MANAGEMENTSTUDIO CASE STUDY

Eliminating Licence Waste and Automating Softphone Management Across a 20,000-Seat Estate

07/07/2026

44, Southampton Building, City of London,
London. WC2A 1AP.

www.managementstudio.com
info@managementstudio.com

Table of Contents

Executive Summary 1

The Challenge: An Unmanaged Licence Estate Haemorrhaging Cost 1

The Solution: ManagementStudio as the Softphone Management Layer 2

- API Integration & Real-Time Usage Intelligence 2
- Fully Automated Licence Reclaim Workflow 3
- Simplified Platform Administration 3

Business Benefits Achieved 4

Strategic Significance 5

Executive Summary

A leading UK-based financial services group recently completed a firm-wide rollout of softphone technology, replacing traditional desk-based telephony with software-driven solutions running directly on colleagues' laptops and desktops across its contact centre operations. With approximately 20,000 licences now active across the estate, the financial and operational implications of managing those licences effectively are considerable.

Before the introduction of ManagementStudio, the bank had no systematic process for managing softphone licence allocation. Licences belonging to leavers and movers were routinely left active, incurring costs without delivering value. At the same time, administrators lacked the tooling to identify, report on, or act on redundant licence holders at scale. ManagementStudio has fundamentally changed this – delivering a fully automated, continuously operating licence governance programme that eliminates waste, reduces administrative burden, and provides real-time operational intelligence that was previously unavailable.

~20,000	Zero	Real-Time	Automated
Softphone licences under management	Manual admin effort required	Continuous licence usage reporting	End-to-end leaver & mover reclaim

The Challenge: An Unmanaged Licence Estate Haemorrhaging Cost

The rollout of softphone technology represented a significant operational investment for the bank. However, the absence of any structured licence management process meant that investment was being eroded almost immediately. Without a mechanism to identify and act on redundant licence holders, the bank faced a compounding problem:

- Licences belonging to colleagues who had left the organisation or moved to roles not requiring telephony access were not being reclaimed, resulting in the bank paying for an unknown but material volume of unused entitlements across a 20,000-seat estate.

- Administrators had no reliable metrics on softphone usage – dropped call rates, team-level demand, or individual utilisation patterns – making informed licence allocation and capacity planning impossible.
- The native front end of the softphone platform was widely regarded as unintuitive and difficult to administer, placing an unnecessary operational burden on the team responsible for day-to-day management.
- Any manual attempt to identify and reclaim unused licences at scale would have been an extraordinarily time-consuming undertaking – and, in practice, was not being attempted at all, leaving the problem unchecked.

> *"This had simply never been done before. To do it manually would have taken forever – now it is entirely hands-off for administrators." Project Lead.*

The Solution: ManagementStudio as the Softphone Management Layer

ManagementStudio was implemented as the operational intelligence and automation layer sitting above the softphone platform, connecting directly to the telephony systems via APIs and transforming raw usage data into actionable licence governance.

API Integration & Real-Time Usage Intelligence

- ManagementStudio connects to the bank's telephony infrastructure via APIs, continuously ingesting core usage metrics for every softphone licence across the estate and populating a unified, real-time view of utilisation.
- The platform identifies licence holders who have not used their softphone within a defined inactivity threshold – surfacing redundant entitlements that might be invisible to manual processes and almost certainly missed without automated monitoring.
- Usage data is presented through a purpose-built ManagementStudio dashboard providing administrators, for the first time, with meaningful operational metrics: including dropped call rates, call volumes by team, and individual utilisation patterns – intelligence that supports both

licence governance and broader contact centre performance management.

Fully Automated Licence Reclaim Workflow

- When a licence holder is identified as inactive, ManagementStudio automatically initiates a structured, multi-stage reclaim workflow, requiring zero manual intervention from the administration team.
- An automated notification is sent to the inactive user, advising them that their licence will be disabled within five days unless they confirm an ongoing business requirement and contact their administrator accordingly.
- In the absence of a user response, ManagementStudio automatically escalates to the individual's line manager, providing a secondary verification step that protects the bank against unnecessary licence removal and ensures genuine business need is properly assessed before any action is taken.
- Where neither the user nor the line manager confirms a continuing requirement, ManagementStudio communicates directly back to the softphone application, automatically removing the user and releasing the licence back to the available pool - without any administrator involvement.
- Administrators receive a weekly summary report of all licences reclaimed and returned to the pool, maintaining full visibility and audit accountability without the burden of manual monitoring.

Simplified Platform Administration

- Recognising that the native softphone interface presented some usability challenges for the administration team, ManagementStudio is being deployed as the primary administration layer for the platform - consolidating day-to-day management tasks within a single, intuitive interface rather than requiring administrators to work within the telephony tool's own front end.
- This approach delivers the same consolidation benefit seen across ManagementStudio's other use cases: all relevant data, workflows,

communications, and reporting are accessible in one place, reducing context-switching, training overhead, and the risk of administrative error.

Business Benefits Achieved

Although the programme is in its early stages and full financial quantification is ongoing, the operational impact is already evident – and the structural benefits will continuously increase as the automated processes run.

- Elimination of licence waste at scale: for the first time, the bank has an automated, continuous mechanism for identifying and reclaiming unused softphone licences across a 20,000-seat estate – addressing a cost leakage that had previously gone unmanaged. As licence reclaim volumes are quantified, the financial impact is expected to be material.
- Fully hands-off administration: the end-to-end reclaim workflow – from inactivity detection through user notification, line manager escalation, and licence release – operates without administrator intervention. This represents a fundamental shift from a process that would previously have demanded significant manual effort per licence reclaimed to one that runs continuously and autonomously.
- Protection against over-reclaim: the two-stage verification process (user notification followed by line manager escalation) ensures that licences are only removed where there is genuine confirmation of non-requirement, protecting the bank against the operational disruption and reputational risk of erroneously withdrawing access from active users.
- Real-time operational intelligence: the ManagementStudio dashboard delivers call statistics and utilisation metrics on a continuous basis – replacing the previous absence of meaningful data with a live operational picture that supports both licence governance and contact centre management decision-making.
- Automated identification of overlooked licence holders: the platform consistently surfaces inactive licence holders that manual processes would miss – including those in complex organisational structures where leaver and mover notifications may not have been processed promptly.
- Reduced platform administration burden: by adopting ManagementStudio as the administration interface for the softphone solution itself, the team significantly reduces the time and complexity

associated with day-to-day platform management, freeing capacity for higher-value activity.
- A scalable, replicable governance model: the automated licence governance framework established for telephony is directly applicable to other software categories across the estate – creating a blueprint for broader licence rationalisation that will deliver further cost and efficiency benefits as the model is extended.

> *"The time and effort savings are huge. ManagementStudio identifies redundant users that humans would miss – and it does so continuously, in real time, not just periodically." Softphone Administration Team.*

Strategic Significance

This use case demonstrates ManagementStudio's capacity to deliver immediate, tangible value in a domain that many organisations treat as an afterthought: the ongoing governance of software licence entitlements. The bank's softphone estate is a microcosm of a challenge that exists across virtually every enterprise software category – licences accumulate, usage patterns change, and without automated oversight, cost leakage becomes the default outcome.

By deploying ManagementStudio as the intelligence and automation layer for telephony licence management, the bank has not only addressed an immediate cost and operational risk but has established a platform capability and a proven governance model that can be applied across its broader software estate, augmenting the return on its ManagementStudio investment with each new use case activated.