



# Seven reasons why SAM tool implementations fail

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May 7, 2024 | 3:30 pm | Room: Modena 1

*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
6. 20+ years - Astronaut

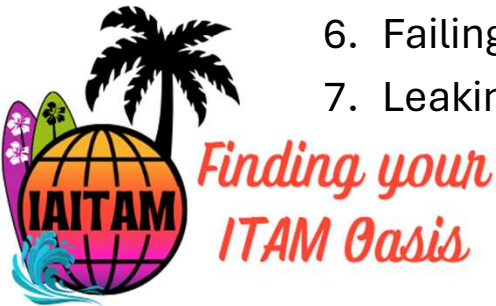


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# Preview

1. Introduction
2. My SAM journey
3. What is a SAM tool?
4. Seven reasons why SAM tool implementations fail
  1. Poor knowledge of your IT environment
  2. Poor knowledge of the various tools
  3. Painfully slow implementation
  4. Manual effort required to load licenses/entitlements
  5. Small ITAM talent pool
  6. Failing to act on tool findings
  7. Leaking roof - Failure to permanently fix process gaps



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# Speaker Introduction

**Aamer Trambu**

Position: Principal ITAM Consultant

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# 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
2. Speaking out against genocide
3. Human Rights Advocacy

## Interesting facts:

1. 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 an IT  
Asset  
Manager



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Did not look like this

# My first day as a Software Asset Manager



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# My first day as a Software Asset Manager



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# How it all began



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# The audit letter



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# How it all began



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How I felt like then



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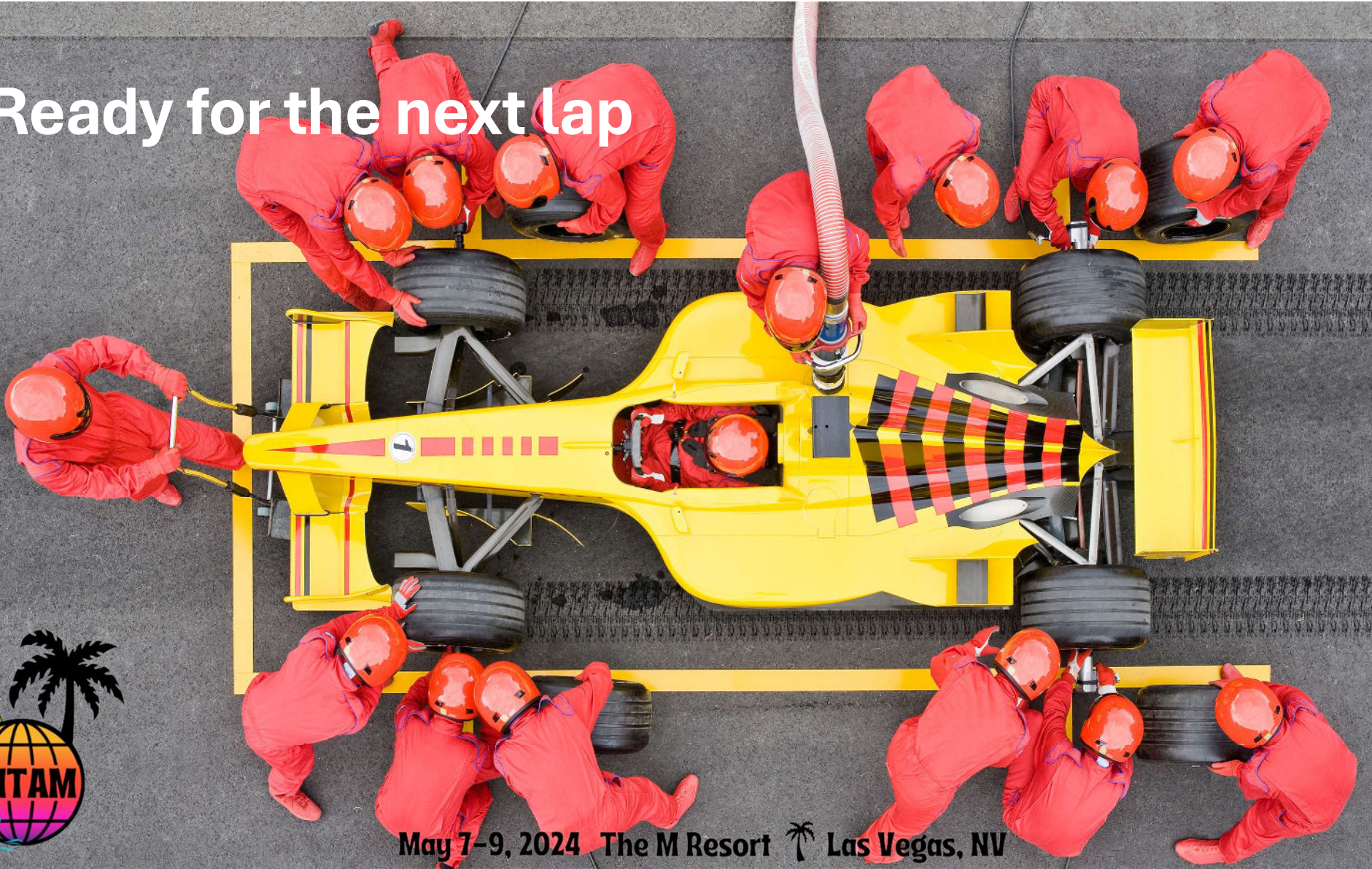
# How I feel like 10 years later



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Ready for the next lap



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It will not look like this

# 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



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About

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# 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

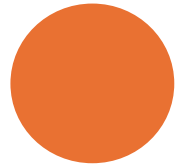
**65k+**

clients worldwide

**2030**

net zero ambition

The logo for SoftwareOne, featuring the word "software" in a smaller, lowercase font inside a white circle, followed by the word "one" in a large, lowercase font.



Delivering ITAM & FinOps  
Consulting Services across the  
globe

Over \$500 million in realized cost  
avoidance annually



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**Gartner**®

## About SoftwareOne

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

FinOps Certified Service Provider since 2020

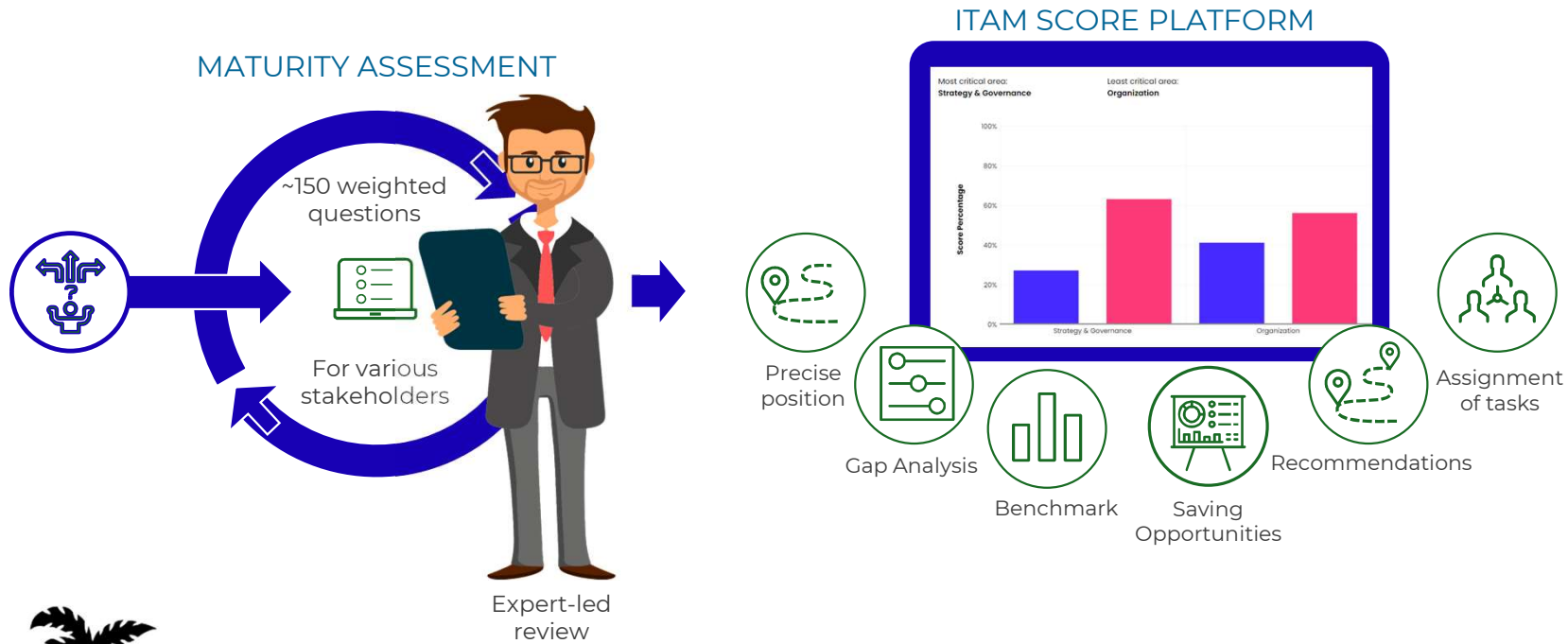


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My day job at SoftwareOne: I conduct ITAM Maturity Assessments for clients

# Assessment | ITAM Maturity



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# About SAM Tools



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# Audience Question - 3

What should a SAM tool be able to do?



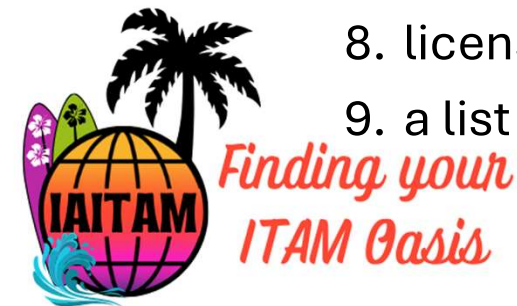
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# Here are some features users expect from a SAM tool

## 1. Track

1. location of each software asset
2. names of user that clicks on each software asset
3. how long each software was used for
4. whether the software asset needs a license or not
5. when the software was installed
6. all computers that have a specific software installed
7. a list of all users that use a specific software
8. licenses purchased (manual)
9. a list of unauthorized software installed



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## Here are some features users expect from a SAM tool

2. Compare licenses purchased with software deployed
3. Identify software not used in the previous 90 days
4. Track software agreements active vs. expired
5. Provide alerts on upcoming expirations
6. Exclude devices like appliances, printers, non-OS devices
7. Know the license metric (core, device, user license)



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# What is a SAM tool?



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# A SAM Tool

A product that helps optimize software and SaaS spend while supporting the automation of tasks required to maintain compliance with software license and SaaS subscription use rights.

Source: [gartner.com/reviews/market/software-asset-management-tools](https://gartner.com/reviews/market/software-asset-management-tools)



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## 7 reasons why your org may not benefit from your tool

1. Poor knowledge of your IT environment
2. Poor knowledge of the various tools
3. Painfully slow implementation
4. Manual effort required to load licenses/entitlements
5. Small ITAM talent pool
6. Failing to act on tool findings
7. Leaking roof - Failure to permanently fix process gaps



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# Poor knowledge of your IT environment

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1. Size of network
2. Device and user count
3. Affiliates and legal structure
4. Recent mergers and acquisitions



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# Poor knowledge of SAM Tool vendors

1. Figure out your immediate needs
2. Align with organizational goals
3. Pareto Principle - Put in 20% of the effort needed to manage 80% of the problem
4. Find the right tool to do the right job
5. Push back on sales pressure

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# Painfully Slow Implementation

- Discovery agent deployment held back
- Lack of access to data sources
- Delayed integration of connectors:
  - VMware vSphere
  - HyperV
  - Office 365
  - Adobe Creative Cloud
  - Zoom
  - DropBox



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# Manual effort to load software entitlements

1. Lack of access to software purchase history
2. Inability to upload software entitlements to SAM tool
3. Auto-allocation vs. manual assignment of software entitlements



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# Small ITAM Talent pool

- Hire staff to manage tool before tool purchase or during implementation?
- Staff training issues
- Staff retention issues
- Growing dependence on ITAM consultants



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# No action

- 1. Failure to act on tool recommendations
- 2. Failure to harvest software
- 3. Unable to uninstall software
- 4. Unable to unsubscribe users
- 5. Poor communication with IT Service Desk
- 6. Unable to reduce subscription count at renewal time
- 7. Renewed software agreements with 40% of shelfware



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# Leaking roof

1. Faulty processes are not corrected
2. Delayed implementation of fixes
3. Lack of communication between the SAM team and the process owner team
4. Continued process gaps worsen the existing inefficiency in SAM processes



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