

	7 years as a <b>Big-4 software auditor</b> , managing over <b>1,000</b> software audits for multiple publishers
	I've seen the <b>pitfalls of organizations that struggle with</b> SAM—and what successful companies do differently
	$\vee$
Carlos	Over the past <b>5 years</b> , I've shifted to <b>helping organizations</b> build and mature their SAM programs
Robles	$\bowtie$
in 🔛	Now, I lead the Global SAM team at Sandisk, where I focus on governance, cost savings, and creating win-win strategies for sustainable SAM success
April 22-24, 2025	i   The M Resort Spa Casino   Las Vegas, NV



(Flexera 2024)

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV SANDISK

artner ITAM Report)

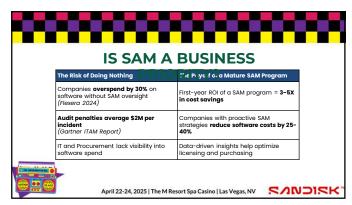


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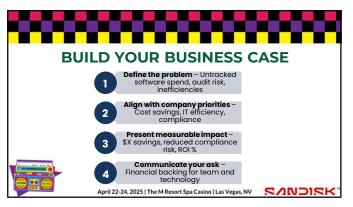






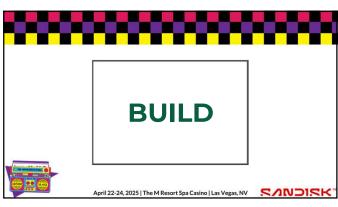
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Stakeholder	What They Care About	How SAM Aligns
сю	Digital transformation, IT budget efficiency	Optimizes software investments & reduces unbudgeted costs
CFO	Cost savings, financial risk	3-5X ROI on software investments & audit avoidance
CISO	Compliance & risk reduction	Strengthens IT governance, minimizes non-compliance penalties
Procurement	Vendor negotiations, contract optimization	Ensures best licensing terms





Objection	EXECUTIVE How to Respond
"We already have a tool; why invest in SAM?"	"The tool is only as good as the governance and processes behind it. Without structure, it's just data."
"We've never had a major audit issue."	"The best SAM programs don't wait for an audit disaster—they prevent them."
"Can't we just track this in spreadsheets?"	"Spreadsheets are reactive—leading companies automate and optimize their software investments."

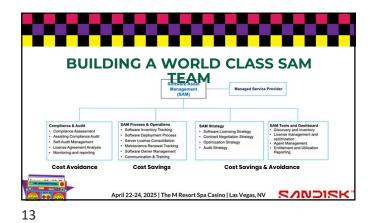




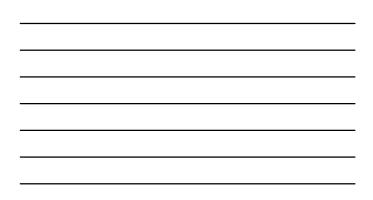


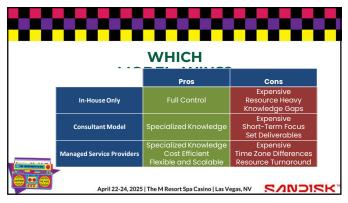






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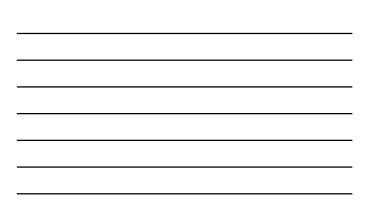




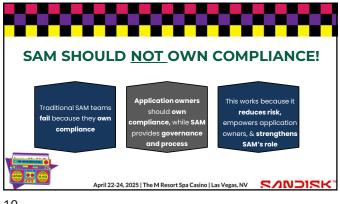



















CREATING A WINNING		
Scenario	What Happens Without This Model?	What Happens When Ownership is with App Owner
Audit goes south	SAM is blamed & penalized	SAM leads with best practices and audit strategy. Reviews and controls outgoing data. Mitigating audits are still good results
High Software Renewal	Overpay for unnecessary licenses, SAM is blamed	SAM provides cost-optimized solutions and product alternatives
Budget Discussions	Leadership questions SAM's value	SAM team can provide clear and documented 5X+ ROI







