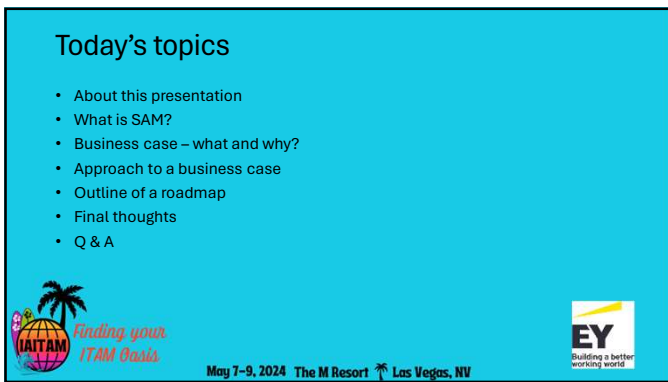


IAITAM ACE
May 7-9, 2024 The M Resort Las Vegas, NV

Balram Pandey, EY
How to build eye opening and convincing business case for SAM?

Finding your IAITAM Oasis

1




Today's topics

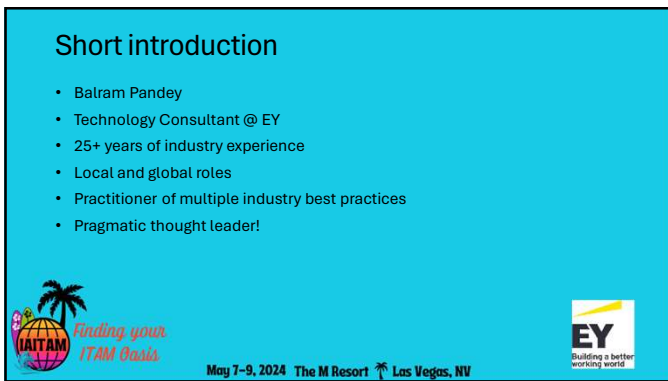
- About this presentation
- What is SAM?
- Business case – what and why?
- Approach to a business case
- Outline of a roadmap
- Final thoughts
- Q & A

Finding your IAITAM Oasis

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



2




Short introduction

- Balram Pandey
- Technology Consultant @ EY
- 25+ years of industry experience
- Local and global roles
- Practitioner of multiple industry best practices
- Pragmatic thought leader!


Finding your IAITAM Oasis

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




3



What does this PPT cover and does not cover?



- Two environments - Servers and End-Users
- Provides approach to create a business case
- Numbers and values are based on industry recommendations
- Can be refined for a specific need



- Cloud & DevOps environments
- It is not a business case
- License types and metrics

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

4



What is SAM?

ITIL definition of SAM:

...all of the infrastructure and processes necessary for the effective management, control and protection of the software assets... throughout all stages of their lifecycle.

Goal of SAM is to **reduce** information technology (IT) **costs** and **limit** business and legal **risk** related to the ownership and use of software, while maximizing IT responsiveness and end-user productivity.

What about business insights in a broader context?

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

5

What is a business case and why we need one?

What is a business case?

A formal justification of the value achieved by investing in SAM transformation

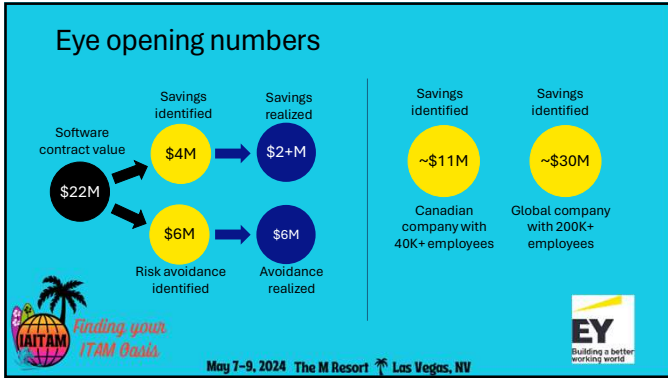
Why is it needed?

A rational and effective means to prioritize investments, set "value" expectations and evaluate achievement

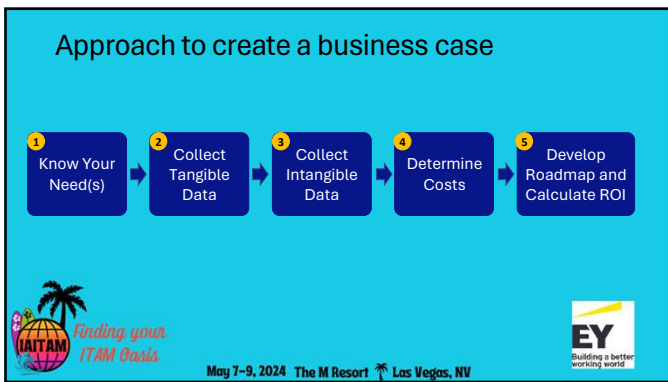



May 7-9, 2024 The M Resort Las Vegas, NV

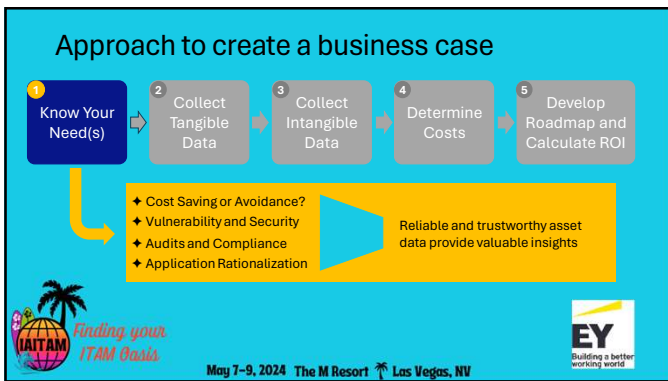
6



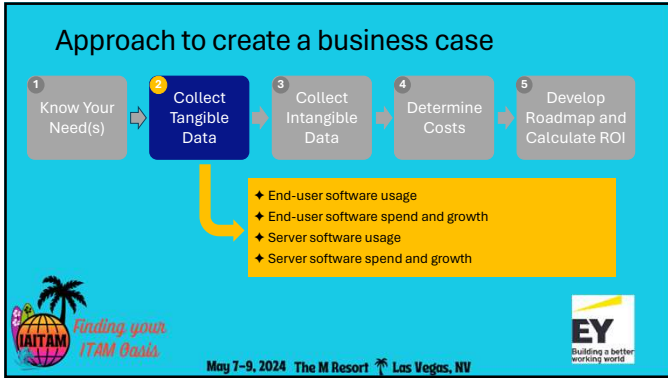
7



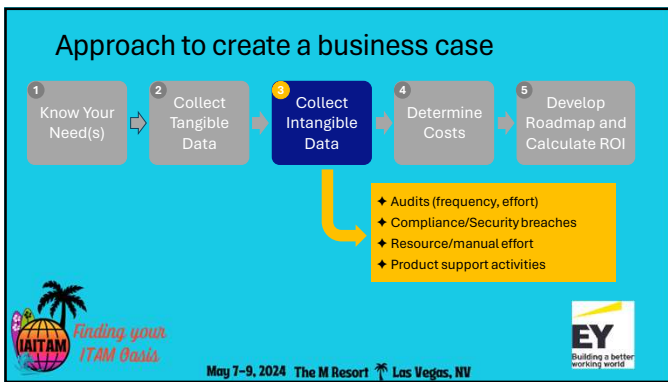
8



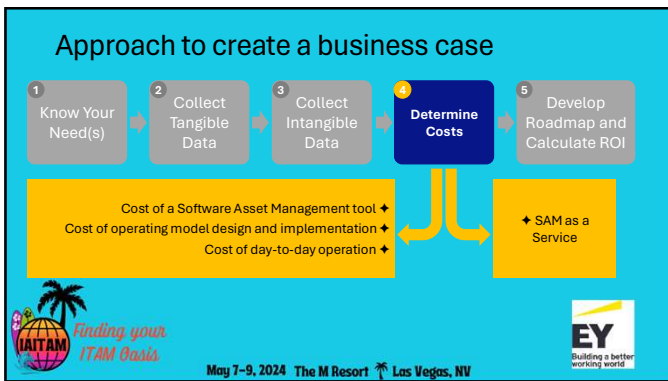
9



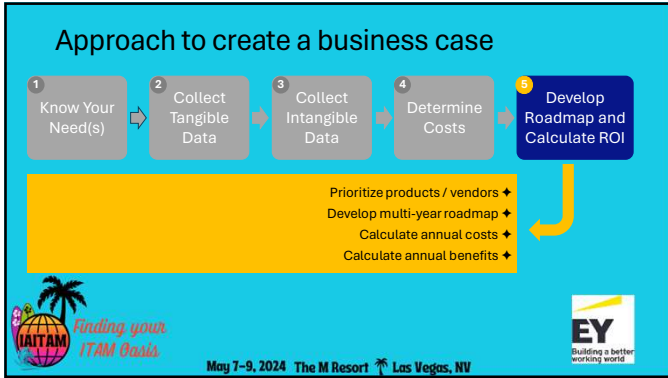
10



11



12



13

Outline of a roadmap

	Year 1	Year 2	Year 3	Scope
Server Software				Vendor: IBM, Oracle; Geography: All Vendor: Microsoft; Geography: All
End-User Software				Vendor: Microsoft; Geography: All Vendor: Adobe; Geography: All
Capabilities / Functions	<ul style="list-style-type: none"> Catalog, Request Effective License Position CMDB integration 	<ul style="list-style-type: none"> Extend capabilities Add - procurement, change integration 	<ul style="list-style-type: none"> Extend capabilities Add - deployment, metering, harvesting 	
Costs	<ul style="list-style-type: none"> Recurring: \$ One-time: \$ Total: \$\$ 	<ul style="list-style-type: none"> Recurring: \$ One-time: \$ Total: \$\$ 	<ul style="list-style-type: none"> Recurring: \$ One-time: \$ Total: \$\$ 	
Benefits	<ul style="list-style-type: none"> Hard \$ (savings) Soft \$ (avoidance) Risk reduction 	<ul style="list-style-type: none"> Hard \$ (savings) Soft \$ (avoidance) Risk reduction 	<ul style="list-style-type: none"> Hard \$ (savings) Soft \$ (avoidance) Risk reduction 	

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

14

- ### Final thoughts
- Get a vendor to collect consumption data and estimate costs
 - Do not boil the ocean, start small and show benefits
 - Stay focused!
- May 7-9, 2024 The M Resort Las Vegas, NV

15

Questions?

Thank you
very much for
listening!

Contact:
balram.pandey@ca.ey.com



*Finding your
IATAM Oasis*

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