



## PR Newswire Finds the Right Agent

PR Newswire

United Business Media

PR Newswire's Chief Information Officer, David Michael, was preparing for a considerable software license negotiation with Oracle during spring 2005 and knew he needed the advice of a software licensing specialist.

Mr. Michael turned to Miro Consulting, Inc., the IT Software Licensing specialist, knowing that Miro had the skills and deep experience to (1) analyze PR Newswire's environment across its multiple divisions; (2) interpret Oracle's industry leading licensing policies in PR Newswire's best interests; and (3) provide recommendations that would lower costs and yield optimal asset management. In addition, Mr. Michael needed flexibility to evolve his Oracle environment as PR Newswire's business changed—with the flexibility of negotiating with Oracle only one time.

Working together with PR Newswire and Oracle's New York account manager, Keith Kryszczun, Miro conducted an intensive analysis over several weeks. Miro documented all aspects of PR Newswire's Oracle software license environment including deployment, license ownership and PR Newswire's strategic plan. Then, working with Miro, PR Newswire was able to negotiate a win-win licensing agreement with Oracle, and provided Mr. Michael with a forward looking plan, aligning both his current and future licensing needs. Miro also provided the strategic recommendations that enhanced PR Newswire's overall cost of Oracle software licensing ownership.

Mr. Michael commented on teaming with Miro: **“Preparing to enter into a very large software negotiation with Oracle is a significant undertaking. You have to be fully prepared and be sure you've explored all the angles. And having teamed with Miro, I was able to conduct negotiations with the confidence of a highly informed buyer, and having that peace of mind was key to striking the best agreement with Oracle.”**

Oracle's Keith Kryszczun added **“I was very comfortable with Miro's approach and conclusions and I'm very pleased with the outcome.”**

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Miro Consulting, Inc. ([www.miroconsulting.com](http://www.miroconsulting.com)) specializes in helping clients to negotiate Oracle and Microsoft software licensing and consulting contracts, and to renegotiate existing ones, helping to significantly lower the cost of IT ownership for its 200+ clients located primarily throughout North America as well as globally. Founded in August 2000, Miro is privately held. Miro was recently chosen by NJBIZ as one of NJ's 50 Fastest Growing Companies.

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