Michele McCormick

- Over 20 years experience in Asset Management
- CITAD, CHAMP, CSAM, CAMSE, CMAM, CITAM Certified
- Specializing in building SAM teams from the ground up and executive reporting for results.

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Today's Discussion Topics

- Why should you engage executives for support?

- How and when should you engage executives for support

- Reporting fundamentals and guidelines for success

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Why should you engage executives in the development and implementation of a Software Asset Management Program?
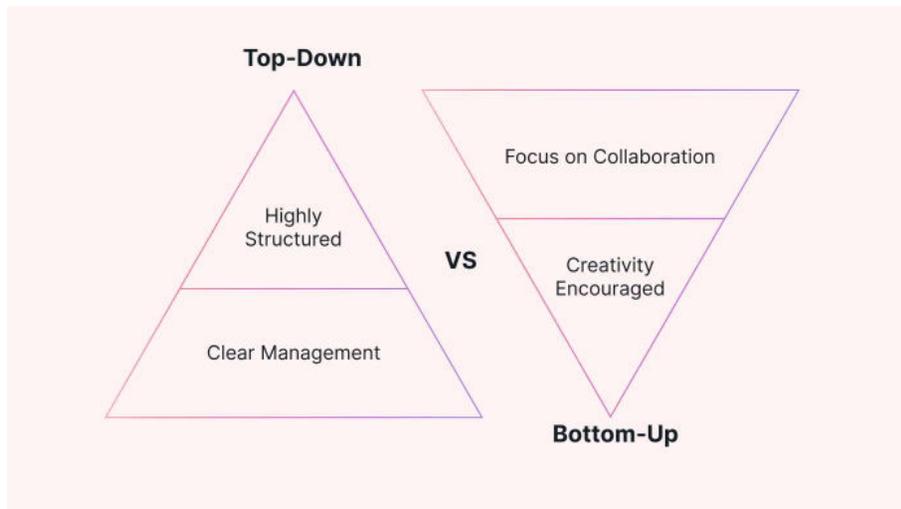
Discussing Software Asset Management with executives requires a customized strategy in harmony with their strategic goals, current priorities, and overall business considerations.

Top-Down Support

- They provide the leadership, resources, and authority necessary for the successful implementation and maintenance of a SAM program.

- They can set the tone for compliance, drive organizational alignment, and ensure that initiatives contribute to the achievement of business objectives.

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Resource Allocation

- Executives control budget allocations and resource distribution within the organization.

- With their support, adequate resources, including funding, personnel, and tools, can be allocated to establish and maintain the SAM program effectively.

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Strategic Alignment

- Executives can align the SAM program with the organization's broader strategic objectives.

- This will ensure that initiatives support business goals such as cost reduction, compliance, risk management, and operational efficiency.

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Risk Management

- Executives are responsible for managing organizational risk, including the risks associated with software licensing compliance.

- Engaging executives in SAM helps to mitigate these risks by establishing effective policies and procedures.

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Decision Making

- Executives make key decisions regarding budget allocation, programs and software procurement.

- Their involvement in the SAM program ensures that decisions are made with full awareness of the organization's software assets and their implications.

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Communication and Advocacy

- Executives can communicate the importance of SAM across different departments and levels of the organization.

- They can serve as advocates for the program, helping to promote awareness and participation among employees.

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Accountability

- Executives hold ultimate accountability for the organization's performance and compliance.

- By engaging them in the SAM program, you establish clear lines of accountability for software asset management practices and outcomes.

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What techniques should you use to engage executives for your Software Asset Management Program?

Discussing Software Asset Management with executives requires a tailored approach that aligns with their priorities, concerns, and strategic objectives.

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IT ROOSTERS
IT ASSET MANAGEMENT

Speak their language

- Find an executive sponsor, someone who can champion the program at the highest levels of the organization.

- Frame discussions in terms of business impact, risk mitigation, cost savings and strategic alignment.

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Align with Business Objectives

- Frame the SAM program in terms of how it aligns with the organization's overarching business objectives.

- Highlight the tangible business value of SAM initiatives, such as cost reduction, compliance risk mitigation, and improved operational efficiency.

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Provide Executive-Level Dashboards and Reports

- Provide concrete data on current software usage, licensing compliance, and potential risks.

- Highlight cost savings, license optimization opportunities, and risk reduction that can be achieved through SAM practices.

- Provide the information and tools they need to make informed decisions about SAM-related initiatives.

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Highlight Return on Investment

- Develop a business case that outlines the potential return on investment (ROI) of implementing a SAM program.

- Highlight tangible and intangible benefits, such as cost savings, productivity gains, and reduced audit exposure.

Engage Early and Often

- Engage executives early in the SAM planning process to secure their buy-in and support.
- Schedule updates, regular briefings, and presentations to keep executives informed and updated about progress, challenges, and successes.

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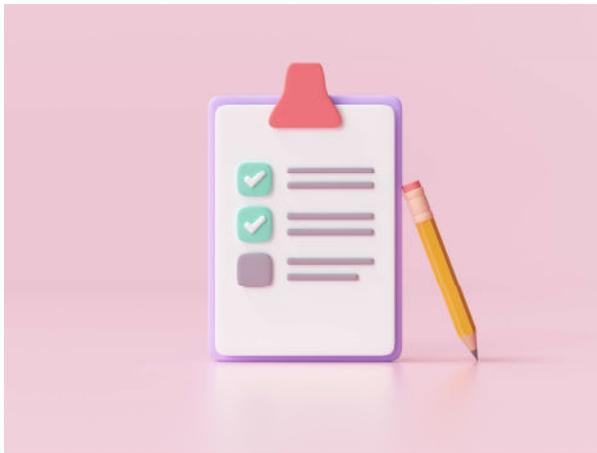
Focus on Business Value

- Highlight the tangible business value of SAM initiatives, such as cost reduction, compliance risk mitigation, and improved operational efficiency.

- Connect SAM activities directly to organizational goals and objectives.

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Highlight Compliance
Risks and Consequences

- Emphasize the potential compliance risks associated with software licensing non-compliance, including audit exposure and financial penalties.

- Illustrate the importance of proactive efforts to ensure regulatory compliance and avoiding costly audits.

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Address Concerns Proactively

- Foresee and address potential concerns and objections, such as costs, resource constraints, organizational resistance, and perceived intricacy and address them proactively.

- Provide case studies and evidence-based arguments to alleviate doubts and build confidence.

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Cultivate Relationships and Trust

- Encourage collaborative relationships that are open and founded on trust, transparency, and mutual respect.

- Serve as a reliable consultant who understands their priorities, listens to their concerns, and provides actionable insights and recommendations.

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Demonstrate Continuous Improvement

- Emphasize the importance of continuous improvement in SAM practices and processes.
- Highlight initiatives that will enhance efficiency, optimize software usage, streamline license management, and adapt to evolving business needs and technological trends.

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Key Reports

It is essential that the reports provide concise, relevant, actionable data.

- Executive Summary Dashboard
- Compliance Report
- Cost Savings Report
- Software Usage Analytics
- Vendor Management Report
- Security and Risk Assessment
- Police Compliance Report
- Trend Analysis and Forecasting
- Benchmarking Data
- Action Plans and Roadmaps

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QUESTIONS?