

IAITAM ACE 2025

ITAM - Another Brick In The Wall



Alex Geuken - Xensam

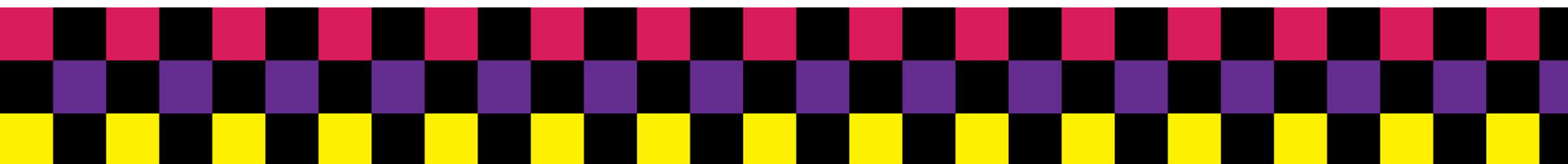




How to Get Daily Savings with Your SAM Practice!



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**Software Asset
Management is about
saving cost.**

- **GOALS**
- **YEARLY BRAKEDOWN**
- **DAILY HABITS**



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2025

January	February	March	April
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May	June	July	August
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
September	October	November	December
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

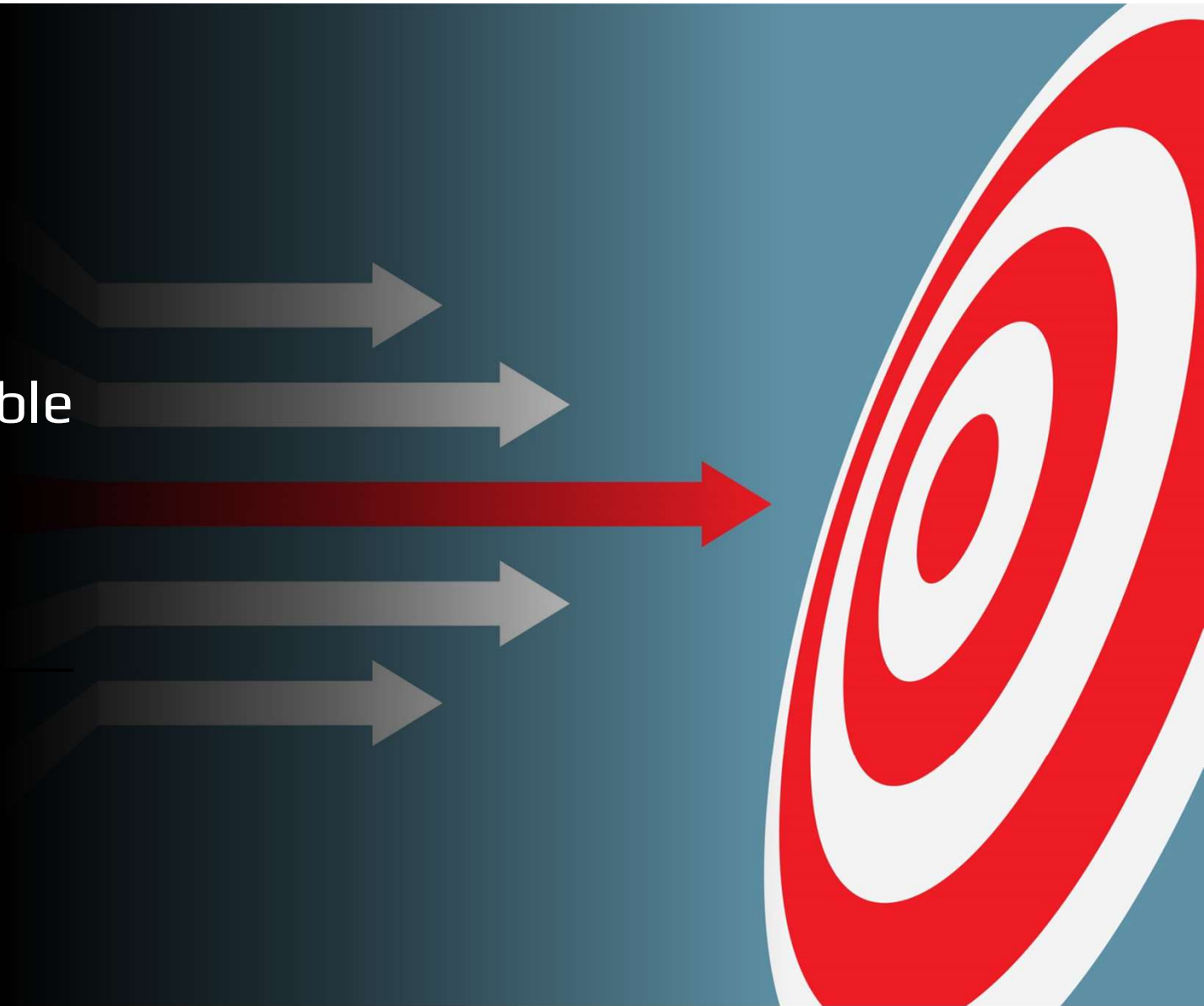
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The GOAL is that
everyone shall be able
to make a simple
decision based on
transparent data!





User Cost vs User Need?

User – Cost – Apps – AI
VALUE



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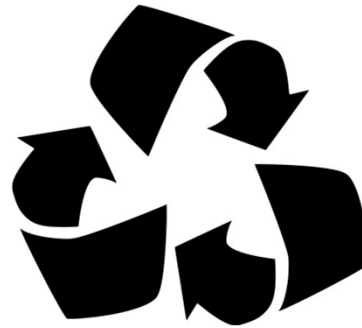
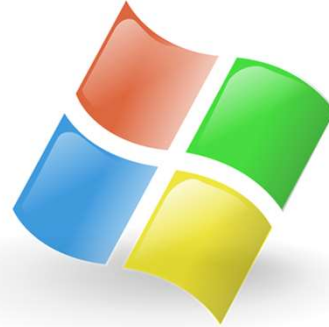
GOALS

Savings 2025

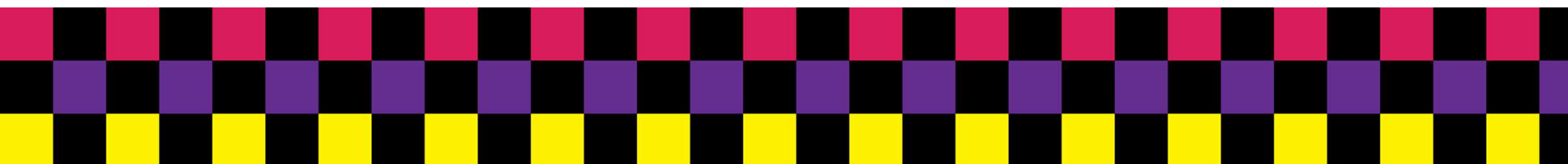
Top Tier Renewals

Tail end spendings

Reduction, Removal, Replacement
(Negotiation and Automation)



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Value Calendar

Where do you start? Whats the 2025 goal?

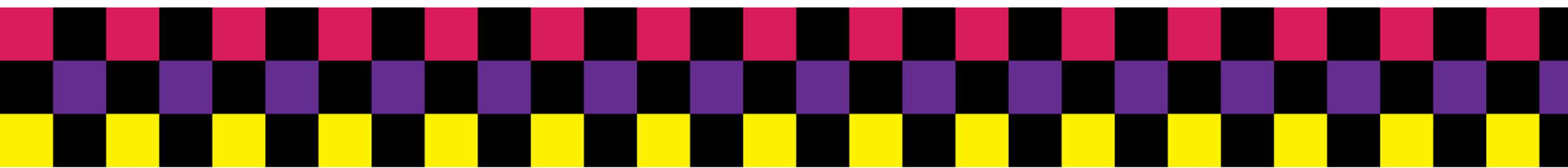
- How many vendors can you reduce?
- When is the deadline?
- What can you reduce, replace, remove?
 - User? Installation? Price? Suite?

Evaluate the vendor in a different way, what can be replaced with AI?



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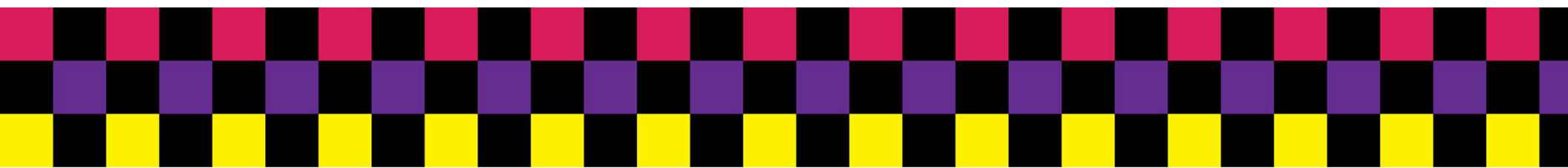


Vendor evaluation

Vendor	Users	Installations	Spend	Value	Compliance	Audit Risk	Renewal	REDUCE/REPLACE/REMOVE
Microsoft	10 000	10 000	10 MIL USD	XXX	SQL, Windows Server	LOW	December	Reduce
SAP	5000	5	8 Mil USD	XXX	ERP	High	March	Reduce
Oracle	500	1500	6 Mil USD	XXX	Oracle DB, Java	High	June	Remove
IBM	150	800	1,5 MIL USD	XXX	IBM DB2	High	September	Remove
Vmware	15	2500	2,5 MIL USD	XXX	V-Center	High	November	Replace



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DATA DETAILS

Now to then, expectations

Decisions – Speed

Communication

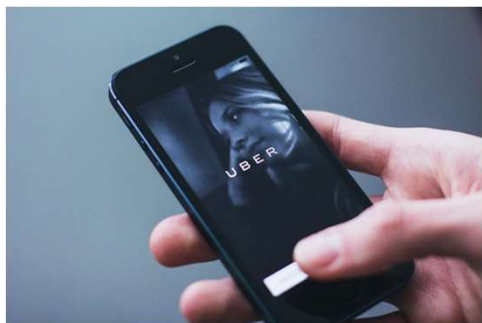


vs



DATA REVIEW

AI

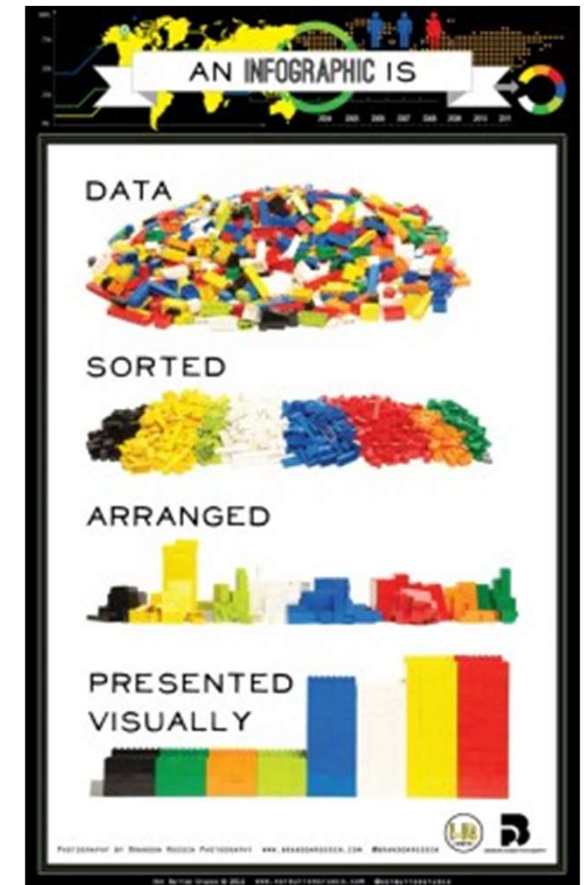


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Change DATA to Valuable DATA!

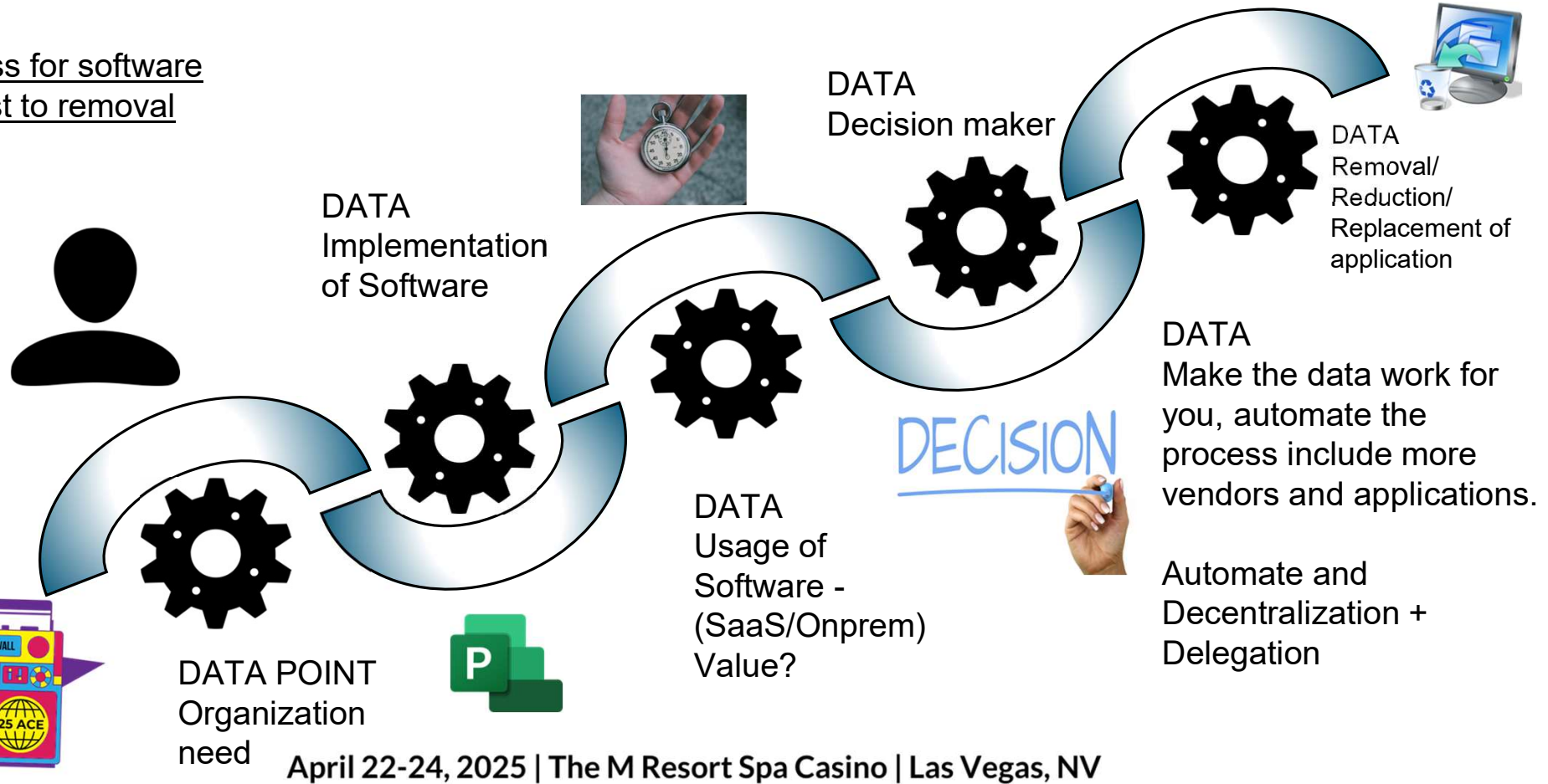
ALL DATA IN ONE PLACE!

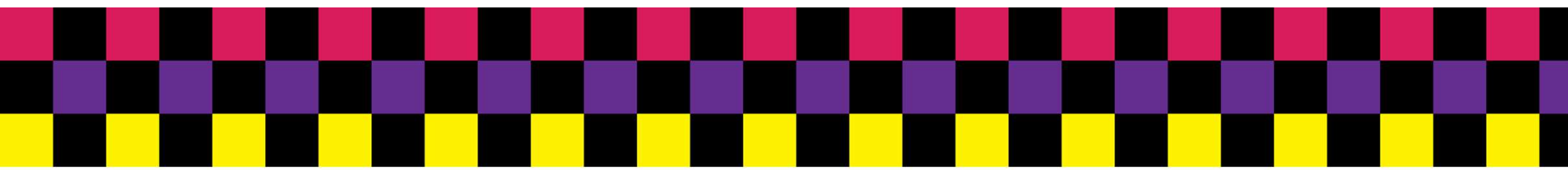
RIGHT DATA FOR THE RIGHT PERSON



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Process for software
request to removal

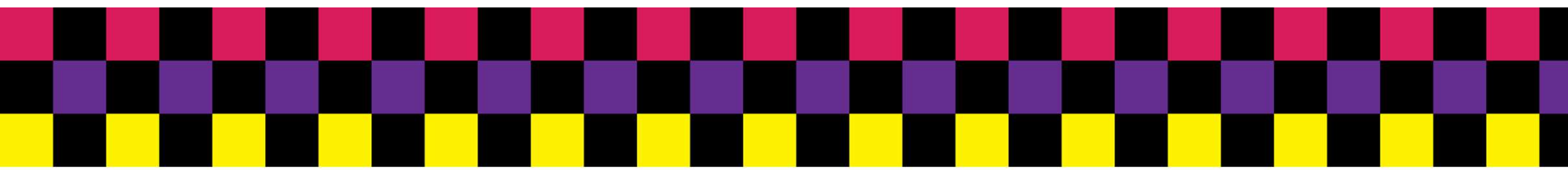




HOW DO YOU MAKE IT SIMPLE AND AUTOMATED?



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WHO IS INVOLVED?

Data Analyst



Procurement



SAM Manager



Negotiation (Vendor Manager)



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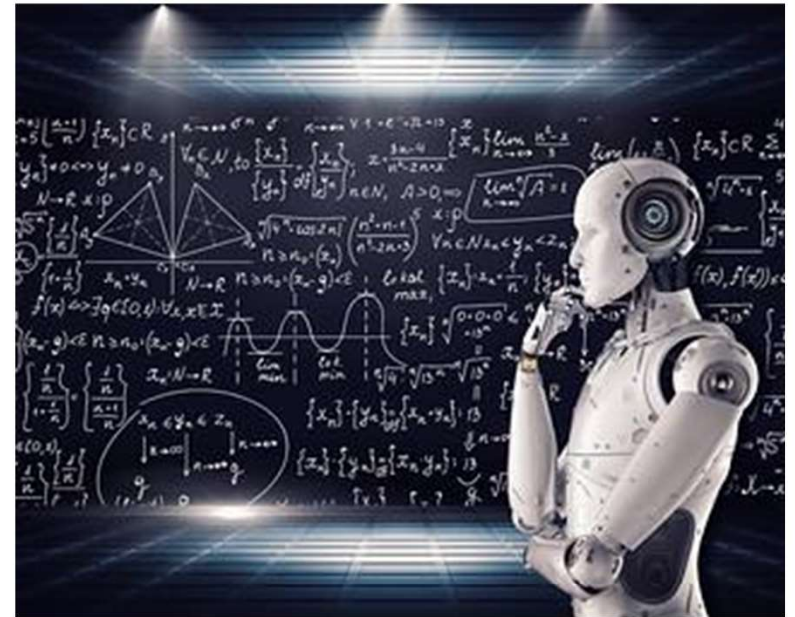


salesforce

RETHINK SAM OWN BUILT APPS VS VENDORS?

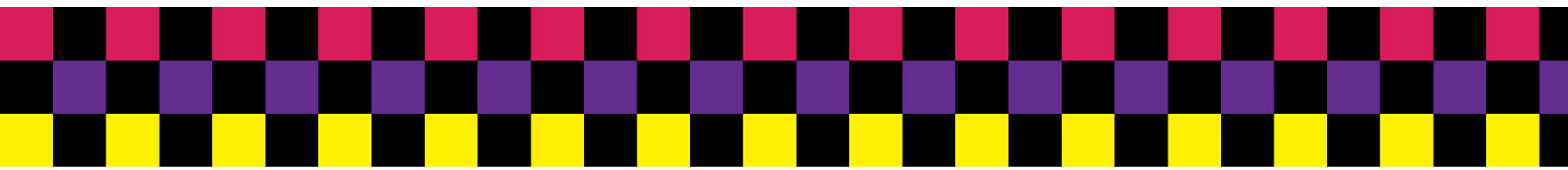
servicenow

workday



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TODA



TODAY/TOMORROW

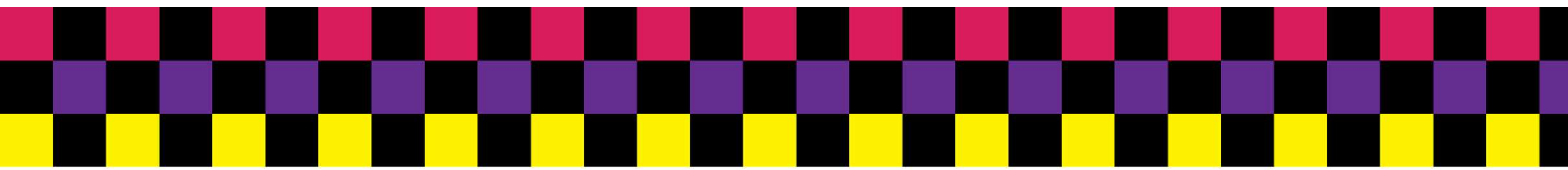


FUTURE



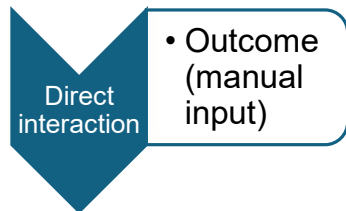
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TODAY (Software as a Service)

365 – GWS – ERP – CRM –
HR
APPS/SOFTWARE



Direct Interaction

USER

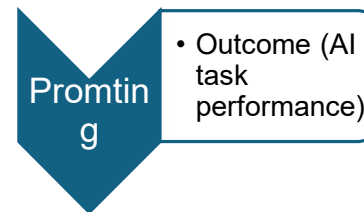


FUTURE (Service as a Software)

DATA (only core functions remain (365,
GWS, ERP)



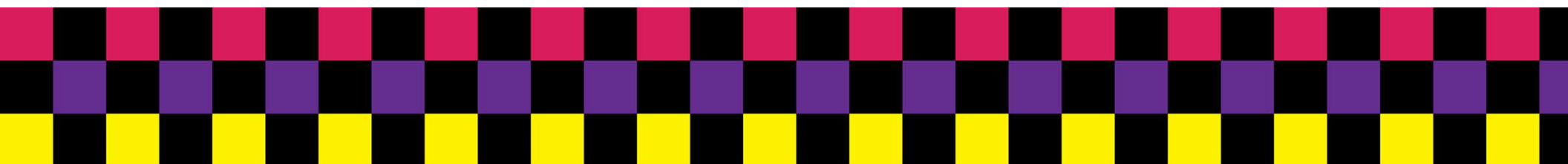
AI-AGENTS



Prompting

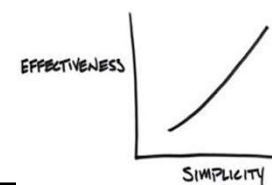
USER

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SUMMARY

- Daily Savings - GOOD HABITS
- Value Calendar – MAKE YOUR PL
- Make it EASY - Transparency and delegation



Simplicity



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MAKE IT
EASY!
MAKE IT A
HABIT!

3Rs
REDUCE
REPLACE
REMOVE





Connect with Me!



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