IAITAM ACE
May 7–9, 2024 The M Resort Las Vegas, NV
SAM vs SAM4Engineering –
Cost Optimization vs Compliance
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Finding your IAITAM Oasis

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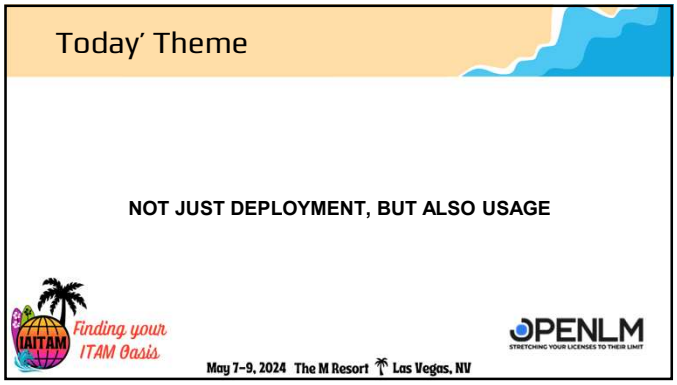
Today' Theme
NOT JUST DEPLOYMENT, BUT ALSO USAGE
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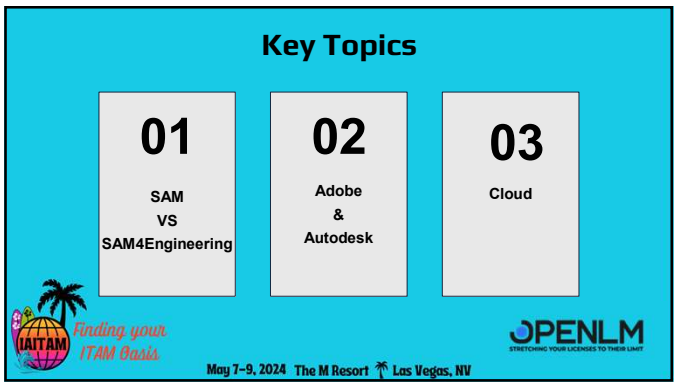
Key Topics
01
SAM VS SAM4Engineering
02
Adobe & Autodesk
03
Cloud
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Chapter 1

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

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What's similar?

- **Entitlements** – What do we own?
- **Allocations** – Where is the license deployed or allocated?
- **Effective License Position** – How are we doing?

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What's different? – Standard SAM

- Deployment plays a key role
- Usage is rarely measured – Important point later
- Compliance focused

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What's different? – SAM4Engineering

- Deployment is not a key factor
- Usage is the primary metric
- Idling is important
- Cost Optimization focused

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Metrics Overview

- **SAM –** per user, per core, per device, PVU
- **SAM4Engineering**
  - Session data – Start, Stop, Duration, Idle Time

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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.

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Chapter 2

Adobe & Autodesk

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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

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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

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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

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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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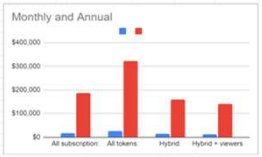
How to optimize Autodesk License Portfolio?

Total users:	100								
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:	$165.00								
24H	$19.95								



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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

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Adobe License Models

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

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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

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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

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Usage Monitoring – How to achieve it?

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

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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

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Chapter 3

Cloud

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Important Points

1. Vendors moving Licensing to Cloud
2. How to adjust? What are the options?
3. Examples
4. Bottom Line

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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?

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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

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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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