Hardware and Licensing

Hardware and Licensing

Enterprises spend vast sums every year on hardware, software and associated maintenance support. And yet for much of this spend the commercial negotiations and contractual relationships are commonly indirect, as the OEMs push customers to purchase through value added resellers (VARs). That two-step relationship introduces a layer of complexity that regularly results in non-optimal pricing and commercial arrangements. Add to that a rapidly evolving market for IT infrastructure products in which the OEMs' pricing models are increasingly shifting to subscription licensing models for device software, the desire for "as-a-service" models and the rising prevalence of enterprise agreements, and it can be hard for IT buyers to keep up.

TC2 helps its clients to navigate and stay current with this ever-evolving marketplace. We support our clients in developing strategies that deliver best in class discounts and pricing for OEM products and support, and market leading arrangements for VAR purchase contracts. We support the negotiation of enterprise licensing agreements for a range of infrastructure software, subscription services and SaaS arrangements. And we are experts in working with our clients to secure robust software and hardware support contracts, maintenance agreements and warranty services.