IAITAM ACE 2025

ITAM - Another Brick In The Wall

Alex Geuken - Xensam

xensam

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How to Get Daily Savings with Your SAM Practice!

xensam

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GOAL

Software Asset Management is about saving cost.

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

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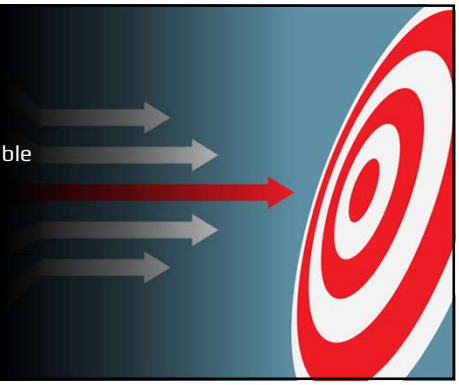
The GOAL is that everyone shall be able to make a simple decision based on transparent data!



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vs Google Workspace

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
(Negotiacion and Automation)

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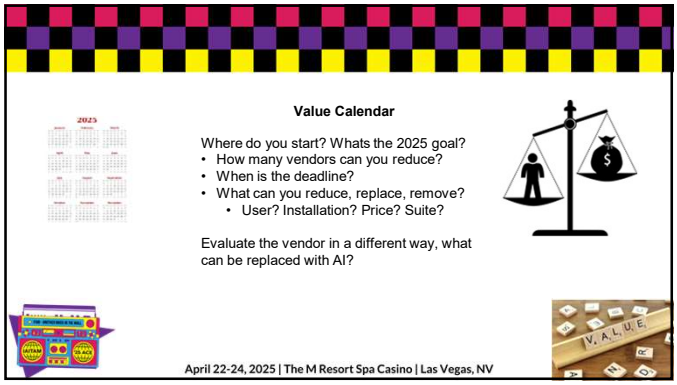

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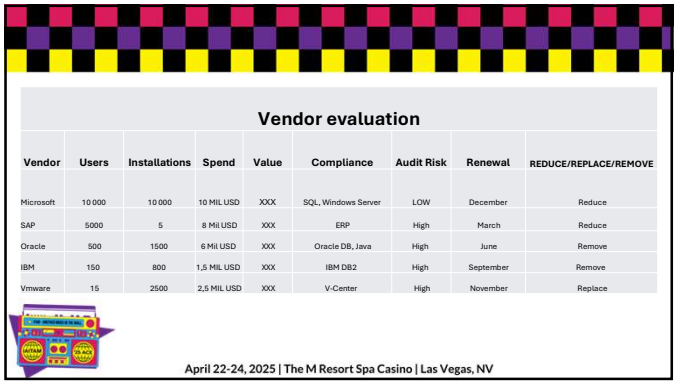

Vendor	Users	Installations	Spend	Value	Compliance	Audit Risk	Renewal	REDUCE/REPLACE/REMOVE
Microsoft	10 000	10 000	10 MIL USD	XXX	SQL, Windows Server	LOW	December	Reduce
SAP	5000	5	8 Mil USD	XXX	ERP	High	March	Reduce
Oracle	500	1500	6 Mil USD	XXX	Oracle DB, Java	High	June	Remove
IBM	150	800	1,5 MIL USD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

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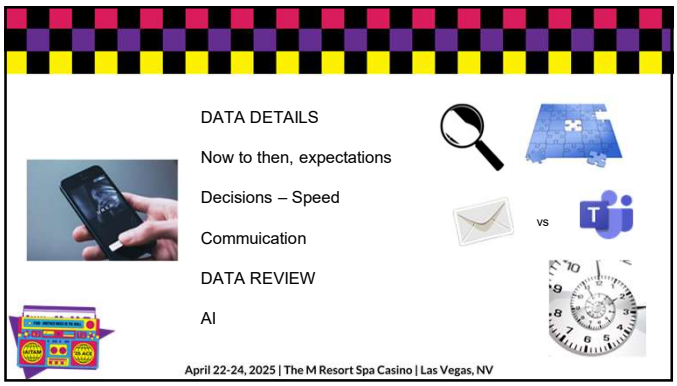

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Change DATA to Valuable DATA!

ALL DATA IN ONE PLACE!

RIGHT DATA FOR THE RIGHT PERSON

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Process for software request to removal

DATA Implementation of Software

DATA Decision maker

DATA Removal/ Reduction/ Replacement of application

DATA Make the data work for you, automate the process include more vendors and applications.

Automate and Decentralization + Delegation

DATA Usage of Software - (SaaS/Onprem) Value?

DATA POINT Organization need

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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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RETHINK SAM
OWN BUILT APPS
VS VENDORS?

salesforce

servicenow

workday.

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TODA

DATA (MANUAL) | INTELLIGENCE (USER MANUAL) | ACTION (MANUAL)

TODAY/TOMORROW

DATA (SAM-TOOL) | INTELLIGENCE (PROCESS) | ACTION (INTEGRATION)

FUTURE

DATA (SAM-TOOL) Intelligent data | INTELLIGENCE (AI) | ACTION (AI-AGENTS)

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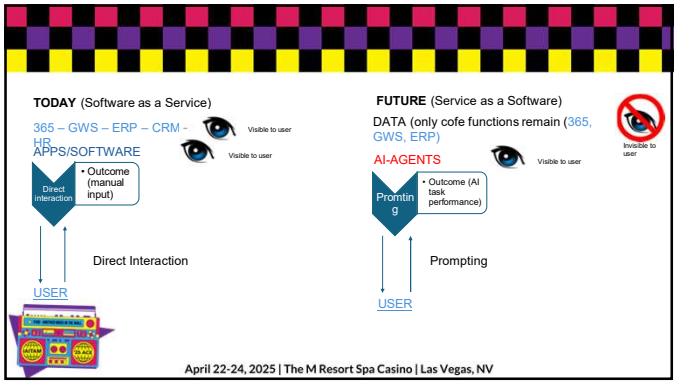
TODAY (Software as a Service)
365 – GWS – ERP – CRM - HR
APPS/SOFTWARE
Visible to user
Visible to user
Direct Interaction
• Outcome (manual input)
Direct Interaction
USER
FUTURE (Service as a Software)
DATA (only cofe functions remain (365, GWS, ERP)
AI-AGENTS
Visible to user
Invisible to user
Prompting
• Outcome (AI task performance)
Prompting
USER
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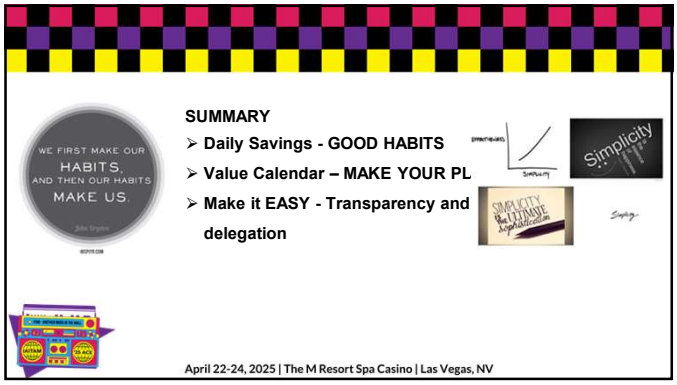
WE FIRST MAKE OUR HABITS, AND THEN OUR HABITS MAKE US.
SUMMARY
➢ Daily Savings - GOOD HABITS
➢ Value Calendar – MAKE YOUR PL
➢ Make it EASY - Transparency and delegation
Simplicity
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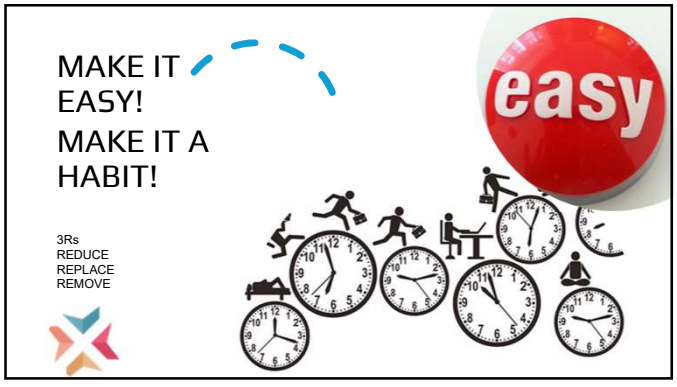
MAKE IT EASY!
MAKE IT A HABIT!
3Rs
REDUCE
REPLACE
REMOVE
easy

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Connect with Me!

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