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Modernizing OEM Software License Management for a Global Telecom Leader

From Fragmented Excel Tracking to Centralized, Self-Service License Intelligence

For a multinational leader in telecommunications, IT, and consumer electronics, with operations spanning more than 100 countries and a workforce of over 90,000 employees, managing OEM software licenses at scale had become increasingly complex. The organization relied on fragmented data sources, manual processes, and disconnected Excel files to track OEM software licenses across customers and products.

License data was spread across multiple install base files and maintained manually, making it difficult to exchange information, coordinate decisions, or gain a reliable view of renewal opportunities. The lack of a centralized system limited visibility, introduced errors, and slowed the organization's ability to act at critical moments, particularly when licenses were nearing renewal or termination. The objective was to move away from manual, error-prone processes and establish a centralized OEM Software License Management solution that could consolidate data, enable self-service access, and support informed, timely decision-making.

Establishing a Centralized Subscription Management Foundation

Brillio partnered with the organization to design and implement a unified subscription management platform built on Azure services with Power App and Power BI. At the core of the solution was the creation of a centralized repository for OEM Software License Management, consolidating data previously scattered across multiple Excel and install base files.

Using Azure Data Factory, subscription management data is ingested into Azure Data Lake Storage, where it is processed and standardized through a structured data transformation pipeline. Raw data is stored in a Bronze layer, standardized into a Silver layer, and modeled into a Gold layer aligned to the OSC data model. This layered approach enables consistent, governed access to subscription and license data across the organization.

Enabling Scalable Processing and User Interaction

To support scalable data modeling and transformation, the solution leverages Databricks as the core processing engine. Databricks performs data merging, modeling, and transformation to create a common data model for subscription data.

A key component of the solution is the Power App, which provides a user-friendly interface for managing license records. Through Databricks SQL, the Power App can display and modify current customer and license information. User-created and user-modified inputs are stored separately to ensure auditability and restore capability, while Databricks SQL merges gold-layer data with user inputs to generate consistent views.
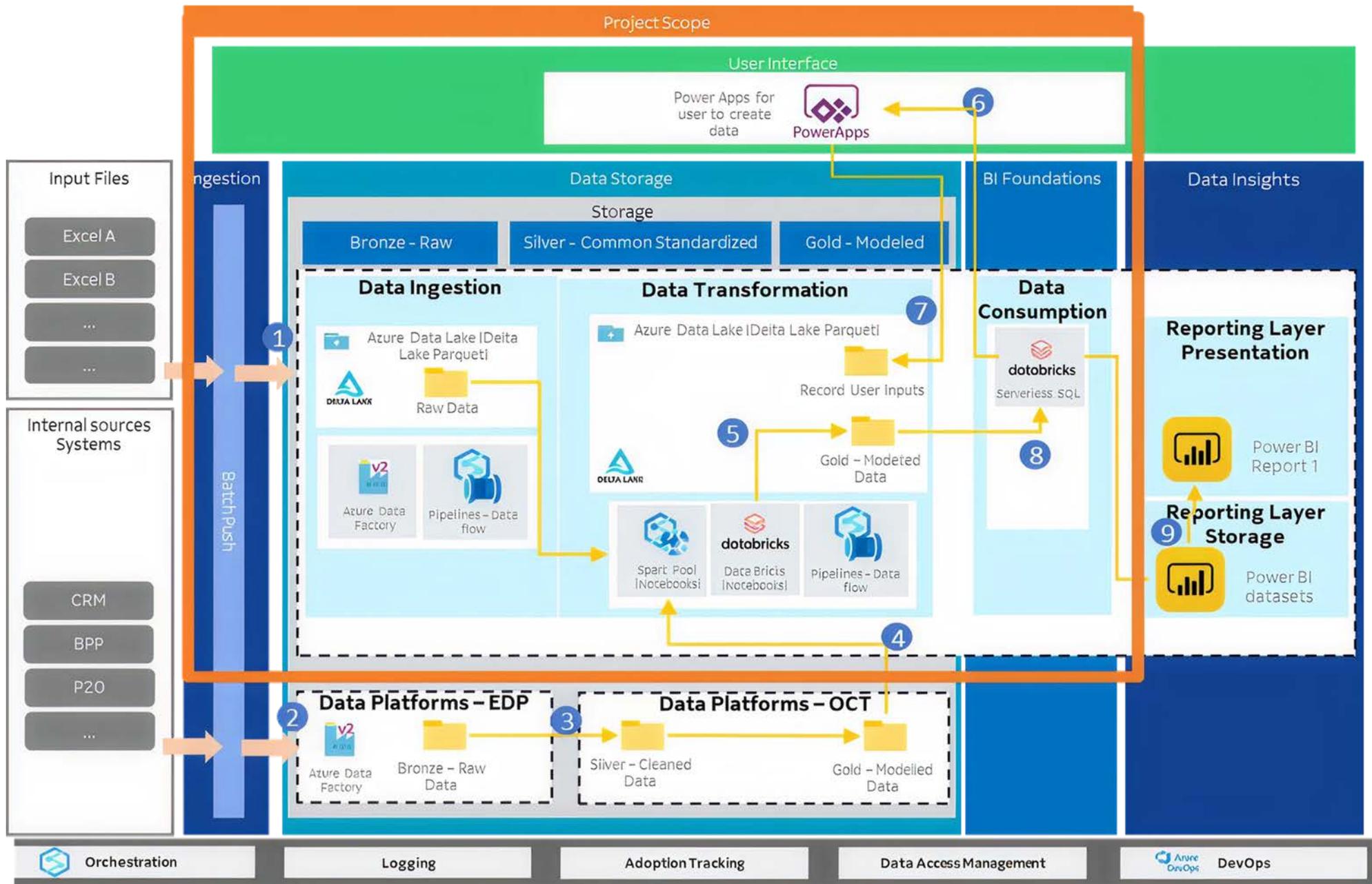
Driving Self-Service Reporting and Decision Support

For reporting and analytics, Power BI dashboards connect directly to Databricks views, enabling stakeholders to explore subscription data using standard BI capabilities. Users can sort, search, and analyze license information to identify top customers by renewal timelines and associated costs.

The platform produces five generic reports and three specific reports, including Supplier, Budget, Recharging, and Validation reports. These reports provide standardized access to license and consumption data, ensuring sustainability and scalability as subscription volumes grow.

In addition to reporting, the solution is supported by comprehensive documentation, including data dictionaries, mapping documents, business requirement documents, technical design documents, and user guides for both Power BI and Power App, ensuring long-term maintainability and adoption.

From Manual Tracking to Actionable License Intelligence

By unifying 24 previously independent install base files into a single standardized data source, the organization established a consistent, reliable foundation for license management. Manual data validation and editing were significantly reduced, mitigating errors and operational overhead.

The new platform improves operational efficiency while enabling proactive license management. Stakeholders can now identify customers with licenses approaching end-of-life earlier, allowing renewal or termination decisions to be made at the right time. Enhanced visibility into customer agreements and support contracts also enables better negotiation outcomes and monetization opportunities, transforming license data from a static record into a strategic asset.

- 24 base files unified into a single standardized data source
- Improved operational efficiency
- Reduced manual effort and operational overhead

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ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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