



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

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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.

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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.

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**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



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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



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**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?



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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.



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Intelligence

AI Driven License Lifecycle Management

Intelligence 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.



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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.



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Software Asset Management Challenges

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.

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Opportunity

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

\$1bn (2023 Spend) **606** (Applications)

Current State

- 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
- Data Architecture**
- 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

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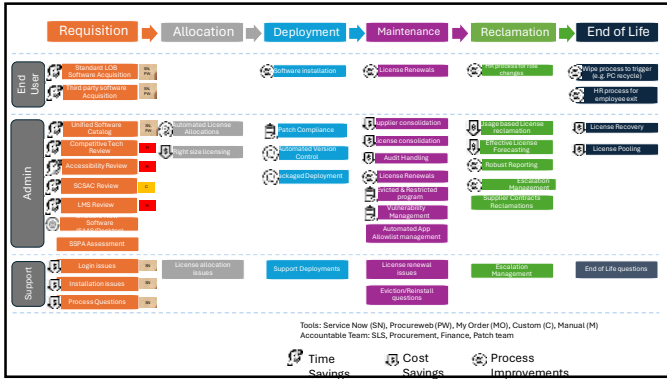
Intelligence Evolution

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

Procureweb Copilot	Intelligent SAM Data Foundation	SAM Manager Copilot	FY25 & Beyond
<ul style="list-style-type: none"> \$10M Cost Avoidance 30% Helpdesk Tickets reduction 54K hours Improved Productivity 	<ul style="list-style-type: none"> Improved data discovery & hygiene Data democratization Reduced time to insights Enables AI-powered analytics & insights 	<ul style="list-style-type: none"> Onboard 12 suppliers \$15M opportunity Generate Actionable insights for <ul style="list-style-type: none"> Reconciliation Forecasting Purchase & Supplier consolidation 	<ul style="list-style-type: none"> AI-based Governance Process 1M Purchase Orders consolidation 600+ suppliers onboard with \$1B opportunity Standard Application inventory ServiceNow Integration

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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

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Questions?

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Let's stay in Contact?

Want to learn more?
<https://www.microsoft.com/en-us/insidetrack>

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