

Driving ROI of your SAM Tool Investment

Mandi Sue Bleau, Director, Anglepoint

iaitam.org | Peace, Love & Asset Management | ACE 2022

1

LET'S TALK!

SAM TOOLS

AGENDA

- Why SAM Compliance is needed
- What is a SAM Tool?
- How does a SAM Tool work?
- Considerations for a SAM Tool?
- How to be successful
- What are the levels of compliance?
- Questions
- Important Points

iaitam.org | Peace, Love & Asset Management | ACE 2022

2

Why do you need SAM Compliance?

- Track your application installations
- Track your entitlements
- Apply application and contract use rights and rules
- Optimize your application consumption
- Identify and reduce your risk (\$\$)
- Budget your contract renewals
- Prepare for refresh and roll out
- Be audit ready

Estimated:
20% Return On Investment

You must be able to identify:

- What you have?
- What use rights can be applied?
- What is consumed?
- What is my risk and avoidance?
- How do I better manage my environment?

iaitam.org | Peace, Love & Asset Management | ACE 2022

3

What is a SAM Tool?

- ❑ Software asset management (SAM) is a business practice that involves managing and optimizing the purchase, deployment, maintenance, utilization, and disposal of software applications within an organization.
- ❑ Tool is an application that incorporates automation to get to a license position.
- ❑ SAM Tool uses SAM and HAM together to facilitate automation for compliance.

iaitam.org | Peace, Love & Asset Management | ACE 2022

4

How a SAM Tool works

- Application Recognition**: Able to map applications from discovery.
- User Normalization**: Using the AD data and data collection users, the SAM tool can normalize multiple user sets.
- Data Integration**: Able to integrate additional tools to help with compliance management. SaaS, CMDB, AD, metering, ad-hoc.
- EOL & Security Risk**: Documented EOL and Security Risk applications and installations to be reclaimed.
- Reporting**: Out of the box and custom deliverables for stakeholders, product owners, purchasing and additional categories.
- Optimization**: Applying allocations for consumption, using restrictions, and provided recommendations.
- Contract Management**: Applying use rights and rules, including customized.
- Stock Keeping Units (SKU)**: Using the SKU to apply use rights & rules to aid in consumption.
- Discovery**: Identify all inventory to be tracked & captured within your environment.

iaitam.org | Peace, Love & Asset Management | ACE 2022

5

Considerations for a SAM Tool

- ❑ Is the tool able to connect to current and future data sets and inputs?
- ❑ Does the tool provide all the reporting needed to make business decisions?
 - ❑ Are chargebacks needed and how is that handled?
- ❑ How robust is the tool with technology?
 - ❑ Is the latest technology needed?
- ❑ Can the tool be easily deployed?
- ❑ What would the training for tool and processes impact be on SAM Team?
- ❑ Does the tool fit into current processes or are a new set of processes needed?
- ❑ Can the tool adjust with your changing and growing needs?
- ❑ What additional value will the tool supply to current business needs?
- ❑ How automated is tool? How much is manual effort?

iaitam.org | Peace, Love & Asset Management | ACE 2022

6

How to be successful

- ❑ Don't boil the ocean
- ❑ What does success look like?
- ❑ Classify publishers
 - Spend
 - Importance to business
 - Installation count
 - Audit risk
- ❑ Identify key stakeholders – involves many departments
 - C-level
 - Contract management
 - Procurement
 - Product owners
 - Identify how products are installed and managed
 - SMEs are key players
- ❑ Set expectations and timelines (not short-term)
- ❑ Document your processes
- ❑ Small wins to show success and buy in



iaitam.org | Peace, Love & Asset Management | ACE 2022

7

What are the levels of compliance?



Level 1 Basic SAM: Software Asset Management is ad-hoc, not fully managed, inconsistent and unreliable. Generally, not doing SAM.

Level 2 Standardized SAM: Applications are being identified and tracked; however, the data sets are not fully being utilized. Shows that you are just starting out in using SAM.

Level 3 Rationalized SAM: Actively managing applications through the full lifecycle. Understanding the data collected, applying it for compliance. Identified that data is reliable.

Level 4 Dynamic SAM: Leveraging SAM throughout the company and realizing all the benefits including optimization, cost avoidance, and mitigating risk.


iaitam.org | Peace, Love & Asset Management | ACE 2022

8

IMPORTANT POINTS

- ✓ Assess your SAM maturity
- ✓ Identify which SAM Tool works for you
- ✓ Set clear expectations within your organization
- ✓ Don't "boil the ocean"
- ✓ Stakeholder buy in and small wins are key for success – everyone is on one team

iaitam.org
Peace, Love & Asset Management
ACE 2022



9



Questions?


Mandi Sue Bleau
Director | Microsoft
mandisue.bleau@anglepoint.com
+1.857.294.1217


 iaitam.org | Peace, Love & Asset Management | ACE 2022 


10



Connect with us

 [Anglepoint Group, Inc.](https://www.facebook.com/AnglepointGroup,Inc)
Facebook

 [@AnglepointGroup](https://twitter.com/AnglepointGroup)
Twitter

 [Anglepoint Instagram](https://www.instagram.com/AnglepointInstagram)
Instagram

 iaitam.org | Peace, Love & Asset Management | ACE 2022 

11
