

Why Atech as a CSP Partner Dr. Martens Case Study

Dr. Martens optimised their Microsoft investment with Atech. Are you next?

Iconic British brand, Dr. Martens, was established in the 1960s and is now a major footwear brand, renowned not only for its ground-breaking air-cushioned sole, but also its rebellious spirit and countercultural image.

Their strategic goal is to double their revenue from £1 billion to £2 billion within the next three years, combining a major e-commerce push and traditional retail expansion.

Central to their expansion was an IT infrastructure reboot to support the brand's growing digital footprint.

When Dr. Martens faced complex licensing challenges, they turned to Atech.

As a growing business, Dr. Martens' ability to manage increasing licensing costs posed a challenge. Traditional IT partnerships failed to address their increasingly complex needs, and their existing partners were only providing a one-dimensional service: selling various licenses without understanding the brand's broader strategy or how to best maximise their Microsoft investments.

This transactional approach led to inefficiencies in Microsoft license utilisation, a lack of insight into potential cost reductions and a missed opportunity to use technology to their strategic advantage.



Why Atech as a CSP Partner?

Dr. Martens needed a partner willing to roll up their sleeves and get stuck into their Microsoft licensing estate through cloud-based management tools and top-notch support.

Atech was that partner. Impressed by our work on previous projects over the past six years, Dr. Martens recognised our dedication to Microsoft expertise and exceptional client services, giving us the competitive edge over larger CSP (Cloud Solution Provider) partners.





When Dr. Martens faced licensing challenges, Atech stepped in as a strategic and trustworthy partner.

“Our licensing costs were rising, and we needed strategic IT guidance rather than a partner focused on transactional sales. Atech was a breath of fresh air - they took the time to understand our unique needs and goals and used their deep knowledge of Microsoft technologies to develop a tailored licensing solution.”

– Dan Morgan, Global Head of Cloud & Infrastructure at Dr. Martens

Atech's in-depth knowledge of Microsoft's technology infrastructure and understanding of Dr. Martens' business model made us the ideal choice for driving efficiencies and maximising the value of their Microsoft investment.

“Our partnership with Dr. Martens is testament to Atech's ability to deliver exceptional value to our clients. By combining our deep technical expertise with a customer-centric approach, we've not only saved them significant costs but also empowered them to achieve their business goals.”

– Elaine Riley, Chief Marketing Officer, The Iomart Group.



We can offer you a uniquely tailored and data-driven approach to transforming your licensing strategy, ensuring you're not overspending on redundant IT systems.

[Learn more about the Licensing Assessment that delivered outstanding value to Dr Martens](#)

Atech's data-driven approach can transform your IT costs and position your business for growth, just like Dr. Martens...



Drive licensing savings through consolidation and maximising Microsoft licensing investment

Dr. Martens approached Atech in September 2023 with a unique challenge: to analyse their existing IT environment and propose an optimal licensing and support strategy, beyond simply the lowest possible licensing cost. They wanted a value-added partner who truly understood their business, the impact of resource utilisation and potential emerging technologies.



Atech's step-by-step approach helped maximise Dr. Martens Microsoft investments

1 Assess:

We delivered our initial assessment of Dr. Martens' licensing environment, leveraging advanced analytic tools to **analyse user activity and uncover potential duplication** with other software solutions. Pulling data from various sources gave us insight into potential **cost reductions, security enhancements and optimisation opportunities**.

2 Design:

We conducted a workshop with Dr. Martens' key stakeholders, defining distinct user groups (basic, middle and advanced users) and **optimised Microsoft license allocation for maximum ROI**. This granular, persona-based approach moved the company away from a one-size-fits-all licensing model, **unlocked value-adding opportunities** and paved the way for a seamless migration of their Microsoft licensing estate.

3 Deploy:

We collaborated closely with Dr. Martens to manage the transition. **We optimised their current Microsoft investment by removing duplication, underutilised accounts and unnecessary third-party vendors**. We also ensured their 2,500 frontline users could fully leverage the benefits of Microsoft's collaboration features. We then migrated Dr. Martens to Atech's Microsoft Premier Support service, eliminating the need to purchase their own provisions from Microsoft.

4 Manage:

We now manage all of Dr. Martens Azure, licencing procurement, billing and management, serving as a single point of contact. By consolidating vendors and streamlining communications, we can effectively **triage licensing issues, optimise costs** and serve as their **strategic partner** committed to both **future proofing** their business and **scaling their IT infrastructure during periods of rapid growth**.

Our strategic licensing partnership has already unlocked significant value for Dr. Martens

"With Atech, we can save money and drive the business forward with complete confidence in our IT investments."

– Dan Morgan, Global Head of Cloud & Infrastructure at Dr. Martens



Your strategic partner in Microsoft licensing success

Discover how Atech's data-driven, collaborative approach and strategic partnership can transform your IT costs and position your business for growth, just like Dr. Martens.

Get in touch with our expert team today to learn how Atech can help you unlock value from your IT estates and achieve significant cost savings

Get in touch