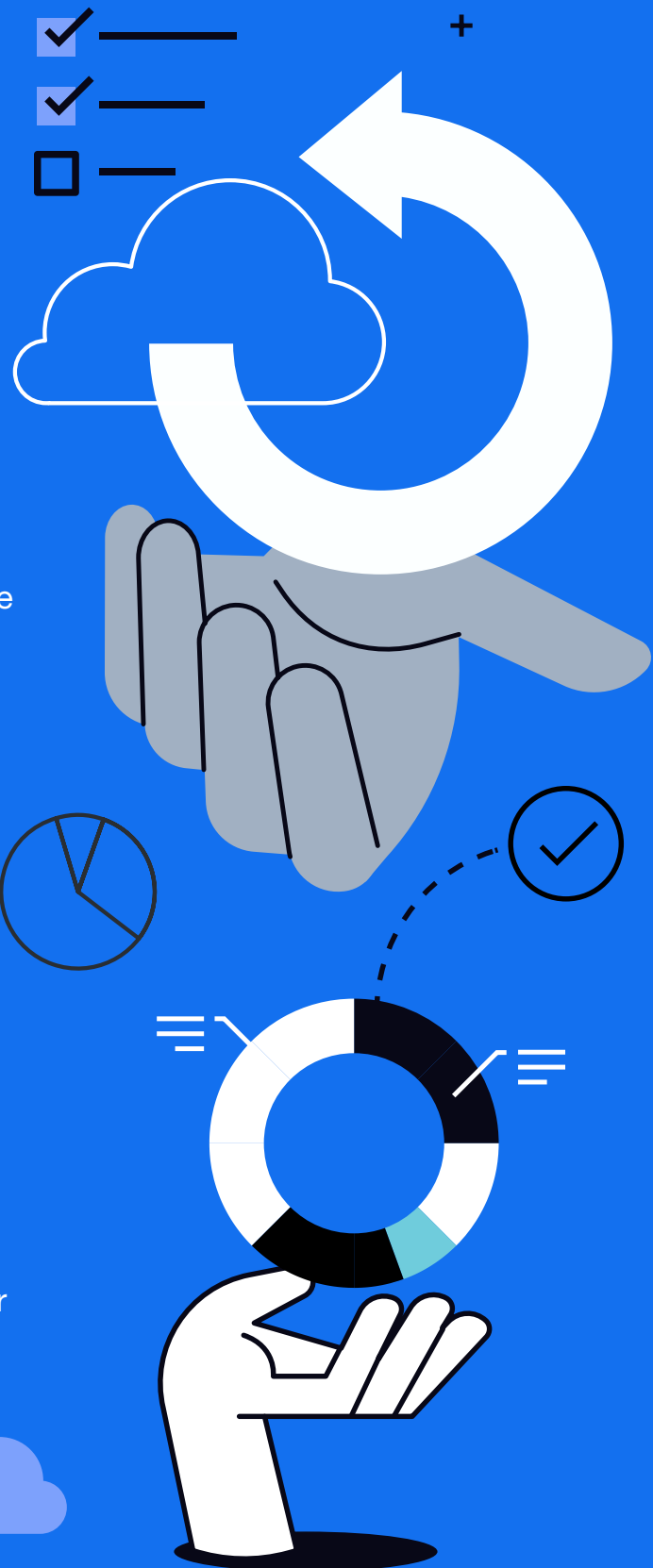


Supporting Akita & Cousins Through Licensing, Expertise & Partnership

Akita, a trusted Microsoft partner, approached Ingram Micro with a critical customer requirement. Their end-user, Cousins, needed to migrate to Microsoft Dynamics 365 and had set an aggressive project timeline. The customer required their new cloud environment to be built immediately to meet deployment deadlines.

However, a major commercial obstacle stood in the way: Cousins still had eight months remaining on their existing on-premise licensing agreement. Transitioning to Dynamics 365 right away would result in significant overlap costs, effectively creating a period of double payment. This presented a hesitancy to move forward and threatened the project timeline.

To maintain Akita's momentum with their customer - and to ensure Cousins' transformation could begin on schedule - strategic guidance and licensing expertise were essential.



The Challenge

Cousins' priority was clear: move to the cloud quickly without incurring unnecessary costs. But beginning their cloud licensing commitment early risked a substantial financial burden.

Key challenges included:



Avoiding double payment during overlap between on-premise licensing and new cloud subscriptions



Securing relief or incentives to offset the cost of early transition



Providing rapid, accurate licensing guidance to support tight project timelines



Preserving customer confidence for both Akita and Cousins during a high-stakes migration



Akita needed a partner who could navigate Microsoft's licensing ecosystem, uncover the right incentives, and deliver a commercially viable pathway to the cloud - quickly.

This is where Ingram Micro stepped in.

Ingram Micro's Engagement

Ingram Micro engaged directly with both Akita and Cousins to evaluate licensing, migration timelines, and commercial risk.

Our team brought specialised Dynamics 365 licensing expertise to the table, helping the customer understand available options while identifying areas where financial pressures could be reduced or eliminated.

Through collaborative workshops and accelerated commercial reviews, Ingram Micro:



Assessed Microsoft incentives applicable to Cousins' scenario



Explored opportunities to offset overlapping licensing commitments



Provided strategic recommendations aligned with project timelines



Enabled Akita to deliver clear, confidence-building guidance to their customer

Our goal was simple

Ensure Akita and Cousins could proceed with the migration **without sacrificing budget or timing.**



Licensing Expertise Applied

To support the customer's transition, Ingram Micro conducted a comprehensive evaluation of Microsoft programs designed to encourage cloud adoption.

This included:

- **Reviewing all eligible Dynamics 365 incentives**
- **Identifying mechanisms to mitigate double-licensing periods**
- **Aligning commercial terms** with Cousins' go-live schedule
- **Ensuring long-term savings**, not just short-term relief

Through this analysis, we pinpointed two major programs that would transform the customer's commercial outlook.



Microsoft Incentives Secured Post-Deployment Accelerator Funds

Ingram Micro successfully secured Post-Deployment Accelerator funding on behalf of Cousins, providing substantial offset against the early cloud commitment. This funding eased immediate financial concerns and allowed Akita and Cousins to move into the build phase without hesitation.

Bridge to Cloud 2 – 40% Discount

Additionally, Cousins qualified for **Microsoft's Bridge to Cloud 2 promotion**, unlocking a **40% discount on their Dynamics 365 licensing for three years.**

This long-term discount not only neutralized the short-term overlap cost but delivered significant savings throughout the customer's cloud journey. It also reinforced confidence in proceeding with the migration at the required pace.

Conclusion

This engagement showcases the value of Ingram Micro's partnership model: deep licensing expertise, proactive commercial support, and a commitment to partner success.

By identifying the right Microsoft incentives and aligning them with Cousins' objectives, we enabled Akita to deliver a compelling, cost-efficient Dynamics 365 migration. Together, we ensured the customer achieved a successful project launch without financial compromise.

Ingram Micro, Akita, and Cousins now move forward with a strong foundation for future cloud innovation - grounded in trust, clarity, and shared success.

To discuss how we can help you with Dynamics 365, contact our team on:

bizappsuk@ingrammicro.com



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