

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Software Licensing Service

IntelLicense

Microsoft AI SAM Strategy

Sr. Service Engineer &
SAM Manager @ Microsoft
Patrick Graff

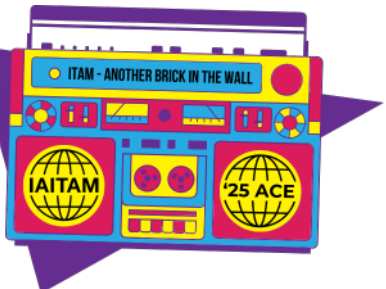




Patrick Graff
Sr. Service Engineer – SAM Manager @
Microsoft
Microsoft Digital

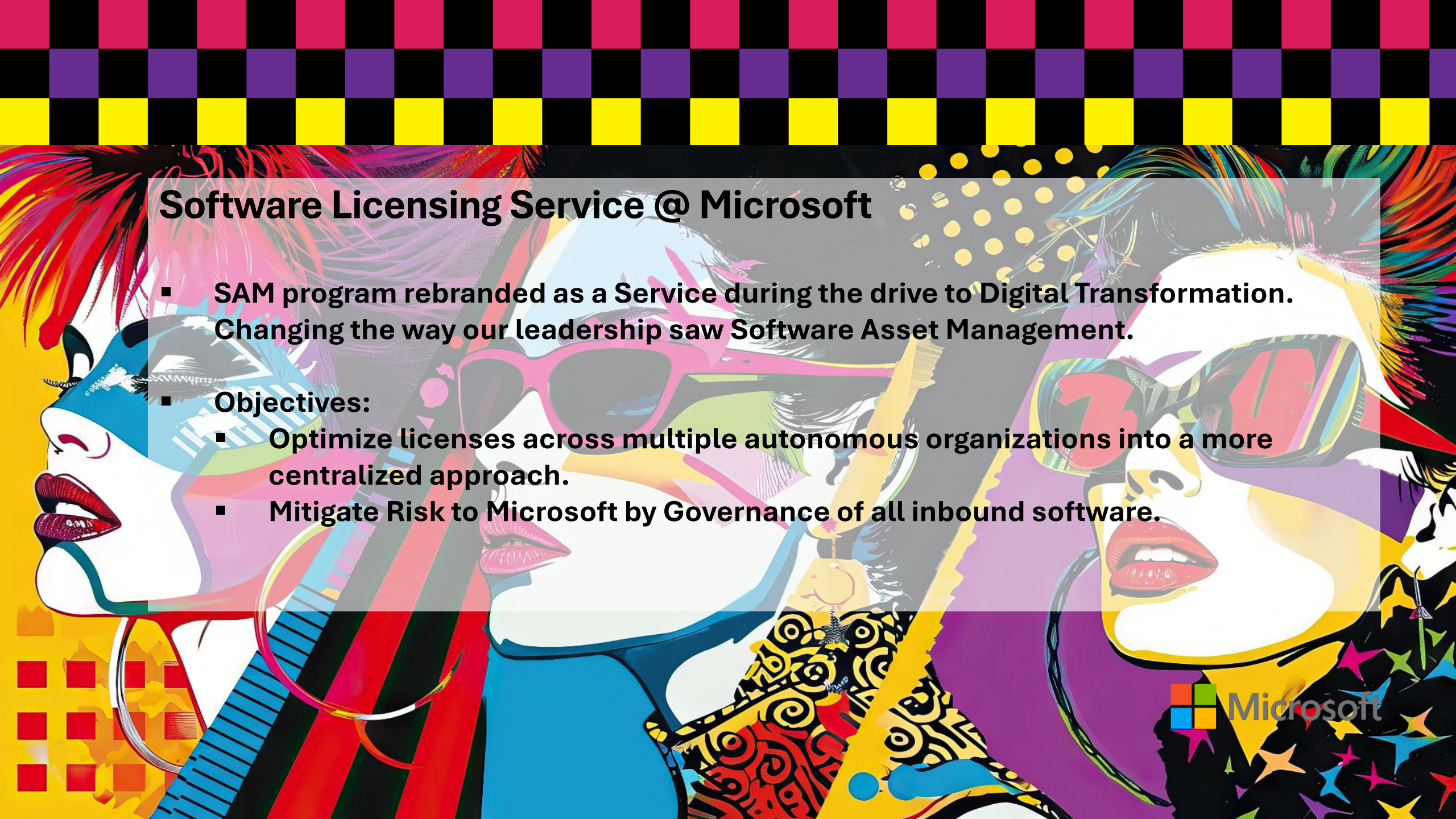
Let's Talk Fun Facts!

1. What Type of Band do you think I played in during the 80s?
2. What do you think my favorite Movie was in the 80s?
3. When did I get my first computer and what was it?
4. What was the phrase to Say?



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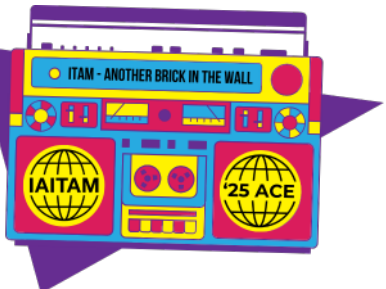
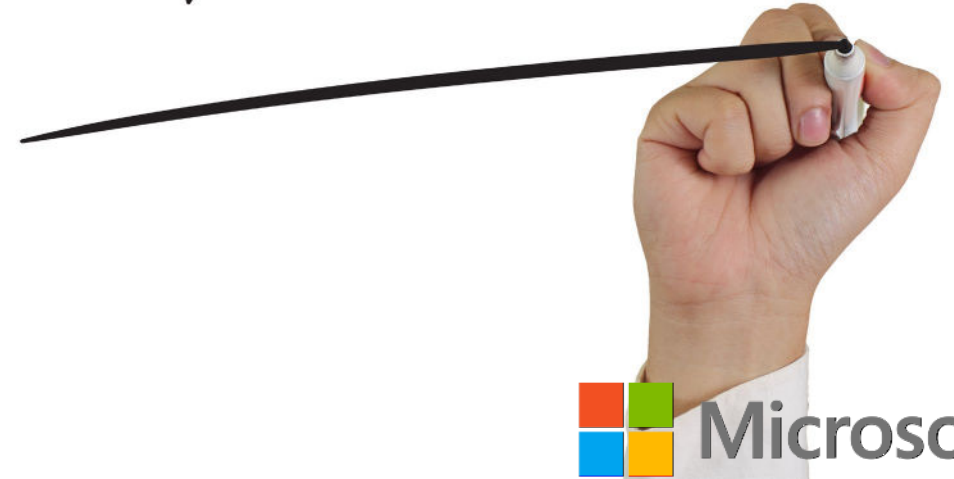
Software Licensing Service @ Microsoft

- SAM program rebranded as a Service during the drive to Digital Transformation. Changing the way our leadership 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.

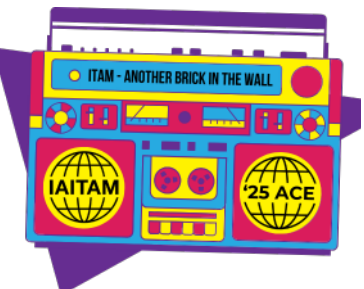
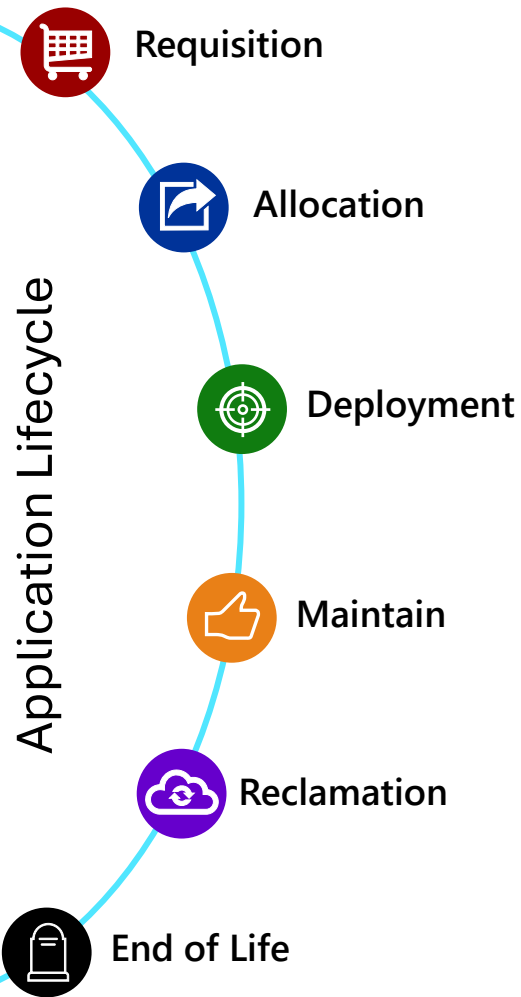
Building off the 80/20 rule...

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

80/20 RULE

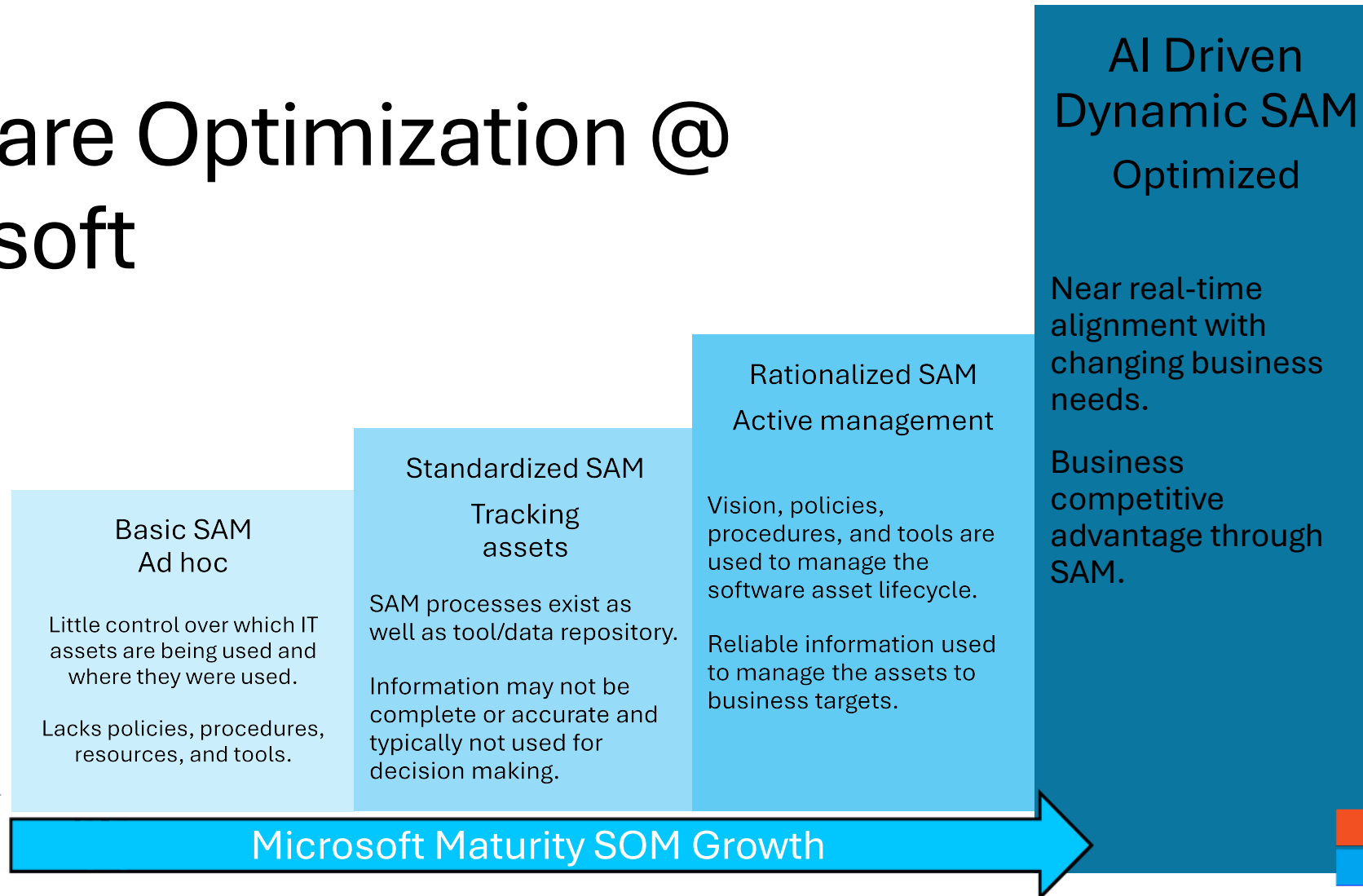


Lifecycle management

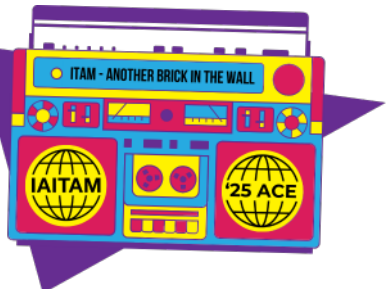


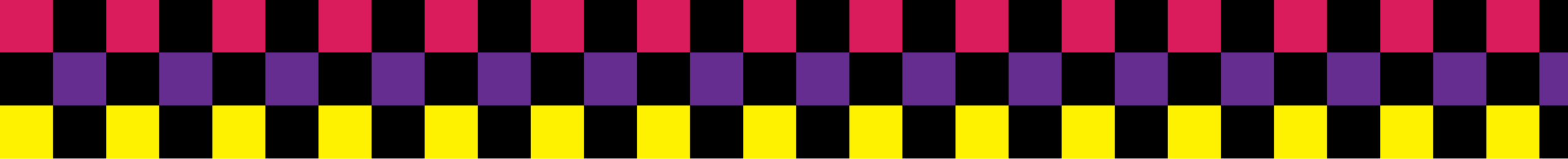
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Software Optimization @ Microsoft



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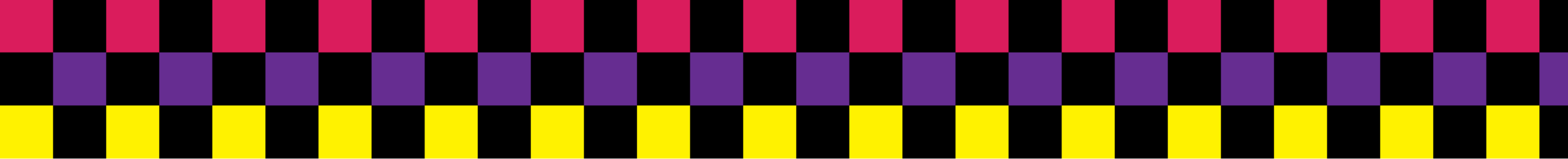


How AI - IntelLicense drives Dynamic Data



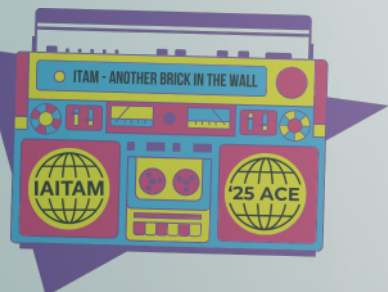
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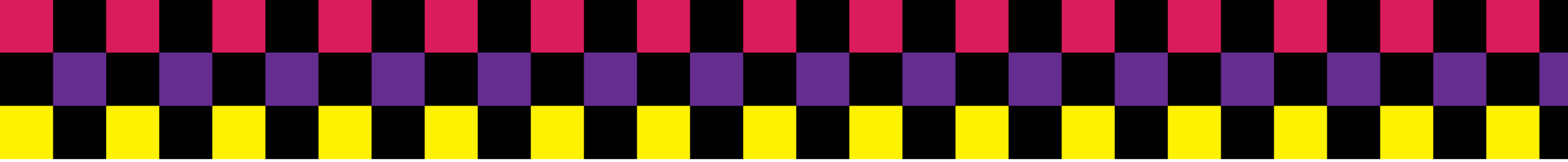
The Kaizen Approach to Data Systems

improvement continuous



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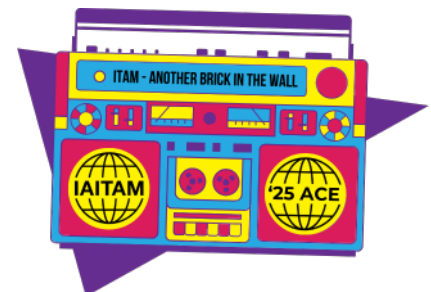




Kaizen Approach in Software Asset Management



- **Continuous improvement** (small, ongoing changes rather than large, drastic shifts)
- **Eliminating waste** (reducing inefficiencies in time, materials, and effort)
- **Employee involvement** (empowering all workers to suggest and implement improvements)
- **Standardization** (ensuring best practices are consistently followed and refined)
- **PDCA cycle** (Plan-Do-Check-Act) for systematic problem-solving

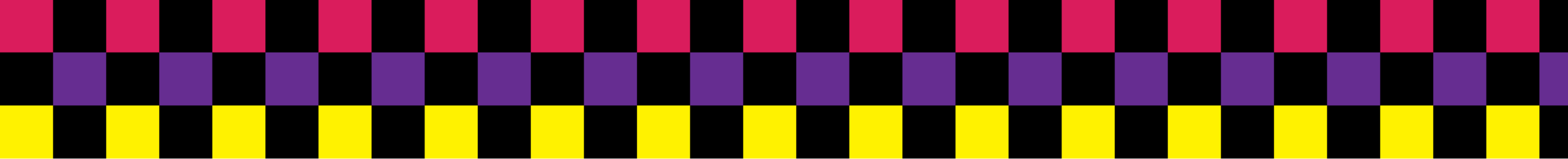


What is Artificial Intelligence ?

Artificial Intelligence (AI) is a broad field that encompasses various technologies designed to mimic human intelligence. These technologies include machine learning (ML), deep learning, computer vision, and natural language processing (NLP). AI systems can perform tasks such as making predictions, recommendations, or decisions based on data.



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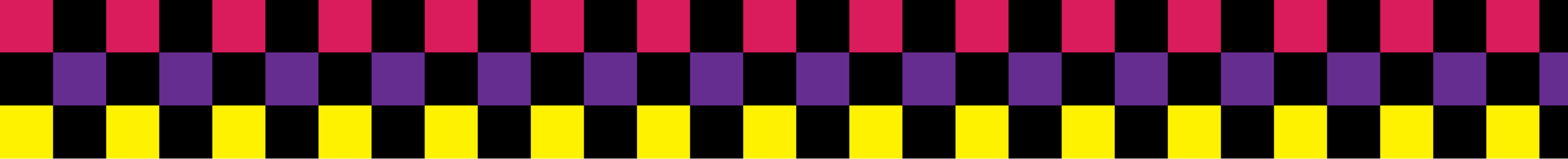


AI in ITAM?

- AI streamlines discovery, management, and optimization of hardware and software assets.
- Key benefits include predictive maintenance, software license optimization, and hardware lifecycle management.

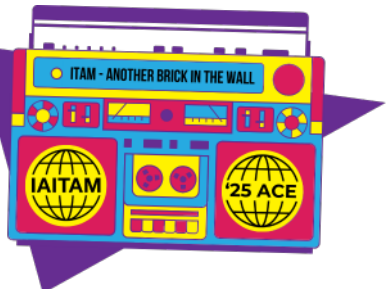


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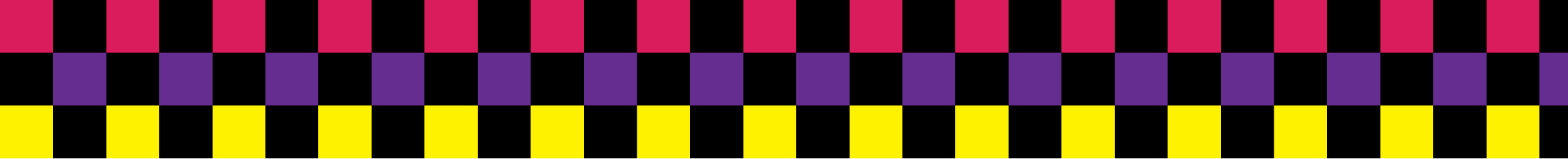


Key ITAM Areas:

- **Asset Discovery:** Real-time and continuous scanning of networks using AI algorithms.
- **Predictive Maintenance:** Proactively predicting asset failures.
- **License Optimization:** Analyzing software usage to prevent over/under-licensing.
- **Compliance Management:** Monitoring and enforcing adherence to regulations.
- **Lifecycle Management:** Optimizing asset utilization from procurement to disposal.
- **Asset Utilization:** Analyzing usage data to highlight inefficiencies.



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Key ITAM Areas:

- **Cost Optimization:** Reducing the total cost of ownership through smarter management.
- **Self-Healing Systems:** Automatically resolving issues within assets.
- **Predictive Analytics:** Forecasting asset needs and maintenance schedules.
- **Digital Twins:** Creating simulations for effective resource management.
- **Natural Language Processing (NLP):** Enhancing user experience through AI-driven support.



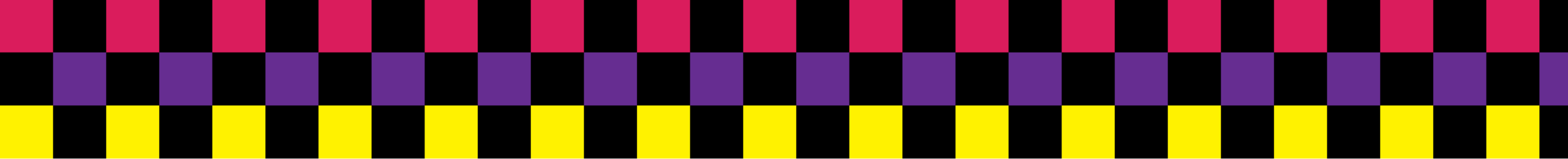
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What is Intellicense?

Intellicense aims to transform the way Microsoft acquires and manage software and licenses leveraging AI & Automation. By improving the experience for both employees and IT professionals, we can optimize and streamline the entire software lifecycle.



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Problems



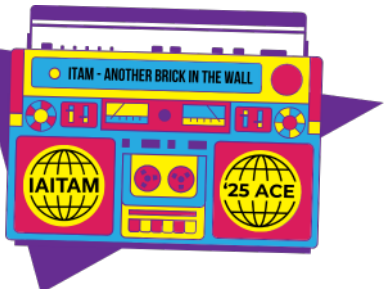
Hypothesis 1: Currently, employees spend at least 45 mins to greater than several hours or days in finding apps and obtaining licenses for both Microsoft Applications and third-party applications.



Hypothesis 2: IT administrators and support agents 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 as the data is fragmented across multiple systems

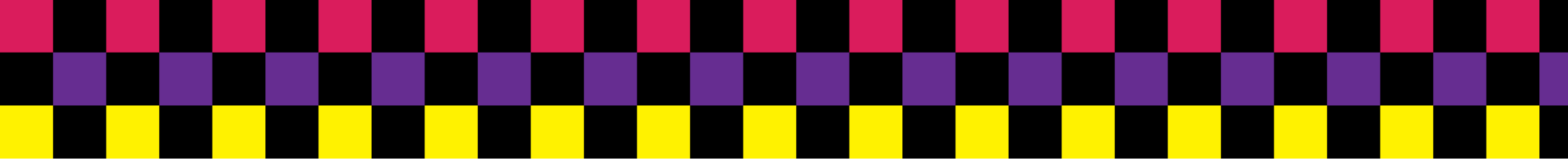


How it connects with Our Vision

Leveraging AI/ML, we'll revolutionize how we understand user interactions with applications, whether on managed devices or SaaS platforms. By deciphering the "how," "why," and "when" of user access, we will streamline our procurement, optimize our annual purchasing workflow, and strategically consolidate our software acquisitions. Our approach ensures maximum efficiency, eliminating excess spending on unnecessary licenses and prioritizing user requirements.



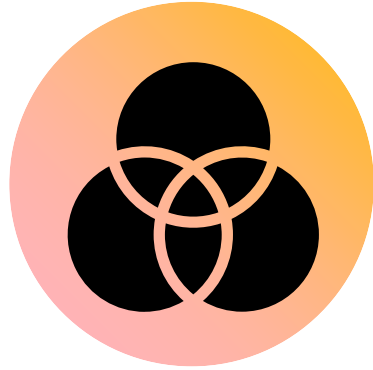
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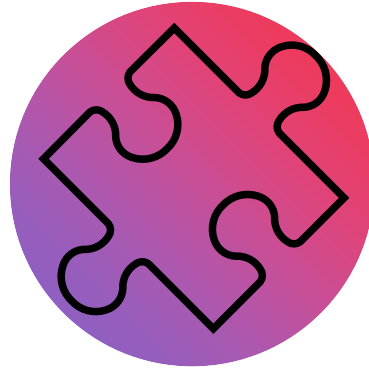
Actionable Insights & recommendations



Reconciliation



Reclamation



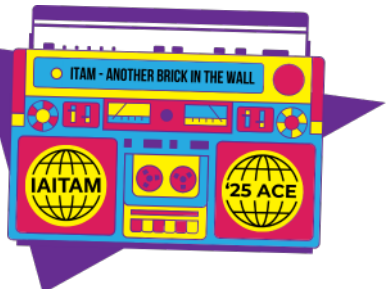
Forecasting



Purchase
Consolidation



Supplier
Consolidation



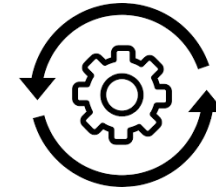
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Time Savings

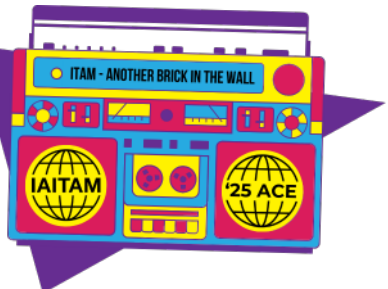


Cost Savings



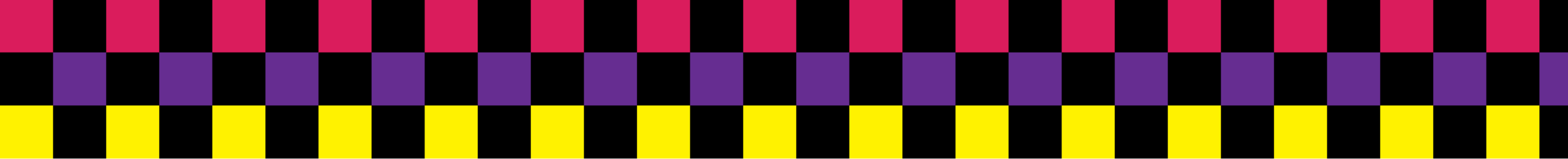
Process Improvements

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



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End User

	Standard LOB Software Acquisition	SN, PW		Software installation		License Renewals		HR process for role changes		Wipe process to trigger (e.g. PC recycle)
	Third party software Acquisition	SN, PW								HR process for employee exit

Admin

	Unified Software Catalog	SN, PW		Automated License Allocations		Patch Compliance		Supplier consolidation		Usage based License reclamation		License Recovery
	Competitive Tech Review	M		Right size licensing		Automated Version Control		License consolidation		Effective License Forecasting		License Pooling
	Accessibility Review	M				Packaged Deployment		Audit Handling		Robust Reporting		
	SCSAC Review	C						License Renewals		Escalation Management		
	LMS Review	M						Evicted & Restricted program		Supplier Contracts Reclamations		
	Unsecured Software (SaaS/Desktop)							Vulnerability Management				
	SSPA Assessment							Automated App Allowlist management				

Support

	Login issues	SN	License allocation issues	Support Deployments	License renewal issues	Escalation Management	End of Life questions
	Installation issues	SN			Eviction/Reinstall questions		
	Process Questions	SN					



SAM Copilot

ProcureWeb Copilot



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Power BI



Reflex



OneLake

Intelligent data foundation



Power
Automate



Power App

Automation



Azure
Open AI



Search



Prompt
Flow

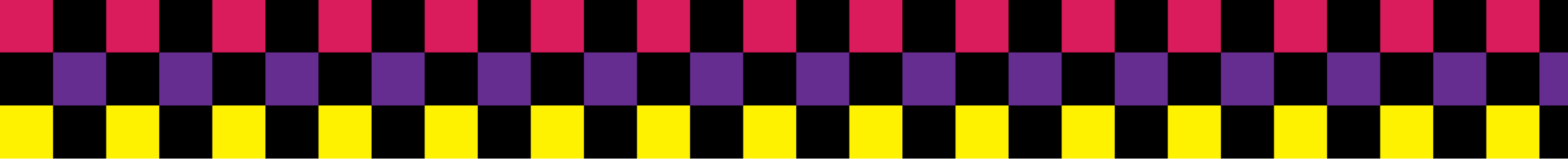


Open AI
Models

AI Orchestrator



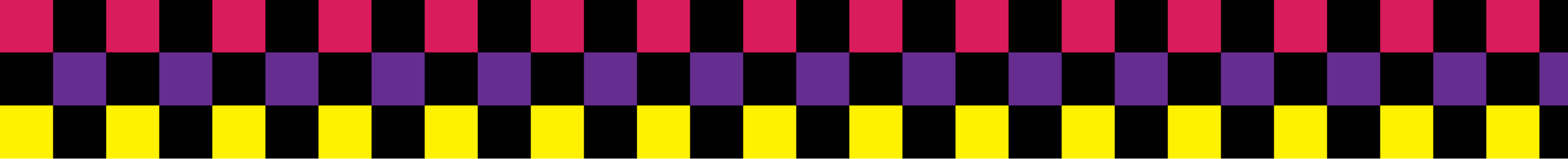
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One Microsoft, we're
connected and work together
toward shared goals.

Microsoft Azure



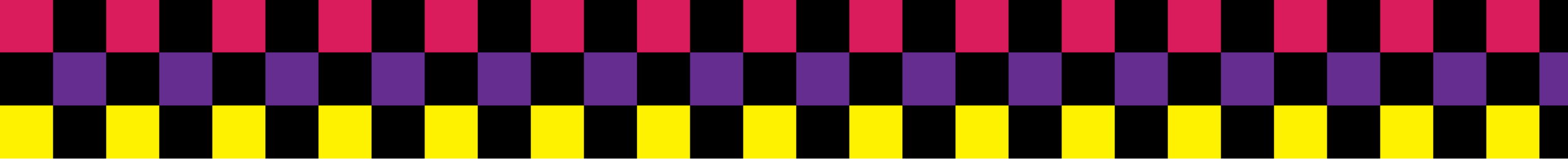


Questions



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Connect with Me!

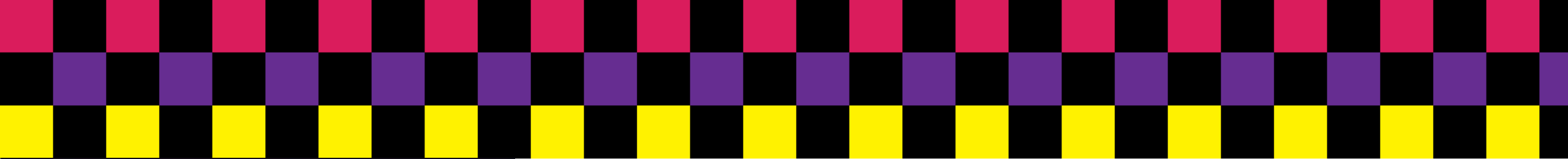


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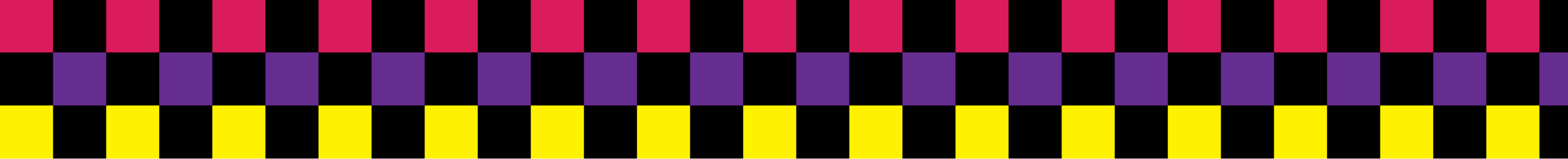




Tandy TRS 80



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THANK YOU!