



**FOR IMMEDIATE RELEASE**

## **Crayon Authorized as SPLA Reseller in US**

**March 6, 2017** – Today Crayon announced it has recently been awarded Service Provider License Agreement (SPLA) reseller authorization in the United States. SPLA is an agreement for the rental of Microsoft software licenses specifically designed for service providers and independent software vendors (ISVs).

Frank Bitoun, Senior Vice President Crayon Americas said: “We are very proud of this achievement and believe this recent Microsoft SPLA reseller authorization in the US, when combined with our unique consulting experience, will allow our channel partners to accelerate their business in a win-win approach. By managing and optimizing their Microsoft SPLA licensing usage, we support our channel partners by allowing them to concentrate their efforts on going to market and focusing on their end customers. We also support them by mitigating risks in compliance, and by simplifying the onboarding, deployment, and management of their Microsoft software consumption.”

This achievement allows Crayon to assist in empowering hosters, service providers, and ISVs in differentiating their software services and hosted applications to end customers, while also simplifying their management and reporting of consumption through the use of Crayon’s unique platforms.

“At Microsoft, we are supportive to work with Crayon in their quest to consistently empower service providers and ISVs to comprehensively manage the latest eligible Microsoft software products and subscriptions. We’re pleased to add Crayon to our list of SPLA resellers in the United States, and we look forward to their continued success in simplifying processes and management for SPLA licensing customers,” said Carlos de Torres, General Manager of US Hosting and Managed Service Providers at Microsoft US.

About Crayon:

As the global leader in software asset management (SAM), cloud and volume licensing, and associated consulting services, Crayon is a trusted advisor to many of the globe's leading organizations. Through its unique people, tools and systems Crayon helps to optimize its clients' technology estates within the new mobile-first, cloud-first world.



Experts when it comes to optimizing client ROI from complex technologies, Crayon believes passionately that organizations should only pay for the IT resources they actually need and use, but understands that in today's complex technology landscape that can be difficult to achieve. This is why Crayon has developed a unique methodology to deliver on its belief for its customers.

Headquartered in Oslo, Norway, the company has over 1000 teammates in offices worldwide.

Crayon at a glance: <http://www.crayon.com/us>

Crayon SPLA: <http://www.crayon.com/spla>

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