



IAITAM ACE

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

**The Changing Role of the SAM Manager -
How to further develop your career journey**

Neil Frodsham, Global Director ITAM Services, SHI



Finding your IAITAM Oasis



Audience Discussion

Is your SAM Manager role a **strategic enabler** in your organization?



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**“We cannot become what we want
by remaining where we are.”**

Max De Pree



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How can a business run an effective IT operation...



...without a mature SAM practice?



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SAM Manager



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SAM Manager

**Reactive
Compliance**



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SAM Manager

Reactive Compliance



Driving value from software investments



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By 2026, organizations that reposition SAM Managers to strategic governance and oversight will have **30% more efficient software** than those that do not.

Gartner®

Gartner 2023 Research



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What are your thoughts on this role transformation?



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What are the **Key Role** Transformation Barriers?



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What are the **Key Role** Transformation Barriers?

1

2

3

4

5



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When should a SAM manager **begin** this role transition?



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How a SAM MSP can Accelerate Transformation

Access to
Additional
Resources

Expanded
Knowledge Base

Transformation
Experience

Compliance &
Optimization
Ownership

Speed to Additional
Value



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What's your
no 1 take-away
from this
session?



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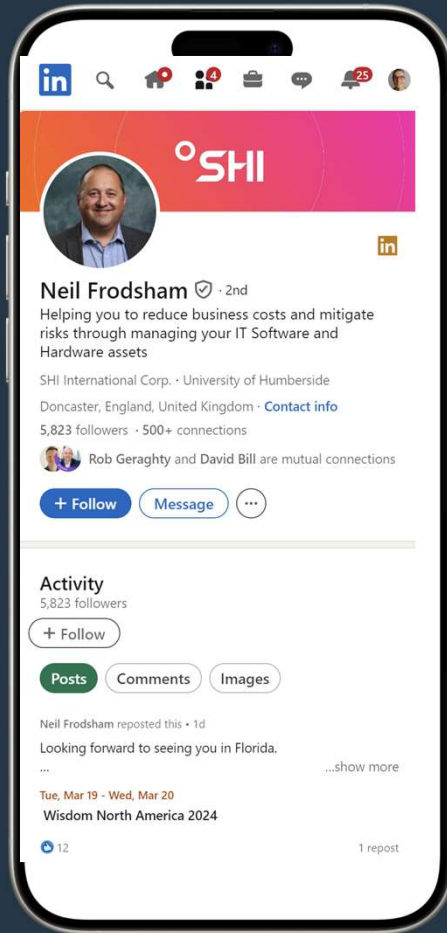
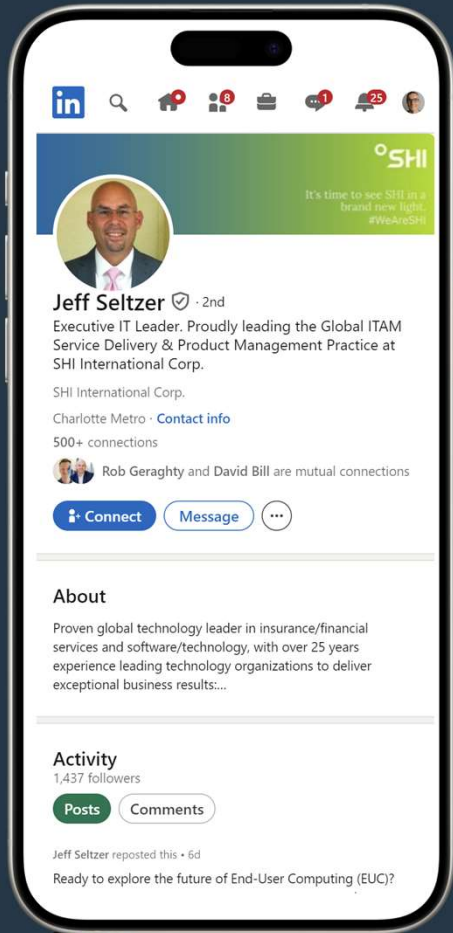
Max De Pree



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Connect with us

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