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| **Job Title:** | License Analyst | **Contract/Dept:** | Recurring Services |
| **Reports To:**  **(Job Title)** | Andy Robertson | Reports: |  |
| **Location:** | UK | **Post Holder:** |  |
| Created By: | 1. Robertson | **Date Created:** | 18/10/2023 |
| Owner: | 1. Robertson | **Line Manager:** | A.Robertson |

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| Inciper values:  We believe in working with our clients, not for them. By working in a more personal way, we can support organisations across an entire programme lifecycle, securing buy-in from the right stakeholders and responding to developments as they happen. Inciper has a proven record of delivering strategy development, delivery frameworks and operational support that drives business value – on time and within budget.  Inciper work differently because we think differently. Since launching, Inciper has had one vision – to be the go-to consultancy for organisations looking to benefit from improved ways of working powered by Microsoft technology.  This vision feeds into everything we do and is instrumental to the flexible, agile, outcome-focused approach we adopt in all our projects. In other words, if what we are doing doesn’t deliver a direct value for our clients, we question why we are doing it.  There is no reason for business leaders to have to wait months and sometimes years to see any value from their Microsoft Business Application investments. Our approach enables clients to see progress from day one and realise ROI quicker. |

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| Job Purpose:  We are looking for a Microsoft Cloud License Analyst who is highly motivated and detail-orientated to join our Recurring Services team. In this role, you will be responsible for increasing license revenue and margin across our clients.  You will have responsibilities across our client engagement lifecycle:   * Providing license estimates to the sales team to ensure solutions are correctly costed based on client requirements. * Supporting the sales team in defining licensing contracts. * Managing procurement and ongoing administration of client licences. * Supporting the finance team to ensure licenses are accurately invoiced. * Proactively managing and reporting on our portfolio of licence engagements with our clients. * Proactively manage license renewals to ensure continuity of service and revenue.   Whilst most of the Microsoft licencing for our clients is provided through the Microsoft Cloud Solution Provider (CSP) program, where customers purchase licences through licensing programs other than CSP, you will manage the claims process to ensure Inciper receives appropriate recognition and incentives.  Whilst the role's main focus will be licensing for Microsoft Business Applications (including Dynamics 365, Power Platform and Fabric) and Azure, responsibilities will also cover licensing for Microsoft 365, third-party ISVs and Inciper’s own product offerings.  The role will require you to work with our clients and audit their licensing. You will advise on recommendations to optimise the client’s licensing to best meet the client's requirements.  This position requires a blend of technical knowledge, analytical skills, a deep understanding of Microsoft licensing and incentives and effective communication to manage and optimise licensing, thereby driving higher revenues and margins into the business. You will keep abreast of Microsoft licensing and inform all relevant stakeholders of all important changes or opportunities that could benefit Inciper or our clients. |

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| **Key Tasks:** |
| The License Analyst will perform the following key tasks:  License Allocation and optimisation   * Responsible for providing estimates and quotes for license requirements for all new opportunities to the sales team. * Supporting the sales team by producing appropriate licensing content for all proposals * Responsible for procuring the appropriate licenses for the delivery teams and the client through the delivery process and into production and support. * Continuously seek opportunities for clients to ensure they are optimally licensed through regular audits. * Ensure Inciper are attached to all applicable license opportunities with Microsoft.   License Management   * Maintain an accurate record of all Microsoft Cloud licenses, subscriptions, and associated contractual agreements across our clients in delivery and support. * Responsible for ensuring all clients are invoiced correctly for license and consumption, working with the finance team in the month-end billing process. * Proactively manage and take responsibility for all license renewals with the sales team and client to ensure continuity of service and revenue. * Monitor license utilisation to ensure the allocation is optimised and make appropriate interventions if not. * Proactively identify and take action to address compliance issues or discrepancies. * Maximise the revenue and margin to Inciper from all Microsoft Cloud licenses. * Manage licensing agreements with any third parties.   Vendor Relations   * Use appropriate channels to stay updated on Microsoft Cloud licensing changes and options. * Work with Microsoft to maximise all incentive payments available to Inciper through licensing. * Work with all applicable third parties to maximise revenue from third-party licensing agreements.   Reporting and Analysis   * Report regularly on client license allocation, usage, costs and compliance. * Report on any non-compliance of license terms * Ensure all due license revenue and incentive payments are billed and collected. * Analyse licensing data to identify opportunities to maximise license revenue and margin for Inciper.   Compliance and Auditing   * Create and execute a consulting offer to audit client license allocations to ensure compliance and propose recommended optimisations.   Training and Awareness   * Provide guidance to internal stakeholders regarding licensing policies and best practices. * Stay up to date with all applicable Microsoft Licensing terms, and act as a company Subject Matter Expert for Licensing. * Communicate across the business all key changes to Microsoft Cloud licensing terms * Communicate licensing changes to clients and create and execute tailored action plans to optimise if applicable. |

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| **Other Tasks:** |
| N/A |

## **Person Specification**

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| **Job Title:**  (& Grade) | License Analyst | **Department:** | Recurring Services |

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|  | **Essential** | **Desirable** |
| **Education** | Bachelor's Degree or equivalent work experience |  |
| **Skills & Knowledge** | * Knowledge of Microsoft Cloud platform with a focus on Microsoft Business Applications and Azure * Certification in Microsoft Licensing or equivalent * Exceptional analytical and problem-solving skills * Proficiency in data analysis and reporting * Effective communication and negotiation skills * Strong attention to detail and accuracy * Ability to work collaboratively in a team and independently. | * Experience with License optimisation tools and software |
| **Experience** | * Proven experience in managing Microsoft Cloud licenses and subscriptions. * Deep understanding of Microsoft licensing models and terms * Experience in license consulting. Assisting clients with license optimisation | * Employed by Microsoft or other SI / Consultancy in a licensing role |

*Please Note:*

*All details are provided for guidance only; they do not necessarily limit the responsibilities and accountabilities of the job. Full details of employment terms are provided within offers of employment, and appropriate policies within the Company.*