



**IAITAM ACE**  
May 7-9, 2024 The M Resort Las Vegas, NV

## Seven reasons why SAM tool implementations fail

Aamer Trambu  
ITAM Consultant, SoftwareOne  
aamer.trambu@softwareone.com  
May 7, 2024 | 3:30 pm | Room: Modena 1

*Finding your IAITAM Oasis*



1

---

---

---

---

---

---



---

---

### 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

May 7-9, 2024 The M Resort Las Vegas, NV

2

---

---

---

---

---


---

---


---

### 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



*Finding your IAITAM Oasis*



May 7-9, 2024 The M Resort Las Vegas, NV

3

---

---

---

---

---


---


---



---





### Speaker Introduction

**Aamer Trambu**  
 Position: Principal ITAM Consultant  
 Phone: +1-647-201-6567  
 Email: Aamer.Trambu@softwareone.com







May 7-9, 2024 The M Resort Las Vegas, NV

---

---

---

---

---

---

---

---

---

---

4

### Speaker Introduction

10 years: IT Asset Management

- Advised on SAM best practices
- Contract Management
- Managed software audits

Presented at

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

**ITAM Maturity Assessments**  
 ITAM Process Reviews  
 IAITAM CSAM Trainer

Optimization Tools





- Snow License Manager
- USU (Aspera)
- License Dashboard
- Flexera


Discovery and Inventory Tools:

- SCCM
- CMDB
- Casper

Publishers

- Microsoft
- Adobe
- Micro Focus



May 7-9, 2024 The M Resort Las Vegas, NV

---

---

---

---

---

---


---

---

---

---

5



### Speaker


**5 to 9 pm:**  
 Memorized 82 pages (Quran)  
 520 remaining

**Also:**


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

**Interesting facts:**

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



May 7-9, 2024 The M Resort Las Vegas, NV



---

---

---

---

---

---

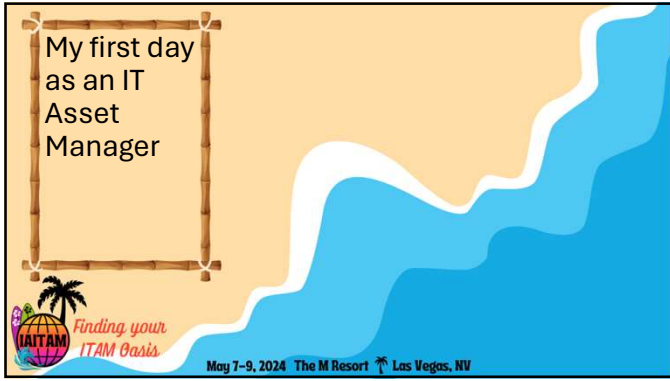
---

---

---

---

6



7

---

---

---

---

---

---

---

---



8

---

---

---

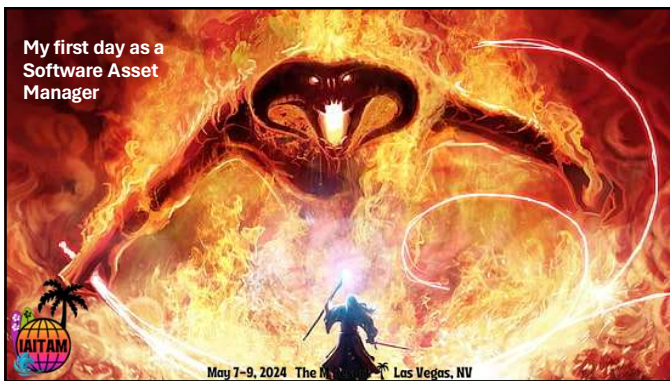
---

---

---

---

---



9

---

---

---

---

---

---

---

---



10

---

---

---

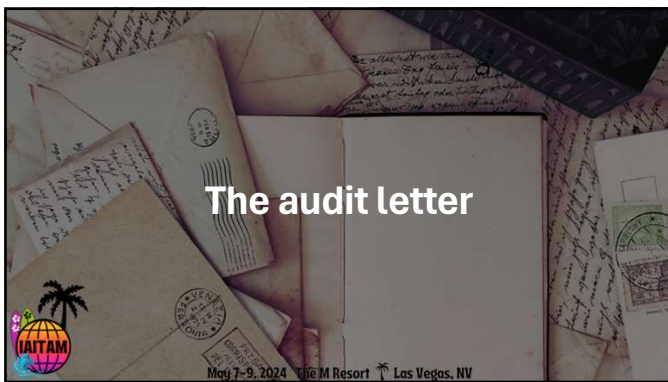
---

---

---

---

---



11

---

---

---

---

---

---

---

---



12

---

---

---

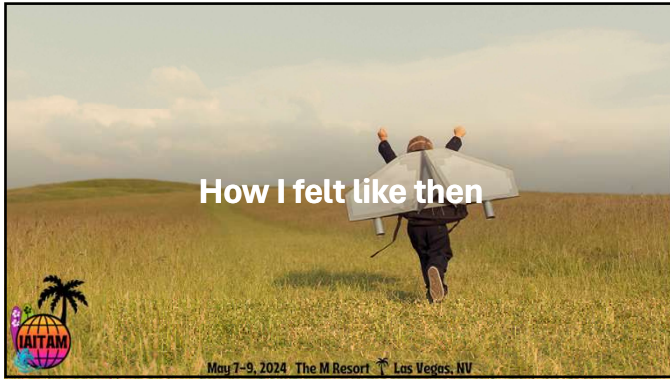
---

---

---

---

---



13

---

---

---

---

---

---

---

---



14

---

---

---

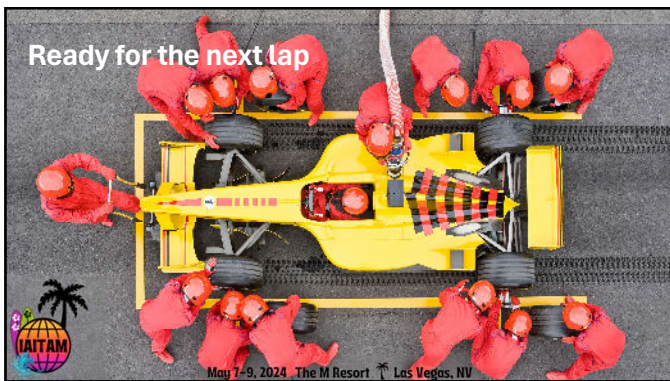
---

---

---

---

---



15

---

---

---

---

---



---

---

---

It will not look like this

### Key takeaways

May 7-9, 2024 The M Resort Las Vegas, NV

16

---

---

---

---

---



---

---


---

### Audience Question - 2

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

May 7-9, 2024 The M Resort Las Vegas, NV



17

---

---

---

---



---

---

---


---

### About **one** software

*Finding your ITAM Basis*

May 7-9, 2024 The M Resort Las Vegas, NV



18

---

---

---

---

---



---

---

---

**SoftwareOne Today**

<p><b>NORAM ITAM</b> 115 ITAM professionals in North America</p> <p><b>7.5k</b> software vendor relationships</p> <p><b>9,300 FTEs</b> incl. cloud experts with 5,000+ certifications</p>	<p><b>Global ITAM</b> 700+ ITAM &amp; FinOps professionals worldwide</p> <p><b>65k+</b> clients worldwide</p> <p><b>2030</b> net zero ambition</p>
---	--

19

---

---

---

---

---

---

---

---



Delivering ITAM & FinOps Consulting Services across the globe

Over \$500 million in realized cost avoidance annually




May 7-9, 2024 The M Resort Las Vegas, NV




20

---

---

---

---

---

---

---

---



**About SoftwareOne**

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

FinOps Certified Service Provider since 2020



May 7-9, 2024 The M Resort Las Vegas, NV



21

---

---

---

---

---

---

---

---

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

## Assessment | ITAM Maturity

**Maturity Assessment**  
150 weighted questions  
For various stakeholders  
Expert-led review

**ITAM Score Platform**  
Precise position  
Gap Analysis  
Benchmark  
Saving Opportunities  
Recommendations  
Assignment of tasks

May 7-9, 2024 The M Resort Las Vegas, NV

22

---

---

---

---

---

---

---

---

---

---

## About SAM Tools

May 7-9, 2024 The M Resort Las Vegas, NV

23

---

---

---

---

---

---

---

---

---

---

## Audience Question - 3

What should a SAM tool be able to do?

May 7-9, 2024 The M Resort Las Vegas, NV

24

---

---

---

---

---

---

---

---

---

---



**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



May 7-9, 2024 The M Resort Las Vegas, NV




---

---

---

---

---

---

---

---

---

---

25

**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)



May 7-9, 2024 The M Resort Las Vegas, NV




---

---

---

---

---

---

---

---

---

---

26

What is a SAM tool?



May 7-9, 2024 The M Resort Las Vegas, NV




---

---

---

---

---

---

---

---

---

---

27

**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)



May 7-9, 2024 The M Resort Las Vegas, NV

28

---

---

---

---

---


---

---

---


**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



*Finding your ITAM Oasis*

May 7-9, 2024 The M Resort Las Vegas, NV



29

---

---

---

---

---


---

---

---


**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



*Finding your ITAM Oasis*

May 7-9, 2024 The M Resort Las Vegas, NV



30

---

---

---

---

---


---

---



---

**Poor knowledge of your IT environment**

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



May 7-9, 2024 The M Resort Las Vegas, NV

31

---

---

---

---

---

---

---

---

**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



May 7-9, 2024 The M Resort Las Vegas, NV




32

---

---

---

---

---


---

---



---

**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



May 7-9, 2024 The M Resort Las Vegas, NV

33

---

---

---


---

---

---

---


---



**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

May 7-9, 2024 The M Resort Las Vegas, NV



34

---

---

---

---

---

---

---

---

---

---



**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

May 7-9, 2024 The M Resort Las Vegas, NV



35

---

---

---

---

---


---

---

---

---


---



**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

May 7-9, 2024 The M Resort Las Vegas, NV



36

---

---

---

---

---

---

---

---

---

---



**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

May 7-9, 2024 The M Resort Las Vegas, NV 

37

---

---

---

---

---


---

---

---

**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

May 7-9, 2024 The M Resort Las Vegas, NV 

38

---

---

---

---

---

---

---

---



**IAITAM ACE**  
May 7-9, 2024 The M Resort Las Vegas, NV

**Seven reasons why SAM tool implementations fail**

Aamer Trambu  
ITAM Consultant, SoftwareOne  
aamer.trambu@softwareone.com

May 7-9, 2024 The M Resort Las Vegas, NV 

39

---

---

---

---

---

---

---

---