burns & McDonnell wanted to have visibility on the software usage of each business line. One of their goals was to showback the software consumption costs to each business line. In order to do this, they needed to monitor different applications with various licensing models. These include named user licenses, subscriptions, SaaS solutions, and concurrent licenses from on-premise, private, and cloud hosted license managers located around the world.

The downturn in the Oil and Gas industry also forced them to reconsider their software spending as their O&G projects were put on hold. They realized the need to right-size their licenses and entitlements, especially during the renegotiation of their various licensing agreements.

Aside from these, they sought to streamline their software usage reporting process. They aimed to standardize their software usage reports regardless of vendor, technologies, or license types. In addition, they wanted to be able to generate all these reports using just one portal.

## SOLUTION

In order to implement their initiatives, Burns & McDonnell looked at three engineering software management tools to fulfill their requirements. Ultimately, they decided to employ **Open iT® LicenseAnalyzer™** for its outstanding capabilities in metering software applications on a broad spectrum of licensing models and because Open iT provided excellent delivery and consultancy services that allowed them to maximize the impact of the solution.



Using LicenseAnalyzer heatmaps, they identified the frequency of usage of each license. Burns & McDonnell also generated user-level utilization reports which displayed the list of users for each application. These reports are then sent to stakeholders to inform them of their usage, entitlements, and incurred costs. The managers at Burns & McDonnell looked at the usage data collected by Open iT and matched it with their financial reports. This helped them determine the corresponding cost of the time each employee spends on a specific product.

They consolidated usage data from 150 different license servers from various vendors and displayed real-time

The screenshot displays the OpenIT License Analyzer dashboard. On the left is a navigation sidebar with icons for Home, LM Portal, Dashboard, Analysis, Reporting, Administration, and Resources. The main content area shows three data tables under the 'Mitta' user profile.

**Approaching Max: Max Utilization >= 90**

Product	Feature Name	Max ...	In Use	Curr...
Reprise_Combined	25dsolids	2	2	100%
RepriseLM1_DSM1FP01_DSM1FP01	25dsolids	2	2	100%
Reprise_Combined	2flows	1	1	100%
RepriseLM1_DSM1FP01_DSM1FP01	2flows	1	1	100%
Reprise_Combined	5axis	2	2	100%
RepriseLM1_DSM1FP01_DSM1FP01	5axis	2	2	100%
LUM_BLR0SV06-online	ADDC410	1	1	100%
LUM_engcad2-online	ADDC410	1	1	100%
Ansys_hou	ansys	2	2	100%
Lum_Combined	CAA - C++ Base Development Configuration [CDV]	1	1	100%

**Long Checkout: Duration >= 48**

Product	Feature Name	Checkout Time	User Name	Hos
Cadence_sfo	Concept_HDL...	2019-05-30 12:34:00 PM	jill.anders...	svg
Cadence_Co...	Concept_HDL...	2019-05-30 12:34:00 PM	jill.anders...	svg
Cadence_sfo	Allegro_View...	2019-05-30 12:32:00 PM	sesh.rao	hou
Cadence_Co...	Allegro_View...	2019-05-30 12:32:00 PM	sesh.rao	hou
Mentor_ent2	intexpflow	2019-05-30 12:30:00 PM	camila.treat	bos
Mentor_Com...	intexpflow	2019-05-30 12:30:00 PM	camila.treat	bos
Msc_mic2	PATRAN	2019-05-30 12:29:00 PM	tracey.bro...	svg
Msc_mic2	PA_BEAM	2019-05-30 12:29:00 PM	tracey.bro...	svg
Msc_mic2	NASTRAN	2019-05-30 12:29:00 PM	karen.hen...	dbc

**License Expiration: Expiration <= 60**

Product	Feature Name	License E...	Days ...
LUM-offline	AD5C410	06-04-20...	1
LUM-offline	ADDC410	06-04-20...	1
LUM-offline	CATIA - Hybrid Design 2 [HD2]	06-04-20...	1
LUM-offline	CATIA - Hybrid Design 2 [HD2]	06-04-20...	1
LUM-offline	CATIA - Hybrid Design 2 [HD2]	06-04-20...	1
LUM-offline	CATIA - Mechanical Design 2 [MD2]	06-04-20...	1
LUM-offline	CATIA - Mechanical Design 2 [MD2]	06-04-20...	1
LUM-offline	FRFS410	06-04-20...	1
LUM-offline	IGIS410	06-04-20...	1
LUM-offline	SHES410	06-04-20...	1

data on a single dashboard for all employees to see. LicenseAnalyzer enabled them to generate historical heatmaps, usage trends, and other reports. At first, Burns & McDonnell only used the dashboard to show the employees' usage of what they termed "Tier 1 vendor applications" like Autodesk, Bentley, and Hexagon. However, as the renewal dates of various licenses drew near, the users started to reach out to them. They requested the inclusion of their own software in the dashboard to gain more insight into their applications. The users wanted to justify their expenditure as well as their stance during license renewal through the use of data.

Having their usage data consolidated in a single dashboard allowed them to standardize and normalize around 150 different software usage reports and normalized them into the business. This allowed Burns & McDonnell to have a better dialogue on license management and usage optimization. The visibility of their software usage afforded to them by these comprehensive reports also allowed them to create opportunities for quicker digital transformation. It helped them become more agile in adopting new technologies and more cost-effective licensing schemes. This resulted in better decision-making and the development of new business plans as they moved forward.

*"Data talks louder than opinions."*

**Michael Allen**

**Director of Engineering Technology, Burns & McDonnell**

## **RESULTS**

Burns & McDonnell was able to realize both immediate and continuous results with the help of Open IT's solutions.

### **COST OPTIMIZATION**

One of the more immediate results of monitoring software usage for Burns & McDonnell was discovering underutilized and unnecessary licenses. This discovery helped the company to save as much as 25% of their total engineering software spend.

For instance, the company had two (2) licenses of an application that cost \$40,000 each annually. The two users of the said application insisted that their license was critical to their work. Both insisted that they use the application all the time. However, utilization reports showed that they each used it for only a couple of hours a week. With that utilization, both users could coordinate their efforts and just share one (1) license, thus saving \$40,000 in annual software spend. However, looking at their usage from the previous year, the users realized that they barely used the application and could not justify its cost. So, the company was able to save \$80,000 for this application alone by simply assessing its cost against the actual need to use it.

When emails were sent out detailing the users' respective accounts, entitlements, and the cost of their usage for the year, some users responded that they had no idea how they obtained licenses for applications that they never used. Some had used the licenses for previous projects, but no longer needed them. On the other hand, some users responded that they did not need the kind of entitlement that they had. Based on the user feedback they received, IT was able to determine the right kind of entitlement for each user. Some users were able to adjust from a \$2000 license down to a \$100 license, which is a 95% reduction. By simply showing this information to stakeholders and matching each user's entitlement to their responsibility, the company was able to reduce their software spending by \$700,000 a year.

In addition, when many of their O&G projects were put on hold due to the downturn in the O&G industry, they were able to recover \$350,000 a month in leased licenses. Without the insights they received from Open IT, they would have continued spending that money for the next nine months while the market recovered.

### **TRANSPARENCY**

The new processes that the company implemented promoted transparency between IT and the other departments. They were able to discuss the cost, availability, and usage of software resources with their stakeholders. This resulted in better relations between them and began a valuable partnership towards IT cost optimization. Dialogue based on data made it easier for management to communicate with their employees. This encouraged them to participate in strategies that would drive growth, increase productivity, and reduce unnecessary spending.

This transparency provided a positive impact to the behavior of the company's stakeholders. It raised awareness among users on how their actions affected the organization. This led them to become more efficient in the use of resources. The availability of data transformed the end users' approach to their software – from an emotional to a fact-based perspective. In the end, the flow of information within the organization made it possible to right-size the number of licenses and match the appropriate entitlement to the user's role.

### **DIGITAL TRANSFORMATION**

Burns & McDonnell was able to generate standardized reports for their different vendors and licensing models through Open IT. This enabled them to remain agile as vendors, such as Autodesk and Hexagon, introduced

new technologies and licensing models. The insights provided by Open iT allowed them to pivot to new technologies more quickly and seamlessly. For example, the insights into denials and max usage allowed them to efficiently transition into Hexagon's new licensing model.

Using Open iT reports, they were also able to take another look at their business cycle. They compared their data usage patterns to the cases of license denials. As a result, they made appropriate adjustments to their schedule and this led to an increase in work output.

Looking at the Open iT heatmaps, Burns & McDonnell was able to drive global development by comparing the time slots across the globe with the applications' activity levels. Instead of hiring additional workers and increasing the number of licenses, the reports showed that they could maximize their current investment and save money by shifting their operations to a global work schedule.

The company also leveraged the usage reports to renegotiate with their software vendors. This aligned their purchased entitlements with their current business models. Utilizing a single dashboard also made it easier for management to keep track of their license information. This visibility has greatly reduced their compliance risks and allowed them to be better prepared for license agreement renegotiations.

Actionable information led to more efficient decision-making and greater agility in the ever-changing IT landscape. This ultimately brought Burns & McDonnell significant savings and allowed them to turn challenges into a competitive advantage.

## About Open iT

Open iT offers flexible software usage metering and management tools that can significantly enhance the service value and business viability of any company seeking to deliver the best available IT solutions to its clients. We provide advanced hardware and software usage reporting and optimization solutions. Our customers use Open iT tools and services to reduce IT costs, increase performance and support business process improvements.

Open iT software enables fully customizable usage reporting, granular chargeback for hardware and software usage, and automated, industry-leading license harvesting capabilities across Windows, Unix, and Linux platforms. Open iT metering and optimization tools equip Software and IT Asset Managers with advanced usage metering across different license managers, in addition to other applications and web applications not using license managers.

## For More Information

Send email inquiries to [sales@openit.com](mailto:sales@openit.com) on any or all of the software solutions that may best fit your organization's needs, or visit our website ([www.openit.com](http://www.openit.com)) for more information.

We welcome customer feedback and offer help with technical questions through [support@openit.com](mailto:support@openit.com).



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