



# Navigating SAM Tools for Optimal Value



*Finding your IAITAM Oasis*





# Alex Geuken

VP INTERNATIONAL SALES



*Finding your  
ITAM Oasis*

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



# Why SAM?



COST SAVINGS



COMPLIANCE



POPULATE THE  
CMDB





**Savings on  
TOP Tier Vendors;**

Microsoft, Adobe, IBM, Oracle,  
SAP, VMware, Engineering  
apps



**Savings  
tail-end spend**



**Avoiding  
costly audits**



**Quality data  
into CMDB**

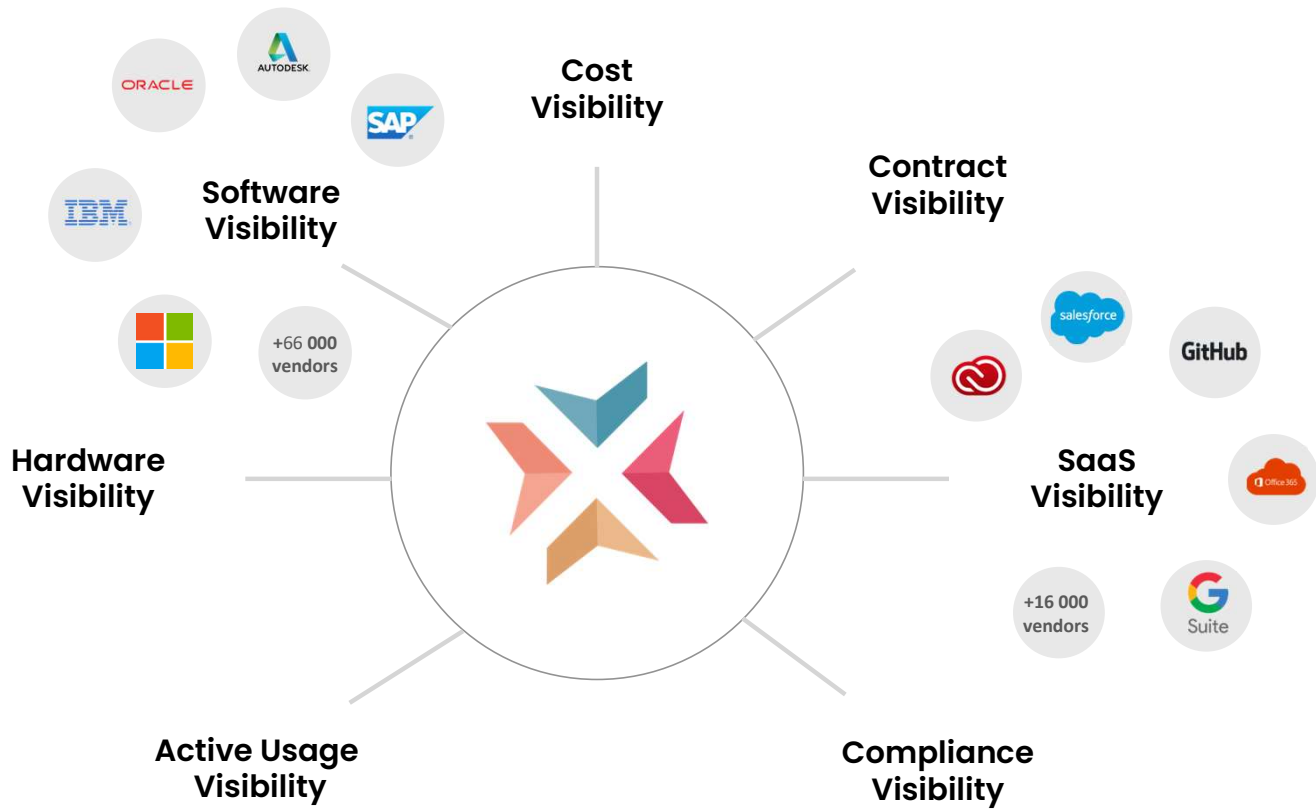


*Finding your  
ITAM Oasis*



*Every device and user comes  
with X amount of applications = costs.  
We need to have visibility of every user  
and all their software assets.*





*Finding your ITAM Oasis*





WHAT YOU HAVE INSTALLED VS  
WHAT YOU HAVE PURCHASED.



WHAT YOU ARE USING IS WHAT  
YOU ARE PAYING FOR.



CHALLENGE: TIME  
MANAGEMENT





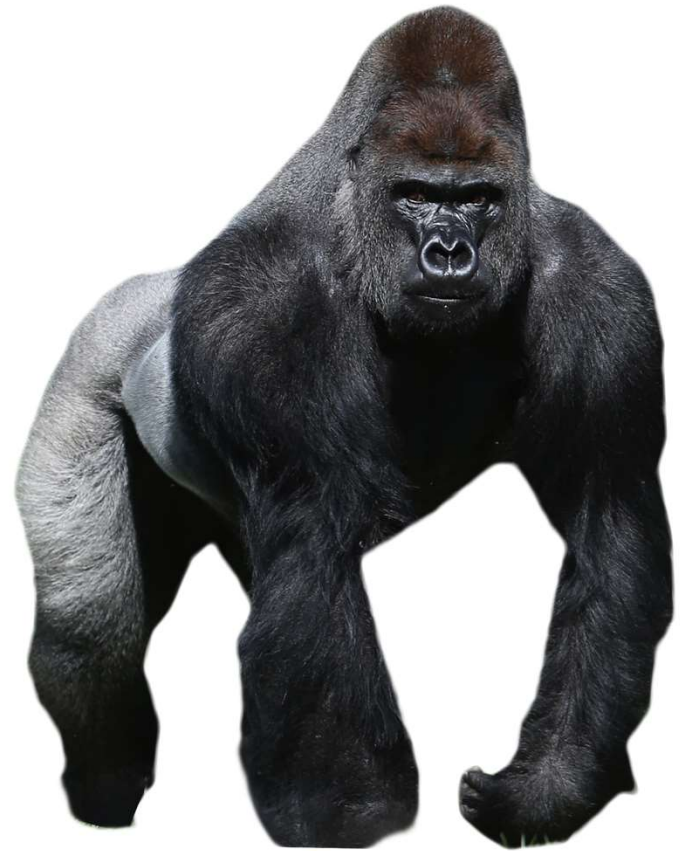
# What is software?

- Application name
- Version
- Edition
- License metric
- EOL EEOL
- Price
- Upgrade and downgrade
- License
- User
- Organization
- Cost
- Owner
- Manufacturer
- Family
- Product Suite
- License Suite





How much can you save  
on every user or device?



*Finding your  
ITAM Oasis*



# Discovery – Presentation - Integraton

- Findings
- What to manage

- Added value
- How to manage (compliance, cost savings)

- Data integration
- Data working for you
- Populating CMDB
- Auto uninstallation



Where can you get the most money?



# What's next?



What Visibility?



What Automation?



How Simplicity?



What Outcome can you expect?





Thank you!



*Finding your IAITAM Oasis*