

Case Study

# Smarter Licensing, Leaner Ops

USD 4.4 Million in Savings for a Leading  
Global Media Company





## Client

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A dominant force in the global media and entertainment industry, the client is renowned for its iconic franchises, immersive theme parks, and industry-leading presence in the direct-to-consumer streaming market. Frequently featured among the top performers on the Fortune 500 Entertainment list, it stands as a benchmark for creativity, audience engagement, and operational excellence.

With a diversified portfolio spanning film, television, and live experiences, the client continues to shape cultural conversations and redefine entertainment experiences for audiences worldwide.



## Market dynamics : Redefining platform value with a shifting media landscape

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The media and entertainment industry is navigating a critical phase of transformation. With the explosion of streaming services and the growing demand for hyper-personalized, on-demand content, companies are under constant pressure to innovate while staying operationally lean. This shift has placed enterprise platforms like ServiceNow at the center of digital enablement, helping organizations modernize technology, enhance responsiveness, and automate at scale.

Yet, this modernization journey comes with its own set of complexities. As platforms expand to support more functions across IT, operations, and business workflows, enterprises often struggle with visibility, governance, and enterprise cost optimization. Disparate licensing practices, underutilized entitlements, and limited clarity into platform roadmaps can lead to inefficiencies and missed opportunities to reinvest in innovation. In an industry where agility and scalability are non-negotiable, a fragmented licensing strategy or unmanaged platform sprawl can quietly erode long-term value.

For organizations like our client, realizing the full potential of ServiceNow required more than just adoption—it called for structured optimization, strategic oversight, and a flexible model that could evolve with changing business needs.



## Challenges



### Escalating licensing costs

Rising ServiceNow expenses were unmanaged due to the absence of a structured optimization framework.



### Over- and underutilized licenses

Many licenses were either over-allocated or unused, resulting in financial inefficiencies.



### Compliance and governance gaps

Inadequate visibility into license usage, renewals, and compliance tracking created audit and reporting challenges.



### Inflexible license management

The lack of an adaptive license model made it difficult to reassign or optimize licenses as needs evolved.



### Unpredictable renewal cycles

Disconnected renewal processes led to last-minute decisions and unexpected cost fluctuations.



### Limited insight into platform roadmap

Lack of visibility into upcoming ServiceNow features affected strategic alignment and planning.



### Missed reinvestment opportunities

Savings from license optimization couldn't be redirected to high-priority IT initiatives due to a lack of structured channels.



### Lack of centralized oversight on licensing strategy

The client lacked a unified framework to manage, track, and optimize ServiceNow licensing across departments, leading to inefficiencies and missed enterprise cost optimization opportunities.



## LTIMindtree solution



### **Strategic price locking and future-proofing**

Tackled unpredictable licensing costs by securing fixed-rate terms, protecting the client from sudden budget overruns.



### **License governance and compliance**

Introduced continuous monitoring and reporting mechanisms to improve visibility into usage, renewals, and compliance, thereby avoiding financial penalties.



### **License swapping and step-ins**

Enabled seamless reallocation of unused licenses across teams, mitigating over-provisioning and underutilization.



### **Dynamic license allocation framework**

Established a usage-based reallocation model to ensure licenses were always right-sized and deployed where needed, reducing waste and boosting operational agility.



### **Predictive renewal planning and roadmap alignment**

Designed a structured, insight-led renewal approach that eliminated cost surprises and aligned license investments with ServiceNow's platform roadmap.



### **Secured pricing and predictable renewals**

Negotiated favorable pricing through the MSP framework to maintain cost stability and eliminate fluctuations during renewal cycles.



### **Early access to innovation**

Provided forward-looking visibility into ServiceNow products and features, allowing the client to align planning and budgeting with upcoming features.



### **Service credits and value-added benefits**

Delivered USD 1.5 million in service credits, enabling reinvestment in IT modernization and additional operational initiatives.



### **ServiceNow MSP license optimization**

Leveraged LTIMindtree's Elite MSP framework to unify license management, drive savings, and embed governance across departments.



## Business benefits



Reduced renewal costs with optimized licensing, resulting in savings of USD **4.4** million, reflecting a **9.37%** reduction in SKU renewal costs.



Through forward-looking planning and bundling strategies, the client achieved **USD 1.7** million in committed savings for the second-term renewal, marking a **4%** reduction.



The client unlocked USD **1.5** million in service credits and discounts, enabling additional IT investments without increasing budget outlay.



With governance mechanisms in place, periodic assessments improved tracking, reduced audit risks, and enhanced platform accountability.



License swapping and step-in capabilities improved responsiveness across teams, addressing usage imbalances without delay.



Achieved predictable IT spend with locked-in pricing and structured renewal cycles negotiated via the MSP framework.



## Conclusion

By partnering with LTIMindtree and adopting a Managed Service Provider (MSP)-led approach to ServiceNow license optimization, the client achieved significant cost savings and enhanced governance while improving operational flexibility. The initiative transformed a fragmented licensing landscape into a structured, forward-looking strategy—enabling smarter renewals, improved compliance, and greater agility across business units. Ultimately, it helped the client maximize the value of ServiceNow as a scalable enterprise platform, purpose-fit for the pace and complexity of the media and entertainment industry.





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