

## ROBERT A. DIRITA, JR. – USE CASE WIN – Application and Asset Discovery & Management Solution

From: Sirianni, Alissa  
Sent: Friday, December 14, 2018 10:23 AM  
To: NAM - Sales All  
Subject: RING THE BELL: Florida Power & Light - Alfabet win!  
Team -

**Congrats to Robert DiRita & Ming Lu** on their first win at Software AG! Looking forward to many more! This was truly a team effort with help from amazing Alfabet team, GES and GCS.



### 1 FLORIDA POWER & LIGHT SIGNS!

1.1.1.1 Customer Win for Alfabet Usage

1.1.1.2

[Florida Power & Light Company \(FPL\)](#) is the third-largest electric utility in the United States, serving approximately 4.8 million customer accounts across nearly half of the state of Florida. FPL's service reliability is better than 99.98 percent, and its highly fuel-efficient power plant fleet is one of the cleanest among all utilities nationwide.

### Meet our Bell Ringers!

**AE:** Robert DiRita

**SE:** Ming Lu

**Overlay:** Danilo Kirschner, Don Magnuson

**GES:** Cynthia Stegall

**GCS:** Monsoor Awan, Richard Coyne, Rajesh Grosrani, Preston Rogers, Steven Wertheim Sr.

### Why Us?

1. FPL purchased Alfabet. After discovery it became clear they needed to purchase the Alfabet Portfolio Management Advanced module to achieve the objectives that our "Champion" and our "Sponsor" had which was identify at least \$5Mil in overlapping licenses through the organization due to M&A.
2. This grew out of their desire to use the application costing and vendor product lifecycle functionality in their IT planning and so they can extend their Alfabet capabilities into demand management, project management and strategy management.
3. To win the deal, during a two-week POC Robert and the SAG team were able to illustrate an immediate **ROI of over 629% and an Annualized ROI of 93.92%** by identifying over \$5million dollars in redundant software licenses due to M&A activity by Next Era Energy.
4. Additionally, there was an interest in purchasing licenses among the Lines of Business and within their Analyst group.
5. Robert sold "50 Named Business Users on Windows licenses" as well as an additional 300 Analysis Users Licenses on Windows with the potential to grow this number by thousands across both the FPL enterprise as well as all of NextEra Energy.
6. Robert was then instrumental in assisting NextEra with the creation of a formal COE for Application and Asset Management which was comprised of both IT and LOB stakeholders.

**How Did We Discover and WIN this Opportunity?**

1. Upon joining Software AG in July of this year, Robert DiRita quickly developed a relationship with the Champion who became our Power Sponsor
2. Robert worked diligently to uncover FPL Pains through onsite meetings and discussions
3. Robert identified a quantifiable financial impact of not making a purchase of Alfabet software
4. Robert started the negotiation process in October, roughly 90 days from joining SoftwareAG
5. Robert leveraged SAG Global Services and brought them onsite to assist with additional education and training efforts.
6. This strategic move also helped to identify some immediate objectives of FPL. And GCS helped to identify and validate these objectives.
7. Robert identified a closing date target by mid-December and successfully closed the deal with FPL receiving a PO on December 15th.

**Who did we BEAT?** FPL threatening to “build the solution internally.”

**About the Deal:**

- **License Model:** Perpetual w/ Migration to Cloud
- **Deal Type:** Quantity
- **License Value: \$685,632**
- **GCS:** Not included in this transaction but positioned to work with customer in 2019

**Lessons Learned**

There is one way to establish a relationship with new clients and that is to reach out as soon as possible, which our team did. Surround yourself with the best resources Software AG has to offer and do not be afraid to ask for help! Engage our contracts and legal teams (who are fantastic) as needed and keep license rate integrity when negotiating, so that everyone wins!