



# A Cost-Effective Compliance Strategy

**Full license compliance at lower costs:  
Basler Kantonalbank (BKB) achieves these goals with  
Software Asset Management from Matrix42 and a  
Managed Service from Crayon.**

## Mastering Complexity in License Management

Since its founding in 1899, Basler Kantonalbank has been rooted in the Basel region and is now primarily active as a universal bank in Northwestern Switzerland. Measured by balance sheet total, the BKB group is among the ten largest Swiss banks. With approximately 1,000 employees, the bank offers a comprehensive range of services to private and corporate clients as well as institutional investors. The strategic focus on sustainability and customer proximity also positively impacts the results. BKB has grown profitably in recent years and now stands stronger and more secure than ever, 125 years after its founding. For managing its diverse processes, BKB uses more than 100 different applications around the core banking system Avaloq. BKB places great emphasis on always using business applications in compliance with licenses and being able to demonstrate compliance transparently at all times.

The demands on license management have increased significantly in recent years. On one hand, there is now a huge variety of different license and subscription models that BKB must consider in its daily business. Depending on the manufacturer, software packages are billed based on users, transactions, or other metrics. On the other hand, the increasing virtualization of IT resources has further increased complexity, as many manufacturers offer special conditions for operating applications in virtual infrastructures or cloud environments. Not to forget are the license obligations in various sourcing scenarios. Even if the cantonal bank lets applications be operated by external partners, there is often an obligation to provide licenses or other supplementary software products.

The software previously used for license management eventually no longer met BKB's requirements. „The solution was ultimately only designed to count licenses," explains Martin Bernhardt. „We couldn't map complex license models with it. That's why we decided to switch to a more powerful solution and additionally rely on the expertise of an external service provider."



**With Matrix42, we can demonstrate compliance with a manufacturer's licensing provisions at the push of a button, without having to pull reports for days and laboriously evaluate them.**

Martin Bernhardt, License Manager,  
Basler Kantonalbank



## Cost Savings Through License Optimization

After market research and comparing various products, BKB opted to use Matrix42 Software Asset Management (SAM). The solution impressed with both its ease of use and its extensive range of functions. For example, the necessary license data can be captured very quickly via standardized interfaces. The License Intelligence Service from Matrix42 independently identifies the software products used and automatically provides information on license models, metrics, and downgrade options. In addition, Matrix42 SAM offers special add-ons for leading manufacturers like IBM, Oracle, or others. „These additional functions facilitate full compliance with the license models of these providers," says Bernhardt.

The License Manager also emphasizes that Matrix42 was fully committed to the project at BKB from the start. „The specialists from Matrix42 gave us many suggestions that went far beyond the mere product introduction. Ultimately, it was about how we could optimally set up the processes around license management and what stumbling blocks to consider. This input was very helpful for us."

After deciding on Matrix42, BKB implemented the Matrix42 solution in its own data center. The operational tasks around Software Asset Management have been largely delegated to the external partner Crayon Switzerland AG by the banking group. The service provider's experts continuously update and analyze all relevant license information and discuss the results once a month with BKB. For example, Crayon identifies areas where there is currently over-licensing – or where license renewals are imminent.

BKB was able to realize added value and uncover unused potential shortly after implementation. For instance, it was determined that there were too many licenses in one area that were urgently needed elsewhere. The IT department simply had to reallocate the licenses, thus saving a significant investment. „Through such license optimizations and the discontinuation of no longer needed applications, the investment in professional Software Asset Management partially finances itself," says Martin Bernhardt.

Managing Compliance Risks

Today, BKB also uses the information from Matrix42 SAM for a cross-check with the inventory data managed by another solution. Matrix42 has built special reports for the banking group that perform a comparison with the inventory system and make deviations visible. This way, notebooks that were not listed in the inventory but still contained licensed software were identified multiple times.

A comparison with the license information from partners is also possible with Matrix42 SAM. For a software solution operated by a sourcing service provider of BKB, the cantonal bank must provide licenses. Today, the sourcing partner can deliver the required licenses script-based – and BKB retains full oversight of the used resources.

„I generally recommend today that every company take the issue of license management seriously,” emphasizes Martin Bernhardt. „Even in smaller environments, significant financial risks threaten if the use of the software does not comply with the manufacturer’s licensing conditions. We can now exclude these risks with the solution from Matrix42 and the Managed Service from Crayon.”

### Transparency Enables Better Decisions

At the same time, the Software Asset Management of BKB provides valuable pointers for proactive management and procurement of software products. „Ultimately, the solution provides us with the facts to make the right decisions for the further development of our software landscape,” says Bernhardt.

The detailed reports on the actual use of software make it easier to calculate future licensing needs – and thus, for example, to better estimate the costs for new projects in advance. Moreover, BKB can now compare the pros and cons of different license models based on concrete numbers and is thus in a better negotiating position with software providers and IT service providers.

BKB has already successfully conducted several audits with smaller software manufacturers using the new solution. Sometimes it took only 15 minutes to create and transmit the requested reports. „Ultimately, the solution also contributes to the good reputation of BKB,” concludes Martin Bernhardt. „Our suppliers can rely on us really having license management under control.”



**The Software Asset Management from Matrix42 and the support from Crayon let us sleep more peacefully.**

Martin Bernhardt, License Manager,  
Basler Kantonalbank

# One Company to Accelerate AI-powered Service Management

## About Matrix42

Matrix42 helps you Digitalize and Automate Your Work. Our ambition is to be the leading European provider of Enterprise Service Management software for both public and private sector customers.

With our flexible platform, you can manage IT and business processes, assets, end points, and identities for improved productivity, agility, security, and employee experience. We deliver the Cloud Your Way, meaning you choose how to consume our technology: public, regional or in your datacenter, all with a compelling total cost of ownership.



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