

**INFINITY
GROUP**

Proxima
PART OF BAIN & COMPANY

Simplifying Microsoft
licensing and building
the foundations for
governed AI_



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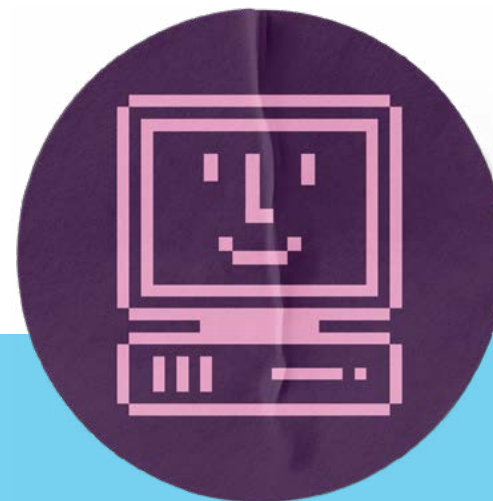
Key takeaways_

- Infinity Group helped Proxima assess its existing Microsoft estate and model a move from separate E5, Copilot and Entra Private Access licences to Microsoft E7.
- The move gave Proxima a cleaner licensing approach at a comparable modelled cost, while adding capabilities to support the oversight and lifecycle governance of AI agents.
- The project builds on a long-term relationship in which Infinity Group acts as an extension of Proxima's internal IT team, providing project delivery, networking expertise, specialist technical advice and licensing support.

About Proxima_

Proxima is a global consultancy operating across EMEA, the US and APAC. Its people and their expertise remain central to the business, while its technology needs are evolving as it develops AI-enabled tools, modernises its data platform and supports a growing international operation.

Proxima retains an internal IT team and uses Infinity Group as an extension of that capability. Infinity provides specialist support when additional capacity or expertise is needed, particularly across projects, networking, technical decision-making and Microsoft licensing.



“When we have a project that is too big for one engineer, we can leverage Infinity. It’s like an extended team.”

- Nick Kegie,
Head of IT



The challenge

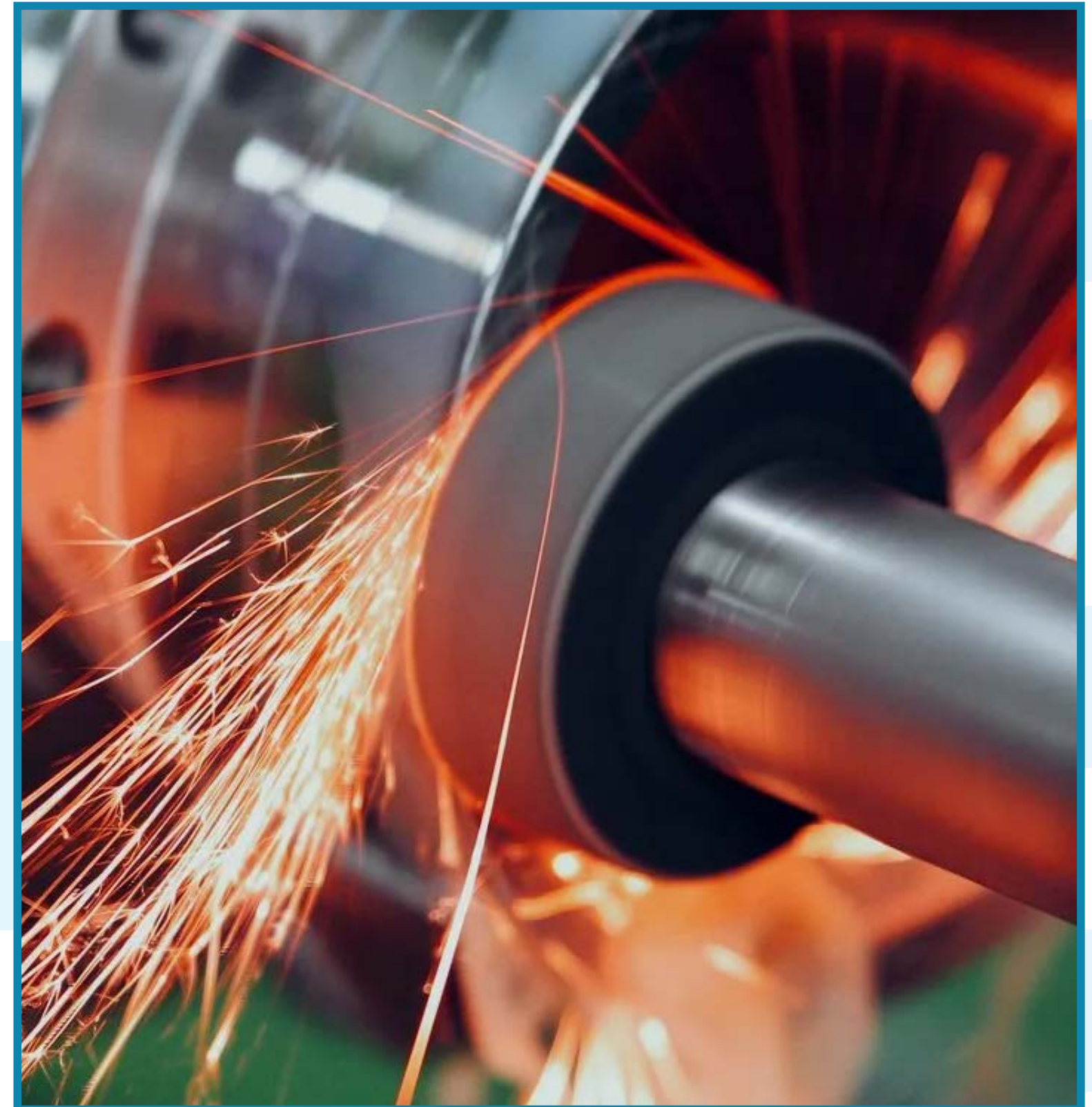
Proxima was already making extensive use of the Microsoft stack. It held Microsoft 365 E5 licences, used Microsoft Defender and had adopted Copilot for permanent employees, with plans to extend access to contractors who needed to use the same internally developed tools.

At the same time, the IT team was reviewing its existing remote-access technology and considering Entra Private Access as part of its future roadmap. This created a licensing question: should Proxima continue combining several separate licences, or adopt a model that brought the required capabilities together more cleanly?

AI governance was also becoming more important. As people across the business began exploring and building their own agents, Proxima needed greater visibility of what was being created, where ideas overlapped and how appropriate governance and lifecycle controls could be established.

“As we expand our use of AI tools, appropriate governance needs to develop alongside them. That is becoming an increasingly important priority for the business.”

– Nick Kegie,
Head of IT





The solution

The release of Microsoft E7 created a timely opportunity to bring Proxima's requirements together under a cleaner licensing model.

Using its detailed knowledge of Proxima's Microsoft estate and future plans, Infinity Group assessed the new E7 licence against the organisation's existing approach. Cost modelling showed that E7 was comparable with purchasing E5, Copilot and Entra Private Access separately, while also providing additional capabilities to support AI agent governance.

Infinity Group provided the specialist technical advice and commercial evidence Proxima needed to make an informed decision. Instead of managing multiple licences per user, Proxima gained a more streamlined approach that aligned with its technology roadmap and gave the business greater scope to govern its growing use of AI.

"The agent governance capability wasn't the primary driver for moving to E7, but we're increasingly seeing the value it can provide."

– Nick Kegie,
Head of IT



Turning agent activity into business insight_

With E7 in place, Proxima can give people the freedom to experiment with Copilot and build agents around real business needs, while gaining greater visibility of that activity.

This oversight helps Proxima understand what employees are creating, identify where similar agents point to a shared requirement and determine which ideas could become more widely managed initiatives. Appropriate policies, ownership and lifecycle controls can then be introduced without restricting valuable experimentation.

This creates a practical balance. Employees can explore how AI could improve their work, while the organisation gains the insight needed to reduce duplication, maintain quality and shape future investment.

As adoption grows, E7 provides the foundation for Proxima to turn grassroots innovation into secure, governed initiatives that can deliver value across the wider business.

“You give people a tool and watch what they start making. If three consultants are all making the same tool, that tells us there is a need. We can then look into doing it centrally and controlling the quality from one place.”

– Nick Kegie,
Head of IT



The Infinity Group approach

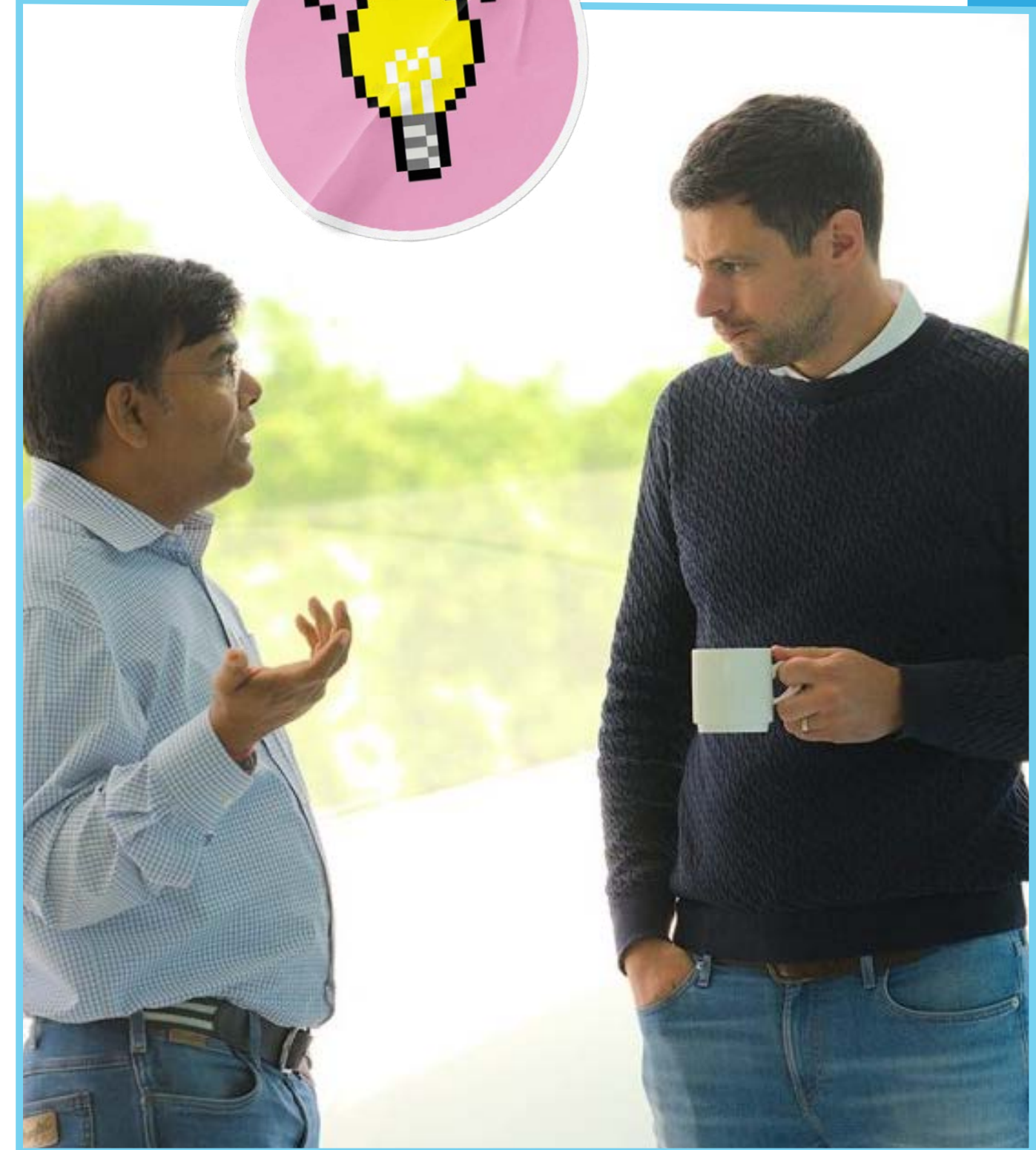
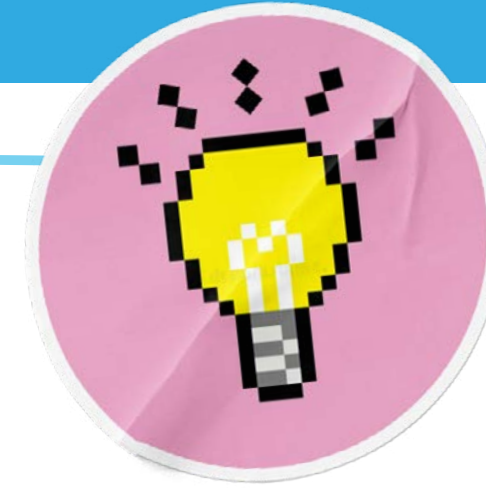
Infinity Group proactively identified the release of Microsoft E7 as an opportunity for Proxima, combining deep Microsoft licensing knowledge with a detailed understanding of Proxima's existing estate and technology roadmap.

This recommendation was strengthened by the teams' established relationship. Infinity Group already understood Proxima's environment, priorities and ways of working, enabling it to provide specialist advice grounded in the realities of the business rather than a one-size-fits-all recommendation.

It is an extension of the wider role Infinity Group plays for Proxima, working alongside its internal IT team to provide specialist Microsoft knowledge, technical guidance and additional delivery capacity when required.

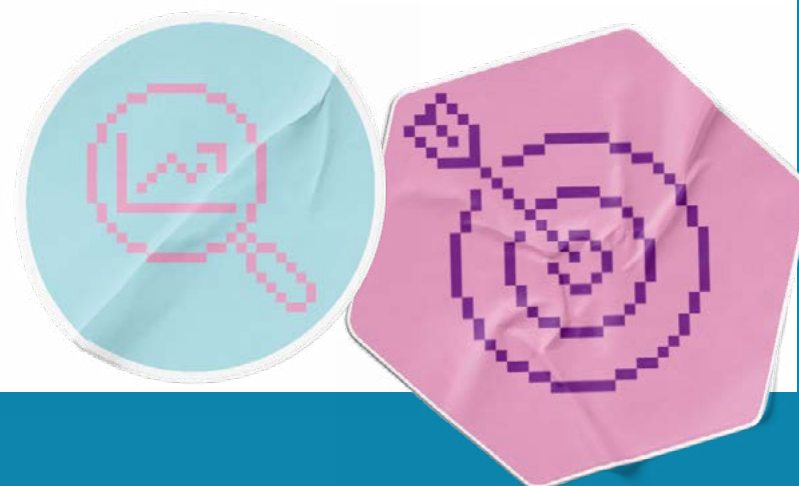
"Our experience working with Infinity Group has been very straightforward. Even on complex projects, delivery has been smooth from a technical standpoint."

– Nick Kegie,
Head of IT



Outcomes and benefits

- **Cleaner licensing:** A consolidated approach reduces the need to manage several separate licences for each user.
- **Cost-informed decision-making:** Infinity's modelling found that E7 was comparable with the combined cost of the licences Proxima was already using or considering.
- **Stronger AI oversight:** Proxima has gained capabilities that can help it understand agent activity and shape governance as adoption develops.
- **Specialist capacity on demand:** Infinity continues to complement Proxima's internal IT team with project, networking, technical and licensing expertise.



"Infinity Group already knew our technology landscape, so they were able to help us find a cost-effective licensing approach. It's helped us get more value from our Microsoft investment".

– Nick Kegie,
Head of IT

Ready to get more from your Microsoft tech stack?

Infinity Group helps organisations make more of their Microsoft investment by connecting licensing decisions to real technology needs, business priorities and future plans.



Whether you are reviewing Microsoft licensing, expanding Copilot or putting stronger AI governance in place, we can help you assess the options and build a practical route forward.

Get in touch to make your Microsoft investment work harder.

