Microsoft

SAM Benefits Overview

SAM
SOFTWARE ASSET MANAGEMENT

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SAM is critical to managing an IT environment because effectiveness is seriously compromised when an organization doesn't know what software assets it has, where they are located, how they are configured, and how they are used.

Software Asset Management

What is SAM?

Software Asset Management (SAM), is a vital set of continuous business processes that provide a system for the effective management and protection of software assets within your organization throughout all stages of their life cycle. SAM brings together people, processes, and technology to control and optimize the use of software in your organization.

Why is SAM important for your business?

A strong SAM plan involves a series of actionable steps that can provide significant support for your business strategy and IT staff. As new technology trends like cloud computing and mobile solutions are implemented by your company and employees, the role of IT is key to support optimization, security, and license compliance throughout your organization. SAM is a proven best practice that can help you:

1. **Control costs, risks, and complexity.**
2. **Optimize the use of your software assets.**
3. **Grow your infrastructure to meet your business needs.**

How does SAM enable business results?

- Proactively managing software assets can result in lower IT costs by streamlining processes around deployment, purchasing, and support.
- SAM supports keeping up with technology trends by helping to develop a technology roadmap and planning for new solutions that support business strategy and employee productivity.
- Establishing backup and recovery plans, centralizing control, and security policies can all reduce the potential for costly outages.
- Stronger IT management enables more business insight and responsiveness, which can help your business grow.

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Stronger IT management enables more business insight and responsiveness, which can help your business grow more quickly.

The Business Value of SAM

If you are an executive or business manager in your organization, you need the right information to make the best business decisions. SAM helps provide improved insight into your business and increased responsiveness, which can help you to maximize value, minimize risks, and achieve more with your IT investments.

Control costs and risks.

SAM processes can help your business gain control of unnecessary spending while optimizing the technology you have as you grow and mature your business. SAM can help you:

- Save money by using what you already have and eliminate excess spending by determining your organization's true software needs.
- Help ensure compliance with your government's regulations and internal corporate regulations regarding privacy and disclosure — as well as license compliance.
- Gain peace of mind about malware and other cybersecurity threats from unauthorized software by securing your IT infrastructure and using the most current releases of software.
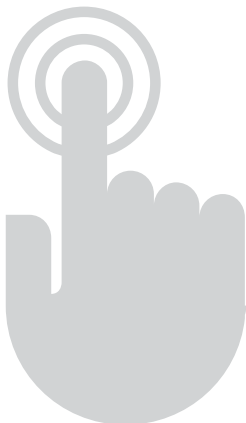
Optimize resources.

SAM can improve your overall IT capabilities — optimizing your infrastructure to achieve business results. SAM can help you:

- Reduce redundancy while ensuring all employees have the tools they need.
- Simplify deployment, purchasing, and support through desktop standardization.
- Implement policies that drive more automation to improve productivity throughout your organization.
- Identify and consolidate under-utilized servers or hardware throughout your organization.
- Reduce support needs through policies and standardization, and empower your IT teams to focus on upgrades and business goals instead of unnecessary IT complications.

Grow with technology.

Stronger IT management results in efficiencies throughout your organization. SAM can help you:

- Align IT strategy with your business goals to create a stronger organizational foundation and get better information for decision-making.
- Plan effectively for your short-term and long-term technology needs.
- Enable more agility and responsiveness through IT infrastructure.
- Support employee needs by implementing solutions such as cloud and mobile device management solutions.

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Proactively managing software assets can result in lower IT costs by streamlining processes around deployment, purchasing, and support.

The Operational Value of SAM

If you are an IT executive or business manager, implementing SAM makes good business sense. This best practice can put you back in control of all your systems, improve productivity throughout your organization, help you optimize your resources, and align your business goals and IT strategy — making it a strategic asset to your organization.

Control costs and risks.

By actively managing the life cycles of your IT assets, your company can reduce costs and make your environment more secure. SAM can help you:

- Know what licenses you have, and determine what software you really need.
- Keep software up to date to support data security and minimize threats from cyber-attacks.
- Centralize control, management, and policies, automate manual processes, and secure your IT environment.
- Understand your employee mobile device use and minimize the risks associated with unmanaged devices accessing your network.

Optimize resources.

Get the most out of your software investments, reduce redundancy, and give employees the tools they need. SAM can help you:

- Implement infrastructure optimization, consolidation, and standardization.
- Reduce redundancy and costs with centralized purchasing.
- Improve system, user, and help desk performance.
- Be ready with backup and recovery plans.

Grow stronger.

SAM can provide greater agility and responsiveness, making IT a strategic asset to your organization and every department more flexible. SAM can help you:

- Adapt more quickly to market opportunities and customer demands with simplified IT management during times of growth and change, including mergers and acquisitions.
- Monitor and provision assets effectively, and plan for technology needs.
- Align your IT with your business goals to create more operational excellence.
- Support the secure use of mobile devices to increase productivity.

SAM is a proven best practice that can help you control costs, risks, and complexity; optimize the use of your software assets; and grow your infrastructure to meet your business needs.

Everyone Benefits from SAM

An effective SAM Program can increase efficiency throughout your business — improving productivity, visibility, and profitability.

SAM can help your entire organization.

IT Staff
- Simplify by knowing what you have so you can streamline procedures and efficiently plan upgrades and deployments.
- Demonstrate the value of IT assets with accurate data.
- Reduce help desk workload and maximize effectiveness with system standardization.
- Minimize unnecessary provisioning and wasteful use of resources with strict policies and procedures.

Department Heads/Business Unit Managers
- Adapt more quickly to market opportunities and customer demands.
- Increase the visibility of current IT spending to ensure better budget planning of projected spends and acquisitions.
- Enjoy easier procurement and deployment procedures with centralized control.

Legal
- Be prepared with complete documentation of compliance.
- Rest assured that your systems are compliant with all government regulations, as well as your corporate policies.

Purchasing/Procurement
- Gain improved efficiencies with effective centralized control and defined procurement procedures.
- Greatly simplify reporting, budgeting, and acquisition of IT assets.
- Reduce costs by negotiating the best volume licensing agreements, and minimize the risk of over-purchasing.
- Minimize the need for additional assets through optimization and consolidation of servers.

Human Resources
- Ensure employee compliance by enforcing policies that minimize legal and security threats.
- Experience higher employee productivity and satisfaction through the adoption of key technology trends like mobility and cloud solutions.

Gartner projects that, by 2025, every industry will be transformed by digital business. SAM can help your business to keep up with technology trends now and in the future.

SAM Engagements

Microsoft, through our SAM partners, offers different types of SAM Engagements that can improve the visibility and control of your software use and deployment.

SAM Baseline Review

A complete view of your current Microsoft product deployments and licensing position, including a SAM Optimization Model (SOM) Assessment that serves as the foundation and guidance for implementing an effective SAM program that aligns with ISO standards.

Cloud-Ready SAM Engagement

An end-to-end analysis of your infrastructure, taking into consideration current software deployment, usage, and licensing data.

Cybersecurity

Assess your existing software deployments to identify areas of potential risk for cybersecurity attacks, ensure that you are licensed correctly, and implement the right policies to properly manage your company's software assets.

SQL Workloads

A review and assessment of your SQL Server environment including options for optimizing SQL workload deployments, license entitlements, and your procurement process, while gaining a better understanding of how licensing works.

Mobile Device Management

A comprehensive analysis of your environment to gain more visibility into mobile device use and access to your sensitive corporate data, implement controls to minimize risk, and ensure compliance.

Virtualization

A full inventory and analysis your existing virtual environments, locate additional opportunities for virtualization, and develop a plan for managing your virtual instances going forward.

Non-Production Environments

A review to understand and work through business and licensing challenges that occur when your organization creates custom software or operates any type of lab environment that must be differentiated from production.

Learn more

You can learn more about SAM at:
https://www.microsoft.com/en-us/sam/default.aspx

Learn more about the SAM Engagements available at:
http://www.microsoft.com/en-us/sam/use-cases.aspx

Find the right SAM Partner for you at:
http://www.microsoft.com/en-us/sam/programs.aspx

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