

Building a SAM program from scratch - The first 12 months

Aamer Trambu

ITAM Consultant, SoftwareOne

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May 8,2024 | 2:30 pm | Room: Molise 4

Finding your IAITAM Oasis





Audience Question - 1

ITAM industry experience?

- 1. Not an ITAM professional
- 2. Less than 2 years Newbie
- 3. 2-5 years Learning
- 4. 5-10 years Growing
- 5. 10-20 years Expert

20+ years - Astronaut





Preview

- 1. Introduction
- 2. My SAM journey
- 3. About SoftwareOne
- 4. What is a SAM program?
- 5. Ten steps to build a SAM program from scratch The first 12 months
- 6. Audience Q & A





Ten steps to build a SAM program from scratch

- 1. Understand your organization
- 2. Learn about current procurement processes
- Understand your CIO's mission and determine how SAM can support that goal
- 4. Build an inventory of all hardware assets
- 5. Discover software installed and purchased





Ten steps to build a SAM program from scratch

- 6. Prioritize software publishers
- 7. Quantify the financial risk of software audits
- 8. Make it work without a SAM tool
- Build a business case for a SAM program so you can get additional resources (staff, tools)
- 10. Set Specific, Measurable, Achievable, Relevant, and Time-Bound goals SMART goals for the SAM program for the next twelve months





Speaker Introduction

Aamer Trambu

Position: Principal ITAM Consultant

Phone:+1-647-201-8567

Email: Aamer.Trambu@softwareone.com

System Center Configuration Manager



casper SUITE





















Speaker Introduction

10 years: IT Asset Management

- 1. Advised on SAM best practices
- 2. Contract Management
- 3. Managed software audits

Presented at

- 1. IAITAM Ace 2015, 2016, 2023
- 2. ITAM Review Wisdom 2021, 2022

ITAM Maturity Assessments
ITAM Process Reviews
IAITAM CSAM Trainer



Optimization Tools

- 1. Snow License Manager
- 2. USU (Aspera)
- 3. License Dashboard
- 4. Flexera

Discovery and Inventory Tools:

- 1. SCCM
- 2. CMDB
- 3. Casper

Publishers

- 1. Microsoft
- 2. Adobe
- 3. Micro Focus









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Speaker

5 to 9 pm:

Memorized 82 pages (Quran) 520 remaining

Also:

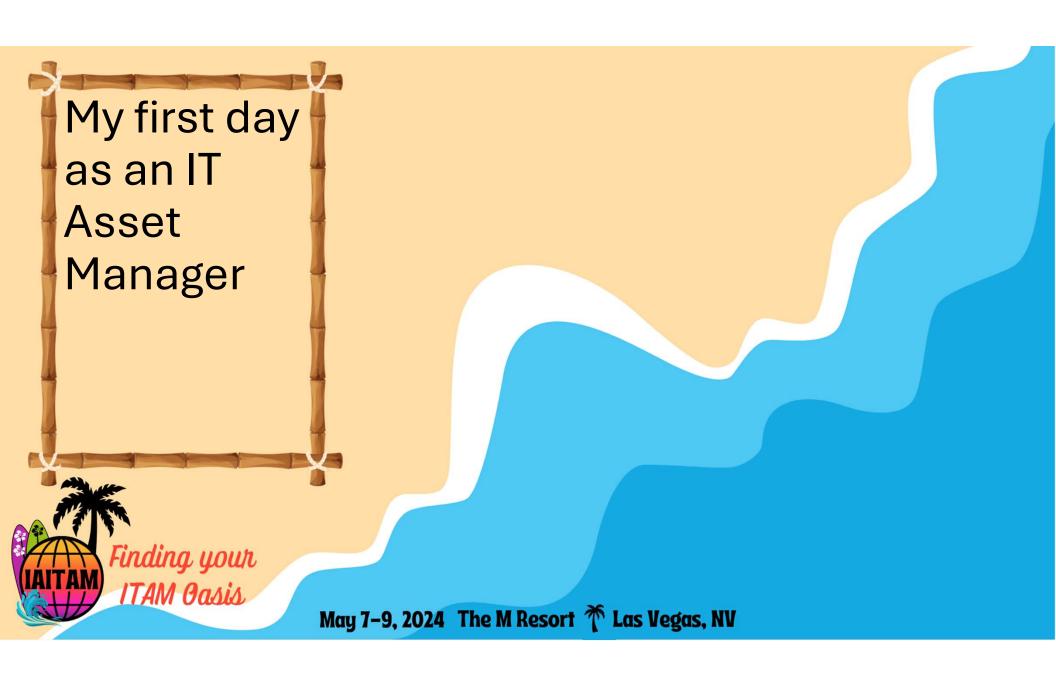
- 1. Dad, Husband, Son
- Speaking out against genocide
- 3. Human Rights Advocacy

Interesting facts:

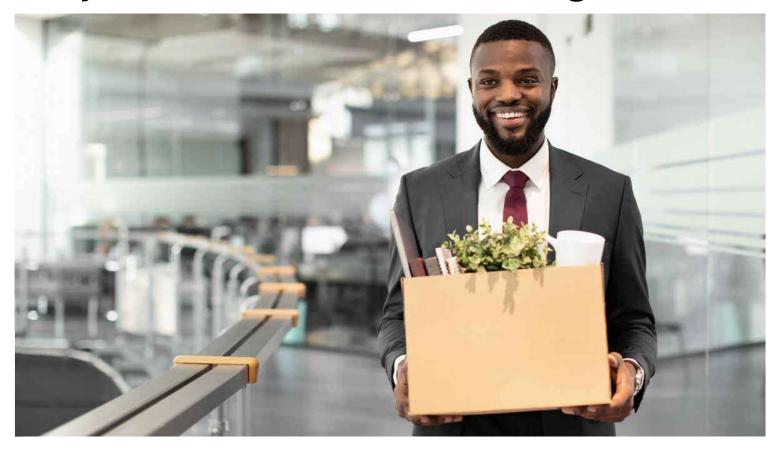
- Canadian Council of Imams
- 2. Six languages
- 3. Two university degrees in communication
- 4. MBA Finance (Missouri)
- 5. 200+ cities
- 6. 4,180 phonebook contacts



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My first day as a Software Asset Manager

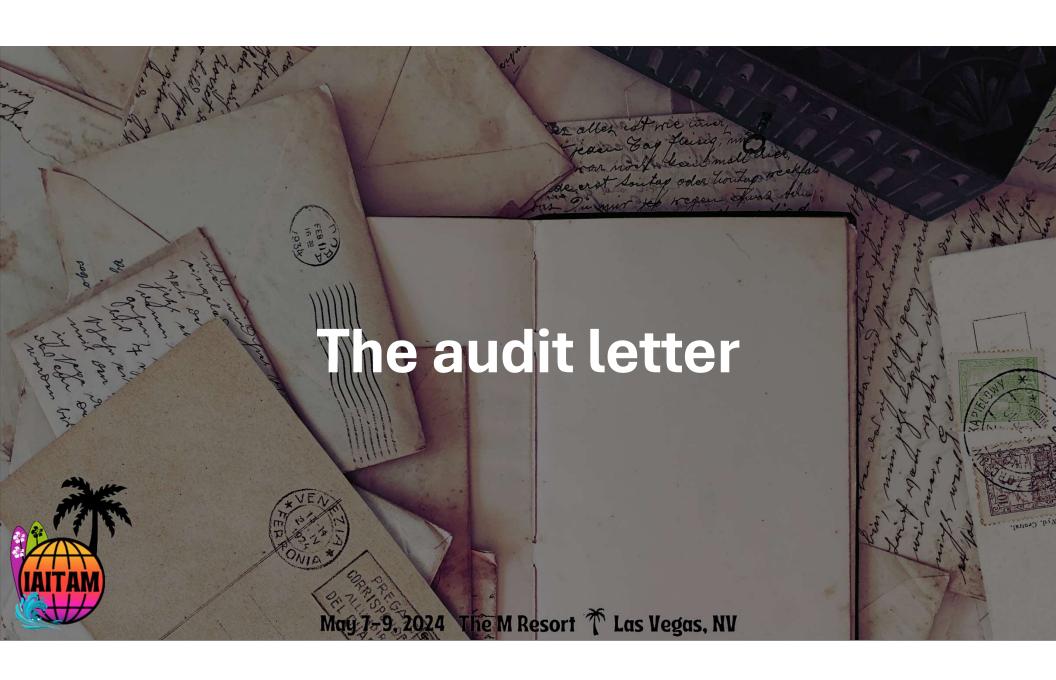


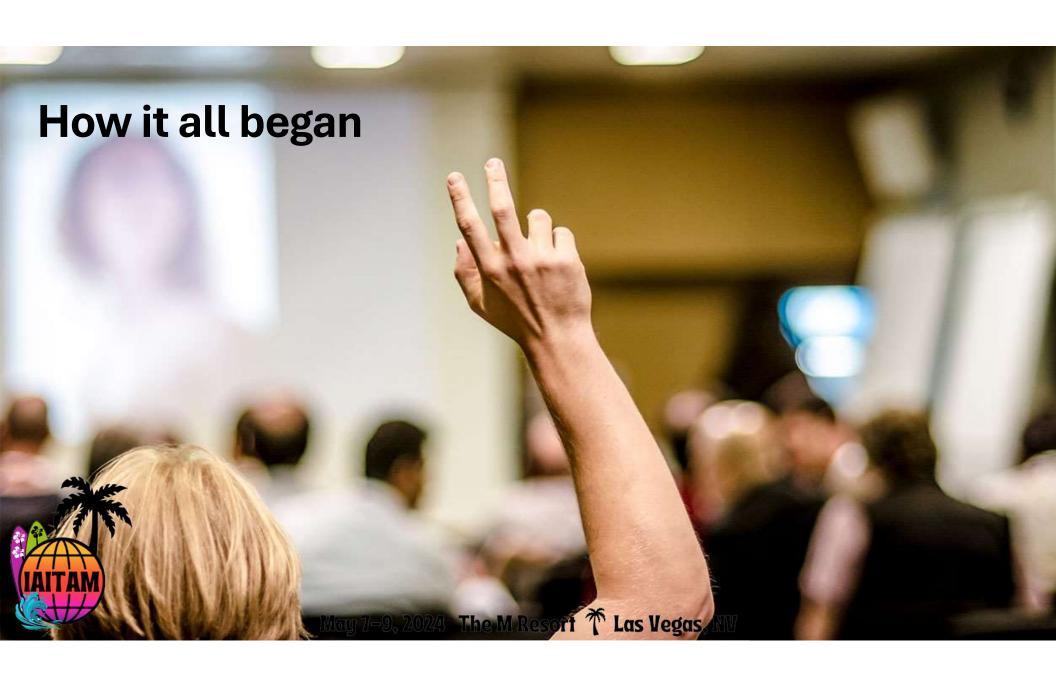


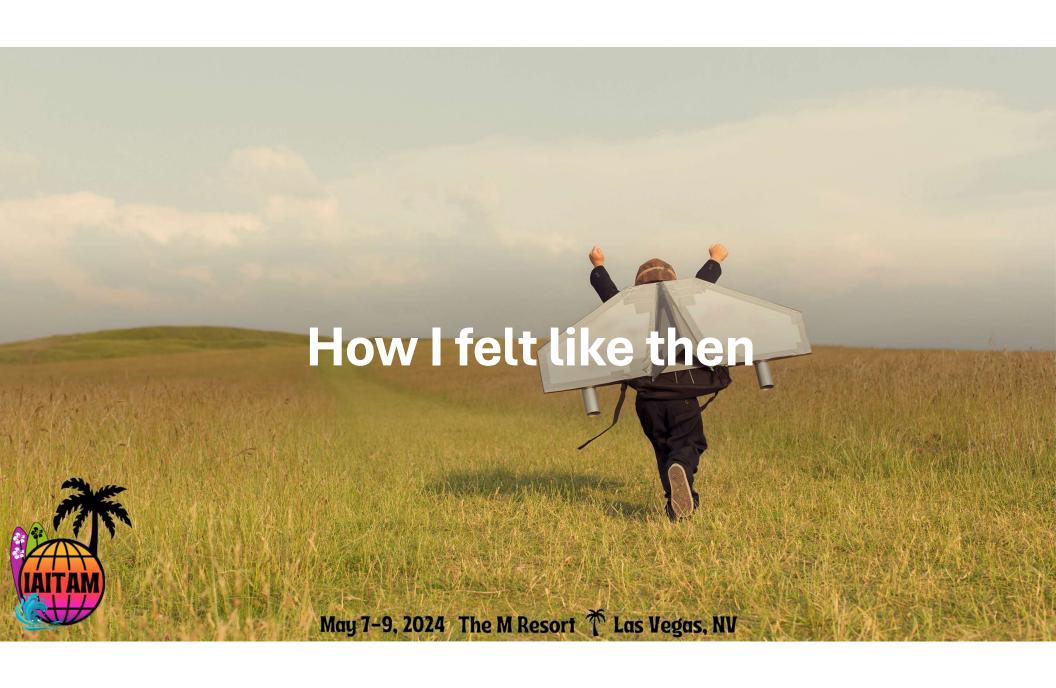
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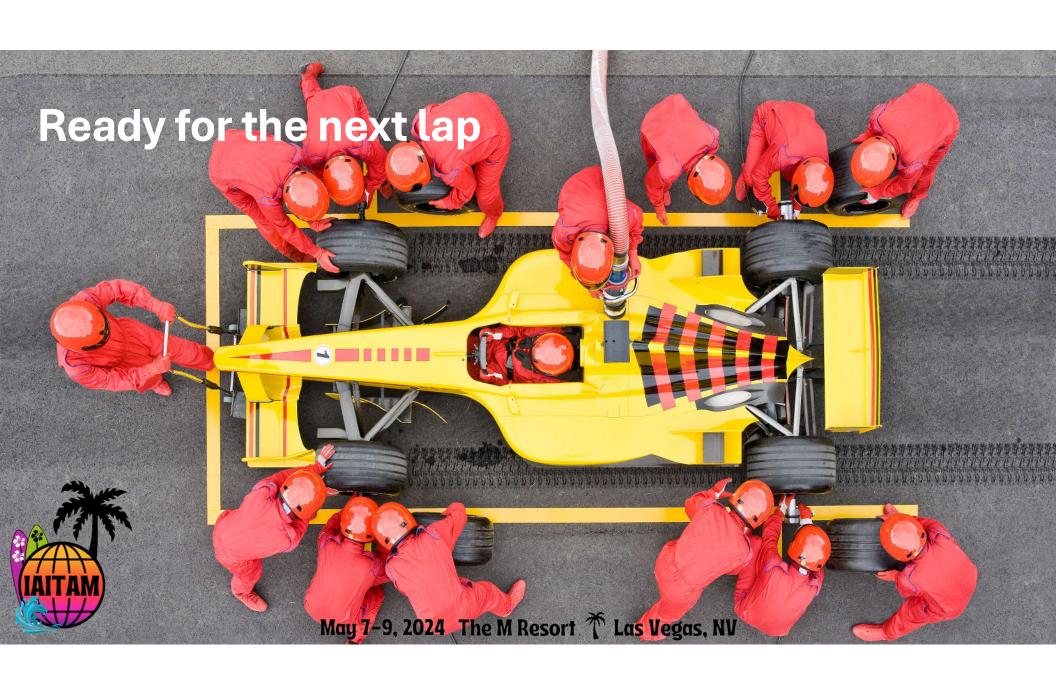












Key takeaways





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Audience Question - 2

- 1. How many of you are ITAM Consultants?
- 2. Do you have a SAM tool at your org?
 - 1. No, I do not have one.
 - 2. Yes, purchased the tool but not fully implemented
 - 3. Yes, implemented but not using it
 - 4. Yes, fully implemented, and in full use







SoftwareOne Today

NORAM ITAM

115 ITAM professionals in North America

7.5k

software vendor relationships

9,300 FTEs

incl. cloud experts with 5,000+ certifications

Global ITAM

700+ ITAM & FinOps professionals worldwide

65k+

clients worldwide

2030

net zero ambition







Delivering ITAM & FinOps Consulting Services across the globe

Over \$500 million in realized cost avoidance annually





About SoftwareOne

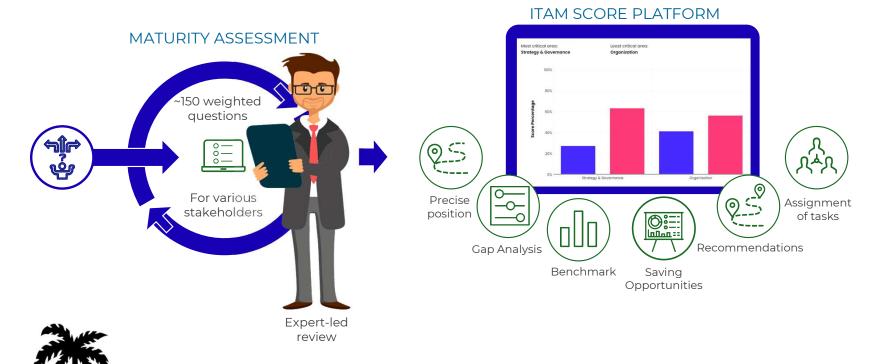
SoftwareOne named a leader in Gartner Magic Quadrant for SAM Managed Services, three years running

FinOps Certified Service Provider since 2020





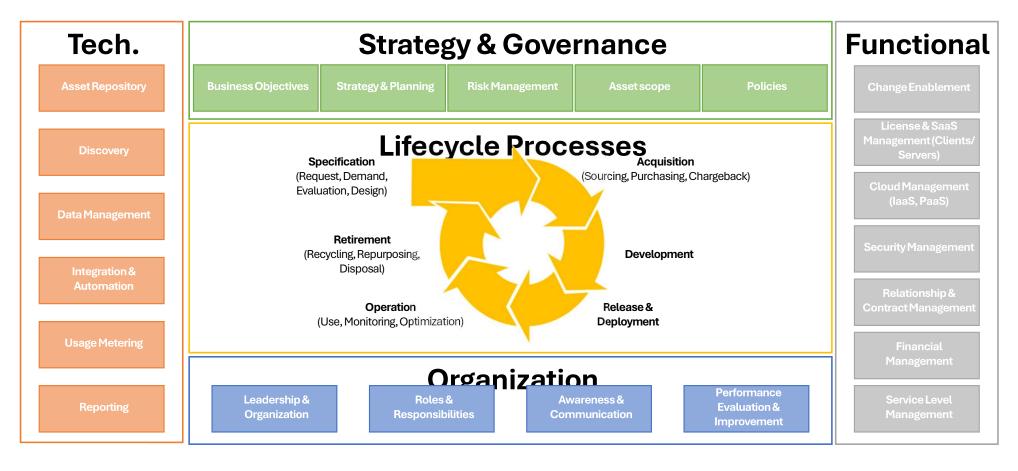
Assessment | ITAM Maturity





SoftwareOne Diagnostic Framework

A comprehensive ITAM maturity assessment consisting of 5 major domains and 28 sections.

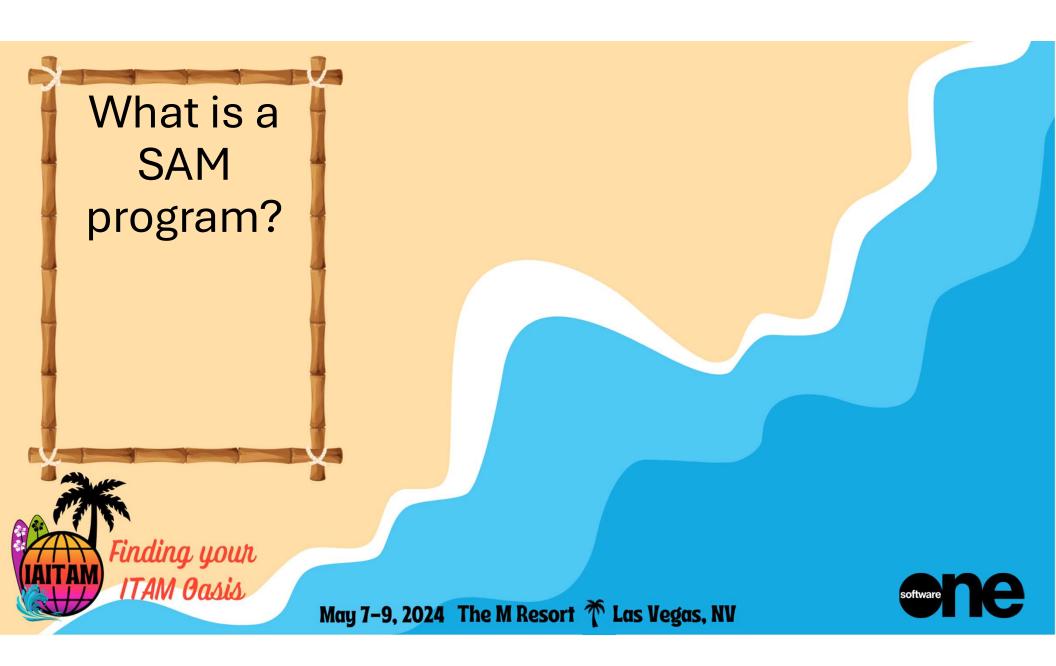


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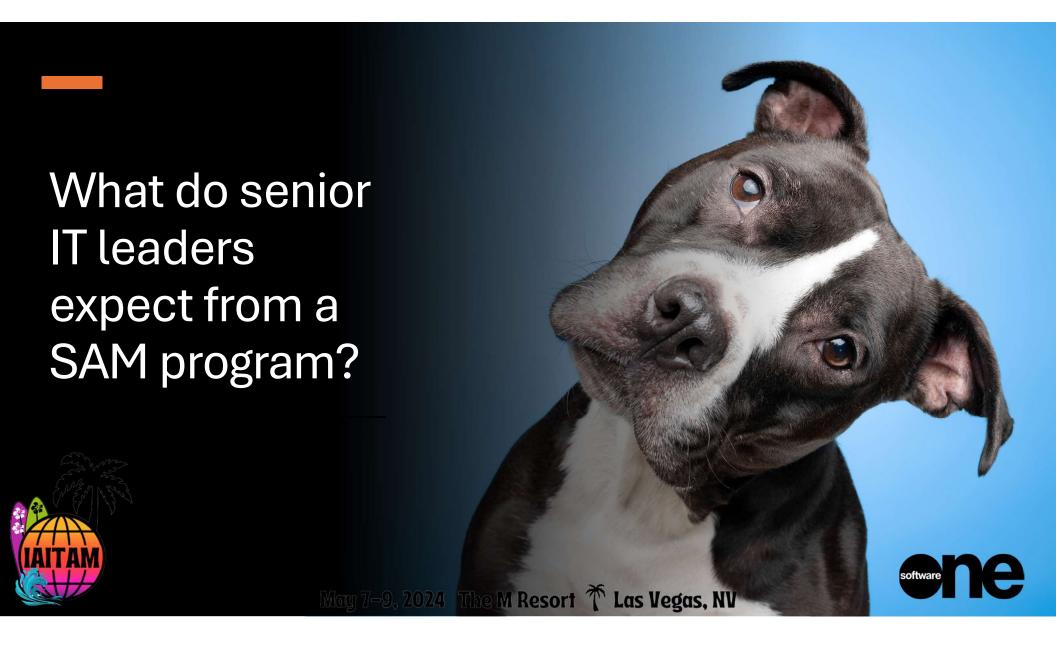
Audience Question - 3

What should a SAM program be able to achieve?









Senior IT leaders expect this from a SAM program:

- 1. One-stop shop for information on
 - 1. Software deployment by device or by publisher
 - 2. Software usage (by-the-minute)
 - 3. Installed but unused software
 - 4. Software purchased but never deployed (shelfware)
 - 5. Whether the software is freeware or paid
 - 6. Software installation date
 - 7. Active devices
 - 8. a list of all users that use a specific software
 - 9. Software entitlements (licenses purchased)





Senior IT leaders expect this from a SAM program:

- 2. Audit response playbook
- 3. Alert senior leadership in the event of a license compliance risk
- 4. Track software agreements active vs. expired
- 5. Provide alerts to key stakeholders on upcoming expirations
- 6. Know your key contacts at the top 5 software vendors and top 3 software resellers
- 7. Meet regularly with ITAM stakeholders (InfoSec, Procurement,

Finance, IT Operations)

ITAM Oasis



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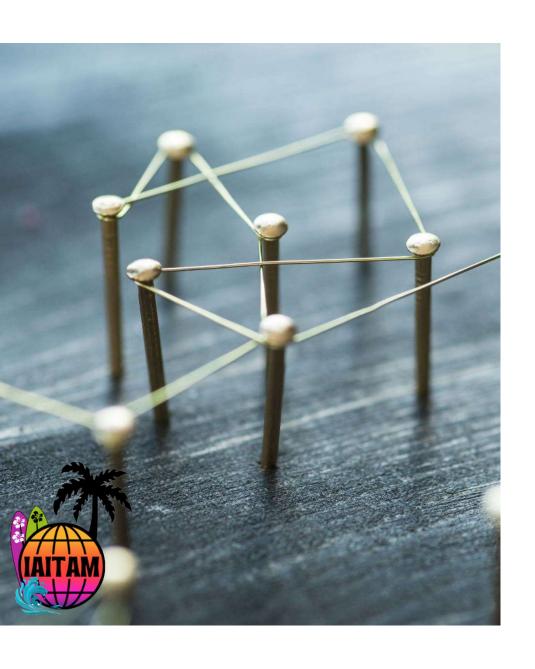
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- 6. Prioritize software publishers
- 7. Quantify the financial risk of software audits
- 8. Make it work without a SAM tool
- 9. Build a business case for a SAM program so you can get additional resources (staff, tools)
- Set SMART goals for the SAM program for the next

welve months

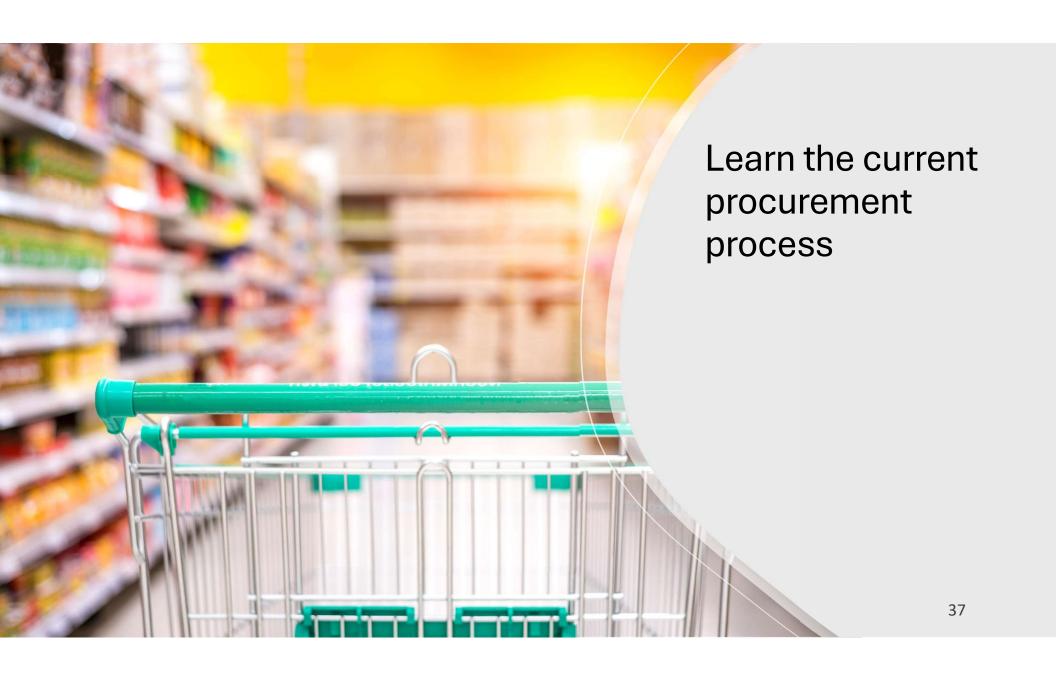
ITAM Oasis





Understand your organization

- Values
- Goals
- Culture



Audience Question - 4

Should I build a software inventory first?



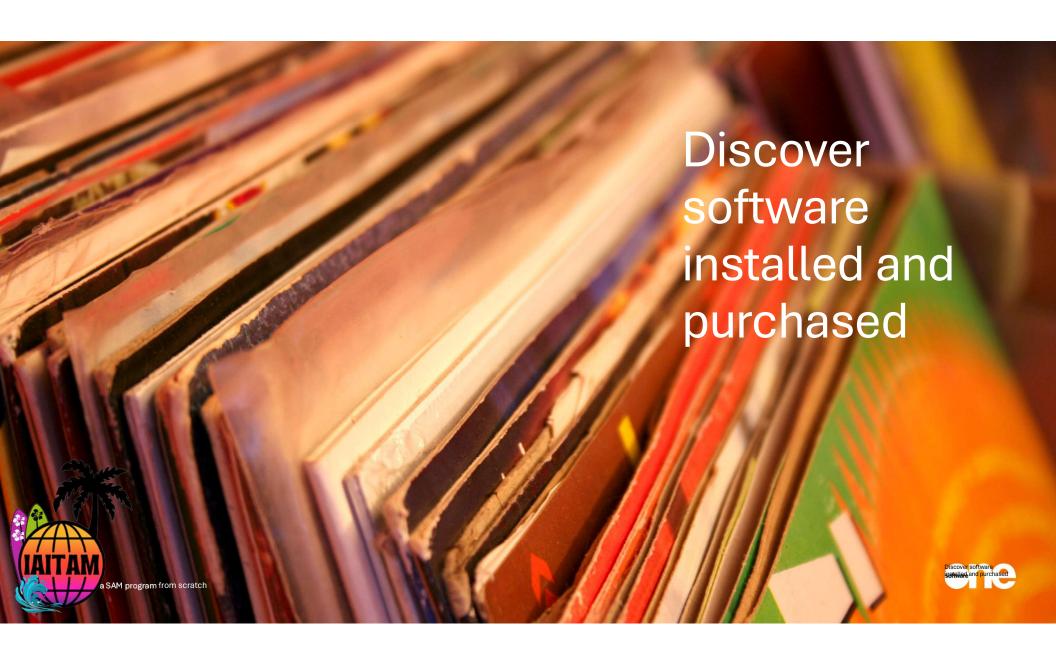




Build an inventory of all hardware assets



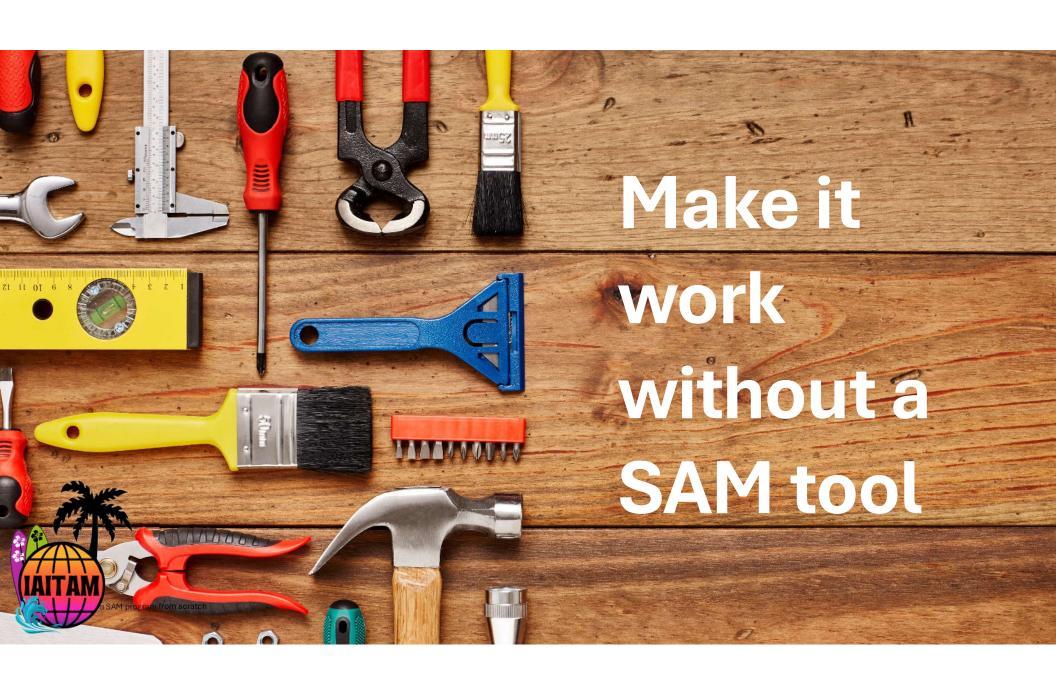






Quantify the financial risk of software audits





Build a business case for a SAM program so you can get additional resources (staff, tools)





Set SMART goals for the next twelve months.
Specific, Measurable, Achievable, Relevant, and Time-Bound.



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- First day at work man smiling <u>https://www.shrm.org/membership/student-resources/pages/10-tips-for-your-first-day-on-the-job.aspx</u>
- Raising hand in room
 https://www.science.org/do/10.1126/science.caredit.aar2783/abs/iStock-510624050_16x9.jpg
- Accountant sitting at a desk with calculator https://www.avisar.ca/wp-content/uploads/2022/08/Senior-Accountant.jpg
- Man standing in front of monster wallpaper
 https://www.wallpaperflare.com/man-standing-in-front-of-monster-digital-wallpaper-dragon-illustration-wallpaper-pvv