

Valuable tips from the insurance provider AOK Lower Saxony

Frictionless sale of 2000 used Microsoft licences

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Licence surplus at AOK



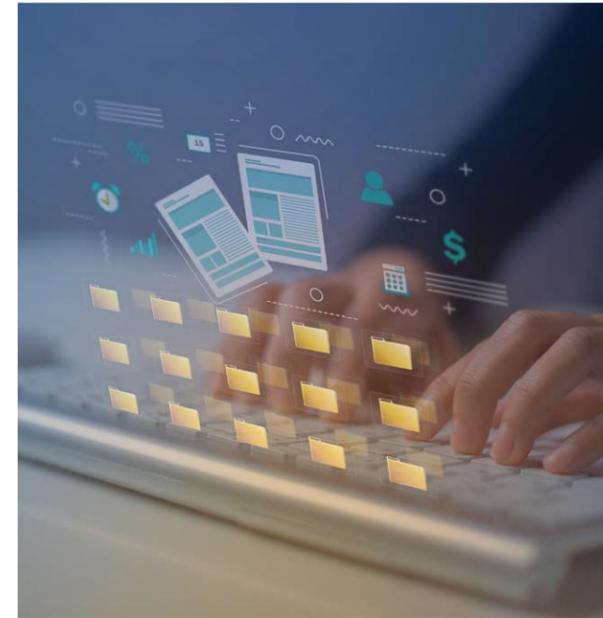
Around three million people are insured with AOK Lower Saxony health insurance fund. They are looked after from the head office in Hanover and from over 100 branches in the northern state of Germany.

In 2020 - in the wake of the corona pandemic - a large part of the workforce had to be equipped with software for working from home. „That had to happen really quickly!“ says Tobias Krich, now Licence Coordinator at the insurance company. In order to make this possible at short notice, everything had to be used. „Even private laptops.“ and those needed the right software first. As such a purchase was not included in the health insurance company’s budget, the IT department looked for ways to procure Microsoft licences more cheaply by legal means than through the manufacturer. As a result, Office 2019

Professional Plus was purchased second-hand for 2,000 laptops.

The year is 2023 and some employees have fully returned to their offices. The laptops of those who continue to work remotely or hybrid have long since been replaced by company-owned devices. This means that the software licences purchased at the time are no longer needed. So the IT department expressed a desire to sell them. „They don’t have to lie around!“

Tobias Krich, who was still working at AOK Lower Saxony as part of his dual study programme at the time, was given the task of taking care of this. He had no experience with licences, no idea how software sales would work and hardly any points of reference to help him in this endeavour. So he googled.



And found what he was looking for on the web. He obtained various comparative offers. His enquiry to MRM Distribution GmbH was a stroke of luck! Sebastian Barone, Senior Manager for the purchase of used Microsoft licences, got in touch. „Mr. Barone approached me very quickly“, while the others took their time. As it turned out, he also made AOK the best offer: 12 euros per Office 2019 Professional Plus licence. The decision was made.

Compiling the documents

Tobias Krich learnt a lot about software management during this time. Especially about licence agreements and software keys. „In the summer of 2023, when we decided to sell, the previous licence management of AOK Lower Saxony turned out to be problematic,“ he recalls. Sebastian Barone helped his customer, for whom this was all new territory, through the process. He gave him the necessary documents to be able to prove a complete chain of legal rights for the licences. These were the licence agreements from the original purchase, invoices as proof of purchase, all licence keys and a declaration of destruction to be signed by AOK

Lower Saxony. Sebastian Barone also told him where he could request these documents: Invoices in the financial accounting department; contract documents and other licence documents are usually held by the IT department.

Good licence management helps

„If licence management doesn’t provide a good overview of all software assets, things get tricky,“ reports Tobias Krich. It was difficult for him to get an overview because the 2000 ‚special licences‘ were not stored in the VLSC because they had not been obtained directly from Microsoft. However, he received a folder with the invoices, contracts and licence keys from the IT manager who had purchased them. The latter were entered in an Excel list. Tobias Krich was not sure whether he knew the entire image of the assets to be sold. Sebastian Barone helped again. He checked the keys and realised that the ones in the Excel list were incorrect. The ones from the VLSC were valid, but did not match the 2000 Office packages that were for sale. He gave the tip to enquire with the original seller. And indeed: the keys were blocked and could be unlocked. A new check by MRM provided 100 per cent certainty that everything was now correct.

SELLING LICENCES WAS NEW TERRITORY FOR ME. MRM HELPED ME TO FIND OUT WHERE TO FIND THE NECESSARY DOCUMENTS IN OUR COMPANY, WHETHER THE KEYS WERE CORRECT,...

TOBIAS KRICH, LICENCE COORDINATOR, AOK LOWER SAXONY

Transparency in the sales process

„It happens time and time again that companies start searching once they have decided to sell software,“ explains Senior Purchasing Manager Barone. As in the case of AOK Lower Saxony, several phone calls and emails are usually necessary. „Mr Krich showed maximum transparency towards MRM and always kept me informed about intermediate statuses, obstacles and delays,“ he enthuses. He would like to see such structured correspondence more often. „90 per cent of our consultations took place by email and thus form a comprehensible correspondence!“

Because Tobias Krich spoke so openly about his internal challenges, Sebastian Barone was able to help him in the best possible way, which ultimately led to the planned sale. AOK Lower Saxony received the five-figure sum shortly after the licence agreements, proof of purchase, licence keys and a declaration that these had been destroyed within the company.

Meanwhile, Tobias Krich has become the licence coordinator at AOK Lower Saxony. Together with colleagues from IT, he has set up and implemented processes for

professional software asset management. He is grateful for the understanding that was shown to him. „Mr Barone literally guided me through the sales process. I hadn't expected so much support, because after all, WE wanted something from MRM!“

I HADN'T EXPECTED SO MUCH HELPFULNESS. AFTER ALL, WE WANTED TO SELL SOMETHING. MR BARONE GUIDED ME THROUGH THE ENTIRE PROCESS AND ALWAYS SHOWED UNDERSTANDING FOR THE DELAYS ON OUR PART. IT WAS A GREAT COLLABORATION.



TOBIAS KRICH,
LICENCE COORDINATOR,
AOK LOWER SAXONY

This is what the licence coordinator advises companies when selling used software assets:



1. be very aware of which licences you want to sell.
2. find out in advance which documents are needed and obtain them.
This speeds up the process immensely!
3. check that everything is correct (e.g. licence keys)
4. an existing licence management system in the company simplifies the sale.
5. assign a person to the project. Selling licences 'on the side' is not recommended because the process takes too long. Existing offers then expire!