IAITAM
Power-Up your SAM program using the best practices and cloud-based solutions
Don't be Dazed and Confused SAM can be Groovy!
Patrick Graff
Microsoft
DAZED AND CONFUSED
Software Asset Management
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LET'S TALK!
Are you Dazed and Confused about the SAM program in the Digital World?
You cool, man?
WHERE'S YOUR LICENSE?
It's on the bumper. Back there, man.
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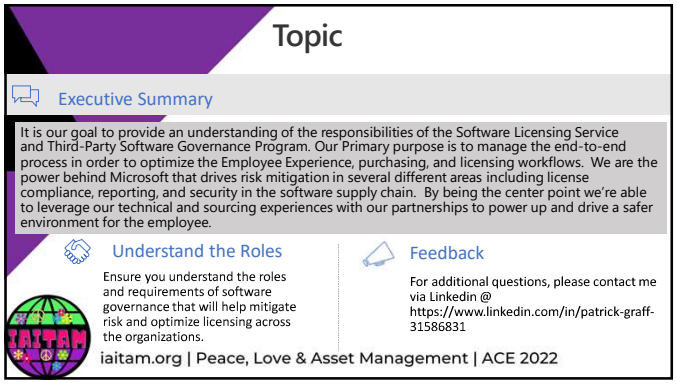
Topic
Executive Summary
It is our goal to provide an understanding of the responsibilities of the Software Licensing Service and Third-Party Software Governance Program. Our Primary purpose is to manage the end-to-end process in order to optimize the Employee Experience, purchasing, and licensing workflows. We are the power behind Microsoft that drives risk mitigation in several different areas including license compliance, reporting, and security in the software supply chain. By being the center point we're able to leverage our technical and sourcing experiences with our partnerships to power up and drive a safer environment for the employee.
Understand the Roles
Ensure you understand the roles and requirements of software governance that will help mitigate risk and optimize licensing across the organizations.
Feedback
For additional questions, please contact me via Linkedin @ https://www.linkedin.com/in/patrick-graff-31586831
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SLS Responsibilities

Microsoft Internal SAM program is called SLS.
What is the **Software Licensing Service**? Microsoft Loves three letter acronyms but as we all know, not many companies like the acronym SAM. So, what do you do?

Software Licensing Service attributes:

- There is no more IT Department, we are on a journey to a new groovy Digital Transformation.
- We have become an Agile organization offering an employee experience and service.
- We optimize licenses across an autonomous organization.
- We mitigate risk by managing the governance of Software through the whole organization by management of processes, policy and technology resources.
- Why?
  - Cost savings
  - Operational Efficiency
  - Reduce operational and compliance Risk

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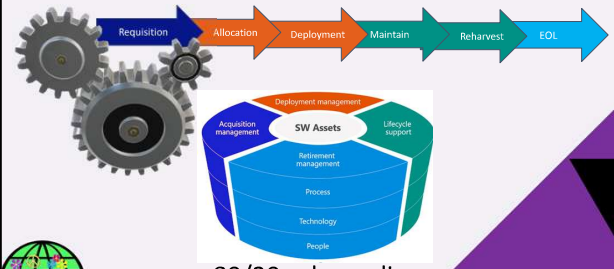
Lifecycle Management



80/20 rule applies

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SAM Program Maturity Levels in Lifecycle management

- How leveraging ServiceNow provides High-level Expected Outcomes

• Level 1: Crawl	• Level 2: Walk	• Level 3: Run
• Compliance Position for Tier 1 Publishers • Limited/Accurate Entitlements for Portion Tier 1Titles • Visibility into basic cost savings opportunities	• Compliance Position for Tier 1 and Tier 2 Publishers • Established Processes for Requisitions, Sourcing, Deployment and Retirement of Assets • Formal Request process/portal • Costs savings opportunities via Reclamation and Contract renewals	• Compliance Position for most licensable SW through Governance • Leveraging Asset data for Cross Functional/Strategic Decisions: Forecasting, Renewals, APM, etc. • High Level of Automation throughout entire lifecycle

We Are Here

AD-Hoc | Standardized | Rationalized | Dynamic

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SAM Assessment

	BASIC	STANDARDIZED	RATIONALIZED	DYNAMIC
SAM Throughout Organization	Project Manager assigned but SAM roles & responsibilities not defined	Direct SAM responsibility is identified throughout organization	Each functional group actively manages SAM	SAM responsibilities defined in job descriptions across organization
SAM Improvement Plan	No SAM development or communication plan	SAM plan is defined and approved	SAM improvement is demonstrated	SAM goals part of executive scorecard; reviewed regularly
Hardware & Software Inventory	No centralized inventory or < 68% assets in central inventory	> 68% - 95% of assets in inventory	> 95% - 98% of assets in inventory	> 99% of assets in inventory
Accuracy of Inventory	Manual inventory; no discovery tools	Inventory sources reconciled annually	Inventory sources reconciled quarterly	Dynamic discovery tools provide near real-time deployment details
License Entitlement Records	Procurement manages contracts; not accessed by IT managers	Complete entitlement records exist across organization	Entitlement records reconciled with vendor records	SAM entitlement system interfaces with vendor entitlement to track usage
Periodic Evaluations	IT operations managed on ad-hoc basis	Annual sign-off on SAM reports	Quarterly sign-off on SAM reports	System reconciliations and IT.AM report available on demand
SAM Operations Mgmt & Interfaces	SAM not considered part of M&A risk plan and company integration	Operations manages separate asset inventories	Operations manages associated asset inventory	All business units follow the same strategy, process & technology for SAM
Acquisition Processes	Assets purchased on a per project basis; without a review of current availability	Software purchases use approved vendors	Software purchases based on deployment/entitlement reconciliation	All purchases are made using a pre-defined asset catalog, based on metered usage
Deployment Processes	Assets deployed by end-users in distributed locations; no centralized IT	Only approved software is deployed	Software deployment reports are accessible to stakeholders	Software is dynamically available to users on demand
Retirement Processes	Software is retired with hardware and is not harvested or reassigned	Unused software is harvested (where the license allows) and tracked within a centrally controlled inventory	Centrally controlled inventory of harvested licenses is maintained & available for reuse. Deployment & license records are updated	Automated process w/ centralized control & tracking of unused software; harvest options; internal reassignment and disposal

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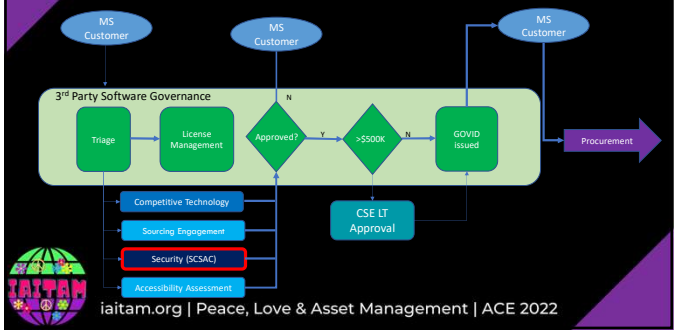
Software Pre-approval (Governance) Process (SLA 2 weeks)



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Building a Third-Party Software Policy

Things to know about Third Party Software Policy

- It is a Global Policy
- This consolidates and streamlines four different group requirements into one single policy
- The policy requires users to help mitigate risk to Microsoft from both on-premise software to all forms of cloud-based SaaS software, data, FreeWare(Freeium).
- This Policy also applies to services with IP (i.e. Marketing content solutions that include IP of any type.)

Company Logo

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Leverage the tools across your organization

It takes more than just a hammer to build a house.

- Leveraging the Power of ServiceNow Platform
- Leverage Azure and SSO
- Leverage Azure DevOps
- Leverage Sharepoint
- Leverage Microsoft Teams
- Leverage PowerBI
- Leverage SAM Solution

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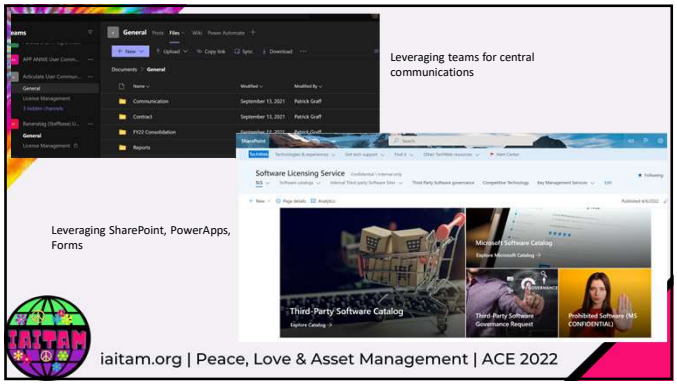

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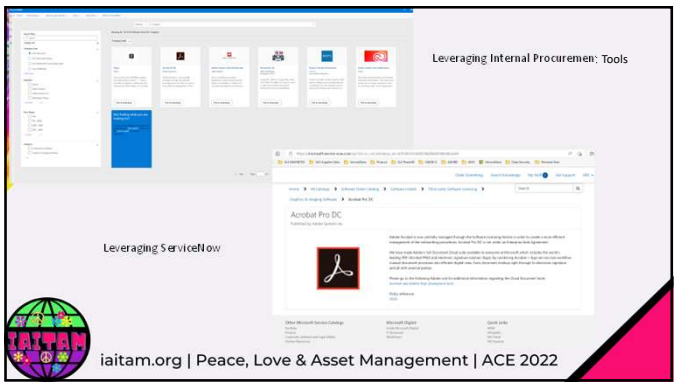

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SUCCESSES & WINS

1. Risk was reduced significantly through a centralized management and partnership leveraging the processes and the tools
2. Hard Savings was established through driving consolidation and management through the SLS Program.
3. Efficiency was gained by an average of 16-hour through reduction in processing orders.

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Our Vision for SAM

Insight Hunting
- Data Source gathering
- Leveraging Microsoft Technology w/ our SAM Pro Solution
- Mitigating risk through control leveraging the ServiceNow Platform

Data Enrichment
- Leveraging SCCM
- Leveraging AAD
- Leveraging InTune

Processes
- Governance
- Requisition automation
- Allocation / Deployment Management
- Sustaining management

Road Map
- Catalog management
- ADD / Intune integration
- SSO Automation w/ SaaS

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Additional Key Take-Aways…

- Partnering w/ Procurement on the consolidation & simplification of Software intake connecting into ServiceNow.
- Partner with Security Digital Team connecting VRM.
- Build joint Process and Policy
- Leverage the Tools
- Built 3rd Party Software Policy
  - Applies globally
  - Applies to all Software & Cloud Services
  - Applies to any exchange of IP via electronic means
    - Logging into a website, downloading a file.

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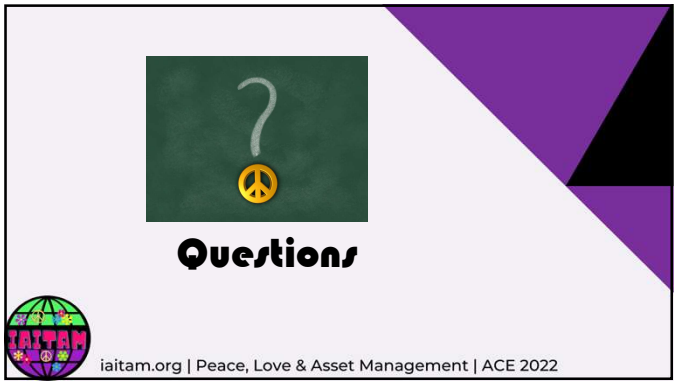

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