



## CASE STUDY: PRINCES FOODS

### Software Asset Management

Princes is the number one importer and one of the leading suppliers of Canned Foods within the UK, leading the market for Canned Fish, Canned Meat and sandwich solutions. Princes has an expanding business across mainland Europe, supplying a portfolio of market leading brands. Princes is also the UK's third largest supplier of Soft Drinks.

Princes employs over three thousand people across many sites in the UK, Holland and Mauritius, as well as owning market leading brands like Princes, Napolina, Shippams and Jucee. The company also supplies retailer brand products to major UK and European retailers across all its categories.

#### CHALLENGE

Having made significant investment in a market leading network management and monitoring system thus enabling the provision of essential audit information, the IT team felt it essential that this investment be supported by best practice procedures to ensure long

term control and a positive return on the investment.

The company had planned its growth both organically and through acquisition so it was vital that any policies created were able to cope with the present demands but also be expandable to cover the integration of newly acquired businesses.

“We were determined to move away from the usual, project based approach to software asset management and weave the business processes into our day to day business management culture”

NEIL CREW, IT DIRECTOR, PRINCES

## SOLUTION

SAMpartners Ltd was selected to carry out two essential projects: ratify Princes' licence compliance position and also to deliver a road map detailing the steps required to implement best practice regarding the management of their software assets.

To create the required deliverables SAMpartners carried out extensive research with Princes' major software suppliers and matched the information available to audit data and the actual licence details. Combined, this information verified the licence compliance position.

SAMpartners then carried out its unique SAMcheck® service to assess the existing SAM procedures and deliver back a road map detailing the steps required to move towards a full SAM infrastructure.



## BENEFITS

The implementation of Software Asset Management procedures underpinned by an effective technical solution for network monitoring has enabled Princes to gain a complete picture of the installed asset base.

With this clarity has come the ability to purchase and manage correct licensing solutions including maintenance and future-proofing upgrades and revision ensuring that all investments made are entirely appropriate for present and future business needs.

In addition, it is expected that this powerful combination of process and technology will form a vital part of the due diligence that is undertaken prior to the purchase of new businesses in any part of the world.

Neil Crew, IT Director commented “we were determined to move away from the usual, project based approach to Software Asset Management and weave the business processes into our day-to-day business management culture”.

He continued “we have always had a positive disposition to adhering to the requirements of our software licences and the move to the deployment of management tools supported by the



policies and procedures was the next progressive step to enable us to capture, manage and control our assets”.

Princes Foods now has the opportunity to manage their assets through their complete lifecycle and ensure they enjoy the most advantageous purchasing agreements, improved upgrade planning and improved relationships with key suppliers.

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

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