

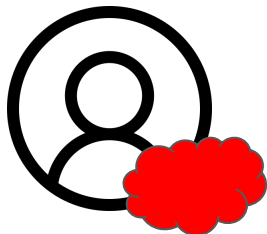
WHAT IS OptimizeIT?

Softwatch' OptimizeIT provides a unique BI tool to assess customers' readiness to **move to cloud-based productivity suite** with planning, executing and monitoring cloud transition projects and rightsizing Microsoft license spending.

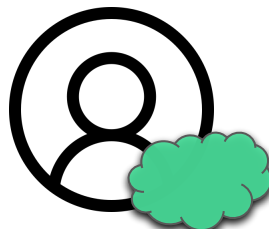
HOW DOES IT WORK?

By utilizing OptimizeIT, you will be able to **maximize and accelerate the adoption of G Suite licenses and migration projects** while **uncovering the real usage** of MS Office, as well as identifying your collaboration culture. This unparalleled data will allow you to **make more informed and confident decisions on your cloud migration projects** while ensuring that your employees' productivity is maintained and even improved!

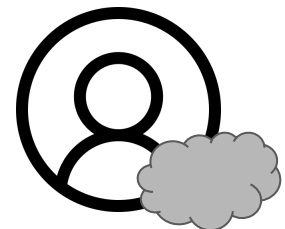
OptimizeIT collects data on various productivity and Shadow IT applications and analyses the app usage from the **Interactivity** point of view, while segmenting the employees into the following categories:



Heavy editors those who interact with the app over a certain threshold



Light editors those who interact with the app less than a certain threshold



View only/Inactive editors those who only view/don't interact with the app at all

HOW CAN OptimizeIT HELP YOU?

- **Lower TCO and Operational Costs** by moving to cheaper, cloud-based solutions
- **Understand the real usage** of various applications/cloud services, e.g. email, MS Office, G Suite, Cloud Storage, Macro usage, Collaboration and more
- Assess the **real magnitude of change & ROI** for your cloud migration initiative
- Improve **visibility of Shadow IT** within your organization
- **Optimize** productivity suites environment
- **Improve collaboration** within your organization and therefore its productivity

The synergy between Softwatch OptimizeIT and CBAR solutions drastically increases your cost saving potential on productivity suites' licenses, adoption projects & cloud transition.