

Stepping into the future: How DEICHMANN strengthened its software governance with Flexera



The challenge

Modernizing software governance for a global retail leader

DEICHMANN SE, the largest shoe retailer in Europe, was founded in 1913 as a shoemaker's shop. Today, the family-owned business operates in more than 30 countries with around 4,700 branches, 49,900 employees, and 41 international web shops, and continues to expand its omnichannel concept.

That's a lot of software to manage, and keeping track of it all across the company's large, dynamic application landscape presented significant challenges, from optimizing usage to eliminating costly license redundancies.

DEICHMANN recognized an opportunity to enhance its approach to software management, as previous processes presented challenges in achieving a comprehensive view of the software portfolio. This motivated the company to pursue more data-driven decision-making that would align closely with its broader strategic objectives. To drive this initiative forward, DEICHMANN proactively spearheaded the search for an advanced, all-encompassing solution designed to elevate the company's software governance strategy to new heights.



» AT A GLANCE

Largest European shoe retailer with a global footprint

Industry: Retail

Location: Germany

Employees: 49,900+

Products: Flexera One
IT Asset Management

» FEATURED RESULTS

- Inventory accuracy improved to >99%
- 70% reduction in manual data collection effort
- Centralized software license tracking and management
- Compliance risk reduction and regulatory alignment
- Ability to identify cost-saving opportunities
- Support for future growth

The solution

A step forward with centralized license tracking and management

DEICHMANN's Software Governance team chose Flexera One IT Asset Management (ITAM) for its strong capabilities, flexibility and ease of use. The solution provided the scalability needed to manage complex, large-scale licensing structures while offering real-time insights into the software portfolio.

The deciding factor was scalability. "It allows us to manage both current assets and future growth as our software landscape evolves," said Patrick Berweiler, Software Governance Lead, DEICHMANN SE. "Additionally, its intuitive interface and integration capabilities made implementation straightforward; we completed the process within just four months with minimal disruption to operations."

Flexera One IT Asset Management also provides built-in compliance tracking, which is essential for reducing risk and aligning with regulatory standards.

"Overall, Flexera has equipped us with a robust, scalable and user-friendly solution that supports DEICHMANN's long-term goals for software governance and operational efficiency," Berweiler said.

The result

Immediate cost-savings and optimization unlocks agility for strategic growth

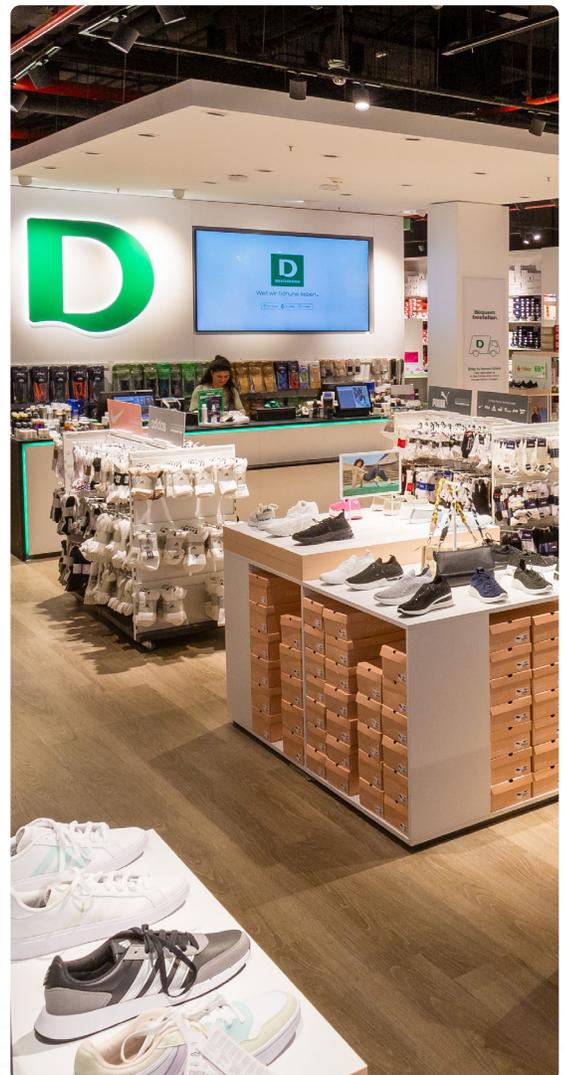
With implementation completed in just four months, DEICHMANN quickly began realizing tangible benefits:

- Centralized license tracking provided real-time visibility into assets
- Compliance risks were drastically reduced
- Cost-saving opportunities were uncovered across the organization
- Manual data collection efforts decreased by 70%, freeing up resources for strategic work
- Inventory accuracy reached >99%, ensuring decisions are based on reliable data

“

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Patrick Berweiler,
Software Governance Lead,
DEICHMANN SE



With the successful implementation of Flexera One IT Asset Management, the team is poised to focus on further enhancing capabilities to maximize the value of the company's IT assets. Plans include deeper integration with enterprise systems to streamline data sharing and improve decision-making across departments.

Analytics will also be used to establish predictive capabilities, enabling proactive license renewals, budgeting cycles and continuous compliance assurance.

“Looking ahead, we see Flexera as a foundation for building a mature, data-driven software lifecycle management approach,” Berweiler said. “With continuous optimization and best practices, we are working toward a fully automated software governance environment that supports DEICHMANN’s strategic growth and cost efficiency well into the future.”

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About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning hybrid IT asset management and FinOps solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk, and identifies opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data. Learn more at flexera.com

» NEXT STEPS

Elevate your ITAM for enhanced lifecycle management and strategic growth

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