



IAITAM ACE

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

Microsoft AI Copilot helps fly it's internal SAM program to new heights.



Patrick Graff
Microsoft Corporation

Finding your IAITAM Oasis



Aloha



Patrick Graff
Senior Service Engineer & SAM
Manager

29 Year at Microsoft

SAM Manager since 2006
building the Software License
Service from the ground up.



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

Software Licensing Service @ Microsoft

- SAM program rebranded as a Service during the drive to Digital Transformation. Changing the way LT saw Software Asset management
- Objectives:
 - Optimize licenses across multiple autonomous organizations into a more centralized approach
 - Mitigate Risk to Microsoft by Governance of all inbound software.



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

Building off the 80/20 rule... ya know the 80/20 rule

- What are the six areas of Software lifecycle management and how to build your KPAs
 - Requisition
 - Allocation
 - Deployment
 - Maintenance
 - Reclamation and reporting
 - EOL



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

Not a tool a solution to support those KPAs

- Azure
- Azure Enterprise Apps (SSO) *
- SCCM – Deployments
- ServiceNow (A complete workflow)
- Power Automate
- M365
- Power BI



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

The Future is in AI Proceed with Caution! All about Perception!

- FIRST AND FAR MOST: SLOW DOWN AND THINK!
- Keep in mind in every aspect about Personal data
- Do you know AI is everywhere?
- Do you have Governance over AI with your company and with your suppliers.
- How do you harness the power that AI can give you and how do you use it for your SAM program?



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

CoPilot & Microsoft SLS IntelLicense

- What is Copilot

Microsoft Copilot is an AI-powered productivity tool developed by Microsoft designed to enhance productivity, creativity, and information understanding through a chat-based interaction. It's a versatile tool that integrates seamlessly with Microsoft 365 apps.



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

Intellicense

AI Driven License Lifecycle Management

Intellicense aims to transform the way Microsoft acquires and manage software and licenses leveraging AI & Automation. By improving the experience for both employees and ITAM Team, we optimize and streamline the entire software lifecycle experience with enhanced productivity for both Microsoft employees but also License Managers.



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

Hypotheses

Hypothesis 1:

Currently, employees face difficulties in the process of obtaining licenses for both first-party and third-party applications.

• Hypothesis 2:

SLS License managers and team invest a considerable amount of manual effort in evaluating license requests. In instances where a requested application is not found in the catalog, the average processing time is roughly 7 days for low-risk software and about 90 days for high-risk software.

• Hypothesis 3:

Administrators encounter challenges in ascertaining whether licenses are actively in use by employees. Additionally, they struggle with the process of deactivating a license on one device and reallocating it to another employee. Moreover, accurately predicting next year's expenditure is currently a complex task.



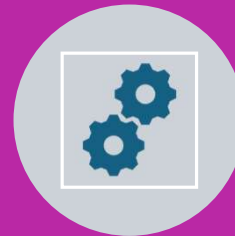
May 7-9, 2024 The M Resort  Las Vegas, NV

Software Asset Management Challenges

1



Inconsistent purchasing processes cause delays, errors, and missed cost-saving opportunities.



Challenges in accessing usage data lead to poor visibility and control over software spending.



Data fragmentation across systems creates integration, quality, and analysis issues.



Lack of software inventory poses compliance risks and inefficiencies.



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

Opportunity

\$25M and 54K Hours savings opportunity by simplifying application lifecycle management

\$1bn

PO Amount USD

606

Supplier Count

Current State

1. Procureweb Copilot/M365 Copilot

- **54K hours per year** saved by simplifying software discovery process (data cleansing & data modeling (Windows Telemetry, SCCM/Intune, Procureweb, ServiceNow), simplifying procurement process)
- **\$10M** saved by at least 20% reduction of software license requests by recommending alternate software for 50K+ annual requests (if SAM current spend is \$50M)
- **30%** reduction of helpdesk tickets by enhancing self-serve experience

2. Data Architecture

3. Actionable Insights & recommendations

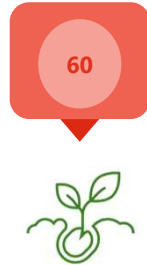
- **\$15M** saved by enabling admins with actionable insights based on usage and helping them consolidate licenses efficiently (~50M spent on 10 SAAS apps)
- **\$50M** saved in partnership with Procurement team by enabling admins with actionable insights around which suppliers are eligible for consolidation
- **X hours** of saving by supporting admins with audit compliance



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

Intelligence Evolution

Aims to transform the way Microsoft acquires and manage software and licenses leveraging AI & Automation



Procureweb Copilot

- \$10M Cost Avoidance
- 30% Helpdesk Tickets reduction
- 54K hours Improved Productivity

Intelligent SAM Data Foundation

- Improved data discovery & hygiene
- Data democratization
- Reduced time to insights
- Enables AI-powered analytics & insights

SAM Manager Copilot

- Onboard 12 suppliers
- \$15M opportunity
- Generate Actionable insights for
 - Reconciliation
 - Reclamation
 - Forecasting
 - Purchase & Supplier consolidation

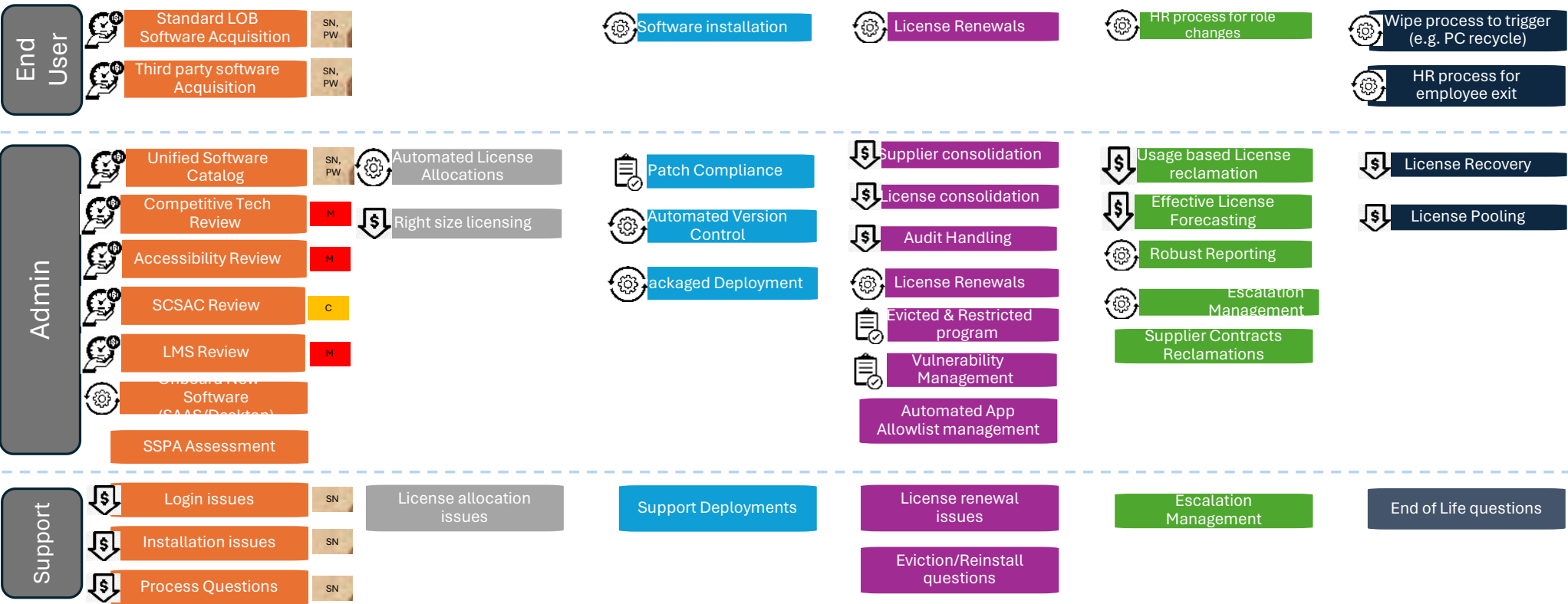
FY25 & Beyond

- AI-based Governance Process
- 1M Purchase Orders consolidation
- 600+ suppliers onboard with \$1B opportunity
- Standard Application inventory
- ServiceNow Integration

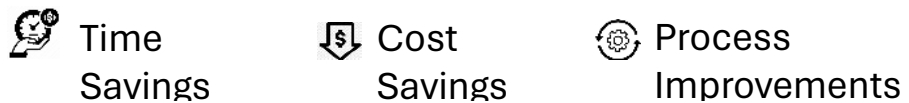


May 7-9, 2024 The M Resort  Las Vegas, NV





Tools: Service Now (SN), Procureweb (PW), My Order (MO), Custom (C), Manual (M)
 Accountable Team: SLS, Procurement, Finance, Patch team



SLS ServiceNow

- Catalog Management of Microsoft Software.
- Catalog Management of Third-Party Software
- Management of Prohibited or Mitigated Software
- Governance Process management
- Incident Management through ICM
- SAM Pro License Management



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



Questions?



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





Let's stay in Contact?

Want to learn more?

<https://www.microsoft.com/en-us/insidetrack>

LINKEDIN: [linkedin.com/in/patrick-graff-31586831](https://www.linkedin.com/in/patrick-graff-31586831)



*Finding your
ITAM Oasis*

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

