YOUR  
LOGO

**COMPANY NAME**

SOFTWARE-LICENSE OPTIMIZATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your software-license optimization efforts. We help organizations reduce costs, stay compliant, and maximize the value of their software investments.  
  
This proposal outlines our approach to assessing and optimizing [Client Name]’s software licensing.

# Project Objectives

The primary goals are:  
  
- Identify underused or redundant licenses  
- Ensure license compliance and audit readiness  
- Optimize license allocation and user access  
- Recommend cost-saving opportunities and license models

# Proposed Services

Our software-license optimization services include:  
  
- License inventory and usage assessment  
- Vendor contract and entitlement review  
- Compliance risk identification and mitigation  
- Optimization recommendations (e.g., user tiers, bundling)  
- Reporting and roadmap for ongoing governance

# Scope of Work

Scope includes:  
  
- Initial data collection and stakeholder interviews  
- Analysis of active vs. inactive users and tools  
- Cross-reference with vendor terms and usage rights  
- Delivery of optimization plan and savings estimates  
- Optional support for negotiation or tool implementation

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Assessment & Data Collection | Gather software inventory and usage data | [Start Date] |
| Analysis & Risk Review | Assess compliance and usage patterns | [Date] |
| Optimization Plan | Develop recommendations and savings roadmap | [Date] |
| Presentation & Support | Deliver findings and assist with next steps | [Completion Date] |

# Pricing

Estimated cost breakdown for license optimization consulting:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Data Assessment | Collect and assess license data | [Amount] |
| Compliance Review | Evaluate risks and vendor agreements | [Amount] |
| Optimization Report | Provide recommendations and ROI estimates | [Amount] |
| Optional Support | Assist with implementation and vendor negotiation | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a technology consulting firm specializing in IT asset management, cost reduction, and software compliance.  
  
- Experience: [X] years in license audits, SAM, and IT procurement  
- Expertise: Microsoft, Adobe, Salesforce, Autodesk, and more  
- Mission: To empower IT leaders to optimize software spend while minimizing legal risk

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: License audit and optimization for a multi-site engineering firm  
- Outcome: $150K in annual savings and audit risk mitigation  
  
Testimonial:  
“[Your Company Name] gave us transparency and control over our software assets. Their recommendations were clear, actionable, and delivered real savings.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon delivery of final report.  
Service Scope: Includes discovery, analysis, and reporting.  
Client Responsibilities: Provide access to license usage data, user lists, and vendor agreements.  
Adjustments: Any changes to scope or schedule must be agreed upon in writing.

# Acceptance

To approve this software-license optimization proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_