IAITAM ACE

May 7–9, 2024   The M Resort 🌴 Las Vegas, NV

SAM vs SAM4Engineering – Cost Optimization vs Compliance

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Today' Theme

NOT JUST DEPLOYMENT, BUT ALSO USAGE

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Key Topics

01	02	03
SAM **VS** **SAM4Engineering**	**Adobe** **&** **Autodesk**	**Cloud**

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Chapter 1

SAM vs SAM4Engineering

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Important Points

1. What's Similar?

2. What's Different?

3. Metrics overview

4. Compliance vs Cost Optimization

5. Premiere vendors that cross boundaries

What's similar?

- **Entitlements** – What do we own?

- **Allocations** – Where is the license deployed or allocated?

- **Effective License Position** – How are we doing?

What's different? – Standard SAM

- Deployment plays a key role

- Usage is rarely measured – Important point later

- Compliance focused

What's different? – SAM4Engineering

- Deployment is not a key factor

- Usage is the primary metric

- Idling is important

- Cost Optimization focused

Metrics Overview

- **SAM –** per user, per core, per device, PVU

- **SAM4Engineering**
  - Session data – Start, Stop, Duration, Idle Time

Compliance vs Cost Optimization

- **Compliance**
  - Over-deployment in SAM
  - Breaching Usage Scope in SAM4 Engineering

- **Cost Optimization**
  - Under-deployment in SAM
  - Ineffective Usage, Idling

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Premiere Vendors

Crossing Boundaries

Adobe

AUTODESK.

Chapter 2

Adobe & Autodesk

Important Points

1. Adobe & Autodesk – Who are their customers?

2. How does Autodesk blur the line between SAM & SAM4Engineering?

3. Autodesk License Models

4. How to optimize Autodesk Portfolio?

5. How does Adobe blur the line between SAM & SAM4Engineering?

6. Adobe License Model

7. How to optimize Adobe Portfolio

8. Usage should be key metric

Adobe & Autodesk – Who are their customers?

- **Big Potential Reach for Autodesk**
  - Primary - Engineering, Manufacturing, Construction, Oil & Gas
  - Secondary – Any organization in the world (example – Facility Manager using AutoCAD to draw layouts, self proprietors, SME)

- **Big Potential Reach for Adobe**
  - Primary – Engineering, Movie Industry, Industrial Design
  - Secondary – Any organization in the world (example – basically anyone working with PDFs)

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How does Autodesk blur the line between SAM & SAM4Engineering

- **Deployment, Usage & Idling are equally important**

- **Deployment –** Different Product version deployed, potential compliance problem

- **Usage –** How long are users running the applications, potential over-provisioning

- **Idling –** Are users actually working while consuming licenses, potential over-provisioning

Autodesk License Models

- **Autodesk Network Model –** No longer sold, Autodesk is migrating customers away

- **Autodesk Token Flex –** Enterprise targeted

- **Autodesk Flex –** Token based for smaller organizations

- **Autodesk Named –** Standard Subscription based Named User license

How to optimize Autodesk License Portfolio?

- Analysis of Entitlement vs Deployment – SAM
  - Ensures Compliance

- Analysis of Usage – SAM4Engineering
  - Session data – Who used which license and for how long?
  - Idling data – Are users actually working with the software?

- Use Usage Analysis to find Optimal state for choosing Flex or Named User license
  - Full-time or Significant Usage – Named User license
  - Occasional Usage – Flex

- Understand if User has a business case to use the software at all?
 - Viewers don't need a paid license

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How to optimize Autodesk License Portfolio?

Total users:	100							Monthly	Annual	Difference
Users blend:	**Percent**	**#**	**Days/month**	**Days**	**Use Tokens**			**Monthly**	**Annual**	**Difference**
Viewers	**15%**	15	No edits	5	75		**All subscription:**	$15,500	$186,000	0.00%
Ocational	**25%**	25	Less 7 days/M	5	125		**All tokens:**	$26,833	$321,993	173.11%
Significant	**25%**	25	More 7 days/M	15	375		**Hybrid:**	$13,290	$159,480	85.74%
Full time	**35%**	35	More 7 days/M	22	770		**Hybrid + viewers**	$11,794	$141,525	76.09%
Monthly sub:	**$155.00**									
24H	**$19.95**									
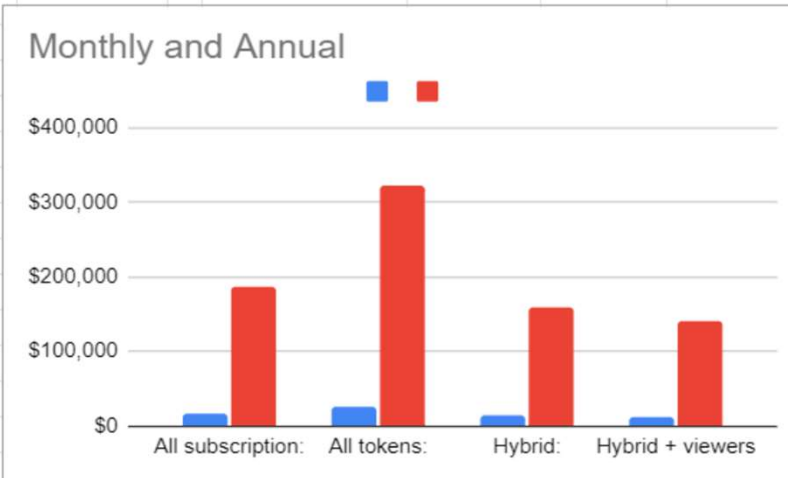
Monthly and Annual

How does Adobe blur the line between SAM & SAM4Engineering

- Deployment & Usage are equally important

- **Deployment –** Trial versions deployed, potential compliance problem

- **Usage –** How long are users running the applications, potential over-provisioning

- **Document Cloud –** Licenses being requested all over the place and not being used

Adobe License Models

- **Cloud Based Subscription – Named User License**

How to optimize Adobe License Portfolio?

- Analysis of Entitlement vs Deployment – SAM
  - Ensures Compliance

- Analysis of Usage – SAM4Engineering
  - Session data – Who used which license and for how long?

- Understand if User has a business case to use the software at all?
  - Non-editors don't need a paid Licenses – Adobe Reader

- Creative & Document Cloud
  - Widely deployed within an Enterprise
  - Often immediately forgotten
  - 0 visibility
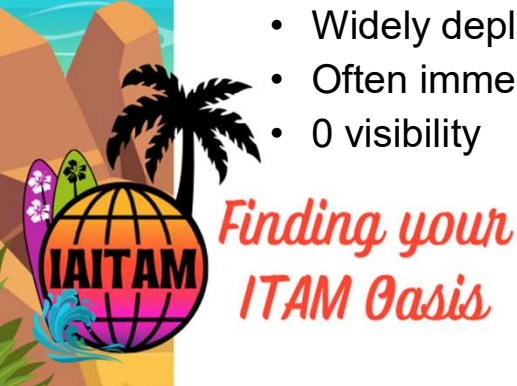
Usage – Key Metric

- Visibility into Usage is Critical
- Every instance of Autodesk or Adobe Product should be monitored
- Periodical Reports should be run
- Unused Licenses should be deallocated/reallocated
- Annual Report will give a very clear path for Savings
- Barely any organization does this now
- Millions of USD wasted yearly on Subscription cost

Usage Monitoring – How to achieve it?

- SAM + SAM4Engineering Tool
- One supplementing the other
- Integrations
- Merging data on Business Intelligence Level

Usage Monitoring – How to sell it internally?

- **Hurdles**
  - Endpoint Agent required (Data Privacy, Cyber Security questions)
  - Cost to acquire a tool

- **Pros**
  - Significant Cost Reduction potential
  - Full visibility

Chapter 3

Cloud

Important Points

1. Vendors moving Licensing to Cloud

2. How to adjust? What are the options?

3. Examples

4. Bottom Line

Vendors moving Licensing to Cloud

- Cloud Based License Managers
- Reduced Visibility
- Multiple Portals to Manage
- Push to get a License for every user (Named)
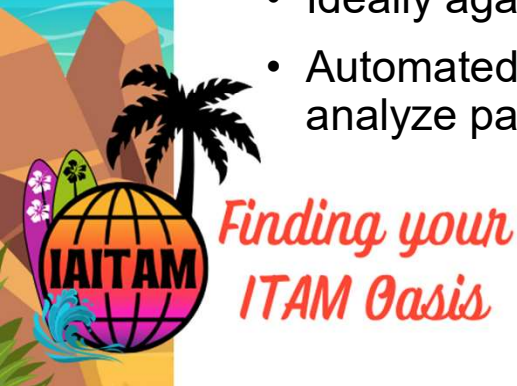- Allocations, Reallocations
- Automation?

How to adjust? What are the options?

- Reading the Entitlements
- Reading the Allocations
- Tracking the Deployments
- Monitoring the Usage
- Merging the Data
- APIs
- Scripting
- Tools
- Ideally again combination of SAM & SAM4Engineering Tool
- Automated reallocations are also possible, even utilizing Machine Learning to analyze patterns

Examples

- **Adobe**
  - Entitlements & Allocations – Read through API on The Portal
  - Deployments & Usage – Provided by SAM & SAM4Engineering Tool
  - Automation – Scripting or tool, through API

- **Autodesk**
  - Entitlements & Allocations – Read through API on The Portal
  - Deployments & Usage – Provided by SAM & SAM4Engineering Tool
  - Automation – Scripting or tool, through API

- **Dassault**
  - Entitlements & Allocations – Portal API or Local Script to pull it throughs DSLS commands
  - Deployments & Usage – Provided by SAM & SAM4Engineering Tool, or pulled through Scripts
  - Automation – Scripting or tool, through API

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Bottom Line

- To achieve complete visibility in today's world more complex solutions are required

- To embark on this journey may seem to a daunting task

- Effort, Will, Resources

- Usage for many Applications is now a key factor

- The reward is visibility, optimization, cost savings, compliance safety

- Don't hesitate, convince your leadership

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THANK YOU

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