

SAM

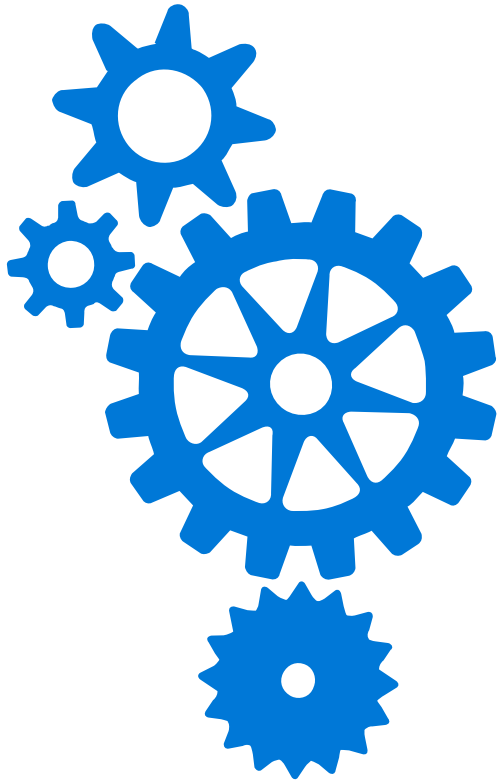
SOFTWARE ASSET MANAGEMENT

Control.
Optimize. Grow.

Software Asset Management



What is Software Asset Management (SAM)?



SAM is a set of proven IT practices that unite people, processes, and technology to control and optimized the use of software across an organization.



Why is SAM important for your business?

SAM 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.

Keeping up with technology trends now and in the future

Gartner predicts that, by 2025, every industry will be transformed by digital business. Recognizing this inevitability, 52% of CEOs and senior business executives say their organization has a digital business strategy.*



Increased need
for data storage



Cloud solutions



Bring your own
device (BYOD)



Increased threat
of cyber-attacks



Internet of
Things (IoT)



More remote
employees



Multiple devices
per user



Are you ready?

Do you know what you have now? What you'll need in 6 months? A year?

SAM Benefits

Consider the following benefits as you assess your needs and determine how a SAM program might fit into your organization.



Good corporate governance



Reduce cybersecurity risk



Smoother operations



Increase long-term business value



Flexibility for the future



Increase employee satisfaction



Volume discounts for better price points



Improve financial security



More liability control



Reduce waste and redundancy



The business case for SAM

Stronger IT management enables improved business insight and responsiveness, which can help you maximize value, minimize risks, and achieve more with your IT investment.

Control costs and risks

Gain control of unnecessary spending while optimizing the technology you have as you grow and mature your business.

- Do more with what you already have.
- Eliminate excess spending by determining your organization's true software needs.
- Gain a clear picture of your environment before making major decisions.
- Help ensure compliance with your government's regulations and internal corporate regulations—as well as license compliance.
- Gain peace of mind about malware and other cybersecurity threats.

Optimize resources

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

Reduce redundancy while ensuring all employees have the tools they need.



Simplify deployment, purchasing, and support through centralized device management.



Implement policies that drive more automation and improve productivity.



Identify and consolidate under-utilized servers or hardware throughout your organization.

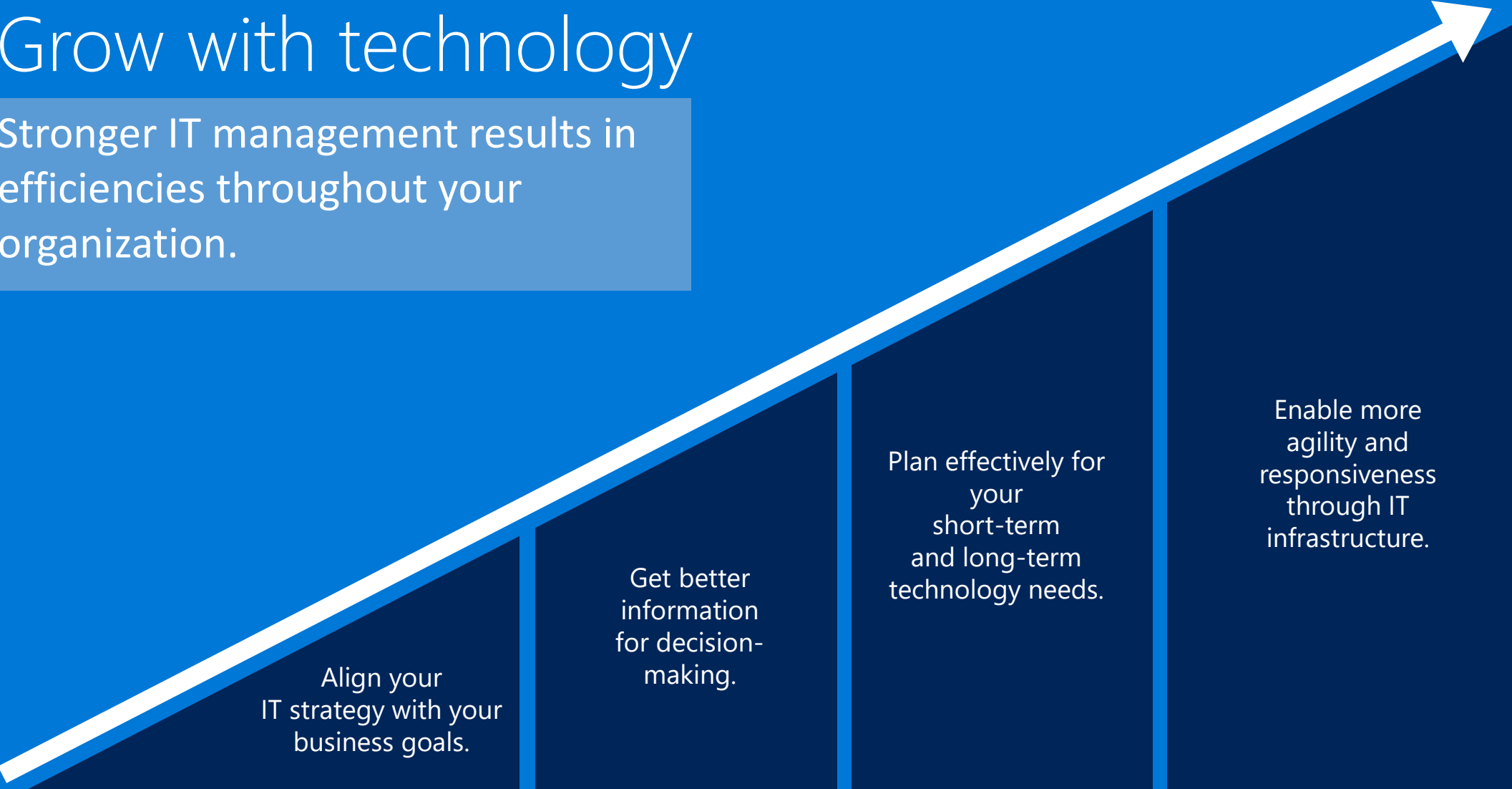


Empower your IT teams to focus on new technology solutions that provide a competitive advantage.



Grow with technology

Stronger IT management results in efficiencies throughout your organization.



Align your
IT strategy with your
business goals.

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.



The operational case for SAM

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

Businesses with SAM processes in place are able to make full use of the software assets they already have.

- Know what licenses you have, and determine what software you really need.
- Minimize threats from cyber-attacks and data security.
- Centralize control and policies, and automate manual processes.
- Understand your employee mobile device use and minimize 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.

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.



Adapt more quickly
with simplified IT
management.

Monitor and
provision assets
effectively.

Plan ahead
for technology
needs.

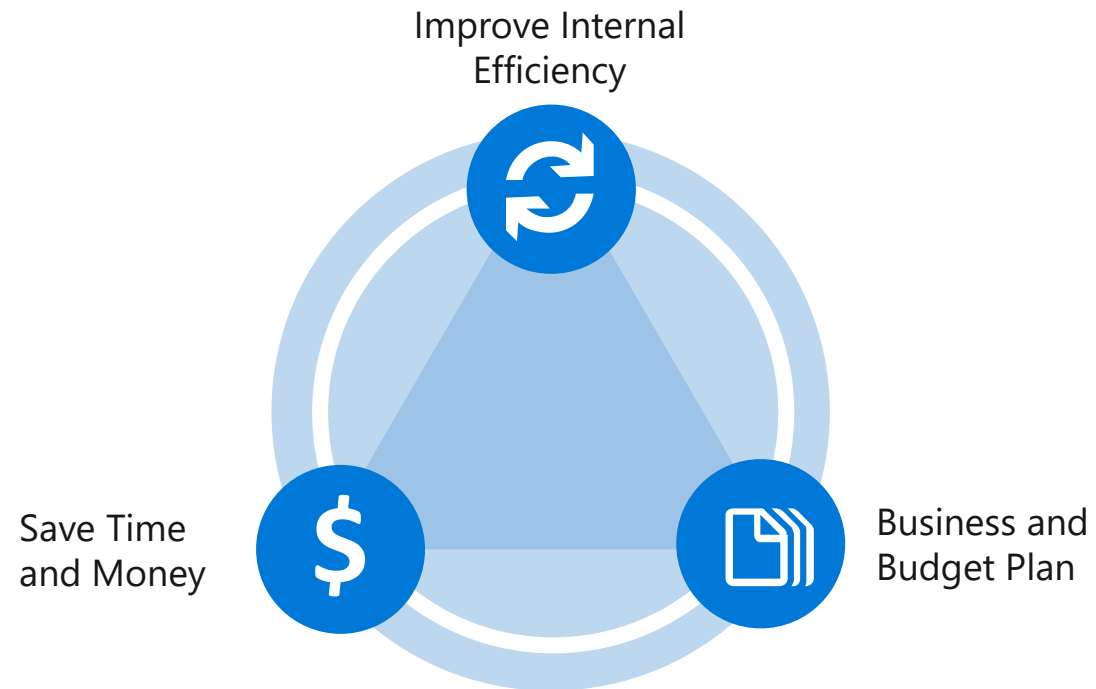
Align your IT
with your
business goals
to create more
operational
excellence.

Everyone benefits from SAM

- **IT staff**—Simplify by knowing what you have, so you can streamline procedures and efficiently plan upgrades and deployments.
- **Department heads/business unit managers**—Increase the visibility of current IT spending to ensure better budget planning of projected spends and acquisitions.
- **Legal**—Be prepared with complete documentation of compliance.
- **Purchasing/procurement**—Gain improved efficiencies with effective centralized control, defined procurement procedures, and greatly simplify reporting, budgeting, and acquisition of IT assets.
- **Human resources**—Ensure employee compliance by enforcing policies that minimize legal and security threats.

SAM helps your entire organization

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





SAM makes good business sense

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

SAM helps you:

- ✓ Control costs and business risks.
- ✓ Gain visibility into your technology and insight into your business, so you can optimize your resources.
- ✓ Align your technology infrastructure with your business goals, making IT a strategic asset that can help your business grow more quickly.

SAM

SOFTWARE ASSET MANAGEMENT

How do you implement a SAM plan?

There are four main steps...



SAM steps

1. Perform an initial software inventory.
2. Get organized. Match software installed to licenses owned.
3. Review policies and procedures.
4. Develop and maintain a SAM plan.



1. Initial software inventory

Find out exactly what software you have installed by conducting a software inventory.

Network – software inventory tools

Standalone – manual inventory

For information on Microsoft SAM Tools, visit www.microsoft.com/en-us/sam/tools.aspx

2. Get organized, match licenses

Once you have completed an inventory, you'll need to match up the licenses to the software.

Types of licenses

- Microsoft Volume Licensing Programs
- OEM Software (pre-installed)
- FPP Software (retail product)
- Other...



3. Review policies and procedures

- Centralize your procurement process.
- Post software use policies.
- Establish a software check-in process.
- Write a disaster recovery plan for software.

4. Develop a SAM plan

- Analyze software needs.
- Provide software training.
- Reduce support costs.
- Keep software safe.
- Create a software map.
- Schedule regular inventories.

Work with a Microsoft SAM Partner



Microsoft works with our SAM Partner network to make proactive SAM assistance available to customers around the world.

Microsoft SAM Partners:

- Are certified through the Microsoft Partner Network.
- Have a deep knowledge and understanding of SAM solutions and best practices.
- May have certifications in multiple areas such as cloud and mobility solutions.
- Can provide high-quality service to you.

For information on Microsoft SAM Partners, visit
www.microsoft.com/en-us/sam/programs.aspx



What's expected from a SAM Engagement?

These phases are expected from every Microsoft SAM Engagement. They help drive recommendations and considerations on ways to optimize your IT infrastructure and implement a long-term SAM plan.

Phases

Planning

The planning phase consists of gathering information about your infrastructure background and future plans or goals, then setting up the plan for the data collection and analysis including appointments with key stakeholders and gaining access to the necessary sources.



Data Collection

The data collection phase consists of the assembly of all data related to the discovery and inventory of software assets mapped to license entitlements and usage. Additional information may be required to ensure all relevant data is collected to provide a full and accurate analysis.



Data Analysis

The data analysis phase includes the review and validation of all usage, license entitlement deployment, and other data. In addition, an analysis of your current SAM policies and procedures, and recommendations for improvement.

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Value

At the conclusion of the SAM engagement, your partner will present your results, recommendations, and next steps in an overview and a set of detailed reports.



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.



Baseline



Virtualization



Cloud-Ready



Non-Production Environments



SQL Workloads



Cybersecurity



Mobile Device Management



Baseline

For customers who want a complete view of their current Microsoft product deployment and licensing position as well as strong recommendations on how to improve their software asset management policies and procedures.

A key deliverable of the SAM Baseline Review is the SAM Optimization (SOM) assessment. The SAM Optimization Model serves as the foundation and guidance for preparing to implement an effective SAM program that supports alignment with ISO standards.

SAM Optimization Model.



For information on the Microsoft Baseline Review, visit www.microsoft.com/en-us/sam/baseline.aspx



Cloud-Ready

For customers who are considering moving part or all, of their infrastructure to a cloud environment.

As a result of the increase in cloud computing, Microsoft developed the Cloud-Ready SAM engagement to help you assess your cloud readiness and establish critical SAM policies and procedures to enable you to manage cloud and on-premises investments effectively.

- According to a [2016 Computerworld CIO study](#), cloud computing remains the one of the fastest-growing IT budget.
- Moving data and business processes to the cloud offers several advantages over a traditional enterprise IT environment.
- A cloud strategy should address cost reduction, increased agility, and improved scalability.

For information on the Microsoft Cloud-Ready Engagement, visit www.microsoft.com/en-us/sam/cloud-ready.aspx



Cybersecurity

For customers wanting to obtain a complete view of what software is deployed to identify areas of potential risk and provide high-level guidance on their cybersecurity programs and policies.

Our generation of IT environments is heavily influenced by several key drivers—mobile devices, social media, cloud solutions, and big data—constantly transforming IT operations and processes.

Microsoft developed the Cybersecurity SAM Engagement to provide guidance and resources to help customers reduce security risks and minimize cyber threats within their IT environment.

Mobile

The world's mobile worker population will reach
1.3 billion over
37% of the total workforce by **2015**



Social

65% of companies are deploying at least one **social software tool**



Cloud

70% of organizations are either using or investigating **cloud computing solutions**



Big Data

80% growth of unstructured data is predicted over the **next five years**



For information on the Microsoft Cybersecurity Engagement, visit www.microsoft.com/en-us/sam/cybersecurity.aspx



SQL Workloads

For customers who need to have a clear picture of their SQL environment due to potentially underutilized SQL Servers, an increase in data, or a need to reduce unnecessary costs.

The rapid expansion of data only adds to the complexity of managing environments that support business needs to convert massive amounts of data into business insights.

Microsoft developed the SQL Workloads SAM Engagement to provide guidance and resources to help customers optimize their SQL environments.

OLTP – Transactional workloads

- Packaged business applications
- Custom application development
- Deploying external Web sites
- Deploying internal Web sites / Intranets / Content management

Business Intelligence (BI) and Data Warehousing

- Corporate business intelligence
- Self-service BI
- Advanced Analytics, Data Mining, OLAP cubes
- Enterprise data warehouse and Data Marts

IT

- Development or test
- Internal IT productivity tools
- Connecting applications

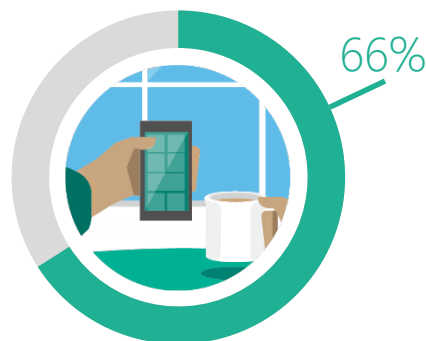
For information on the Microsoft SQL Workloads Engagement, visit www.microsoft.com/en-us/sam/workloads.aspx



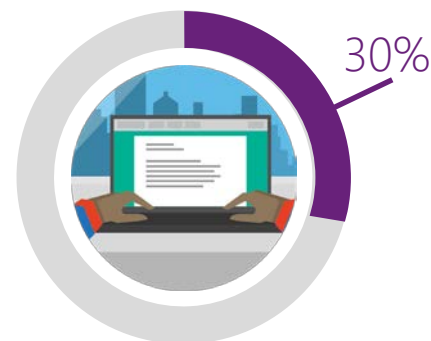
Mobile Device Management

For customers who need to unify the management and security of mobile devices, both corporate and user-owned, with an integrated infrastructure that enables users to access company resources while protecting corporate data and adhering to proper licensing requirements.

Mobility is the new normal. Microsoft developed the Mobile Device Management (MDM) SAM Engagement to provide guidance and resources to help customers optimize their mobile device use and management.



of employees use personal devices for work purposes.



annual growth rate for software as a service (SaaS) delivery model.



of employees spend at least some portion of their time working outside their office.

For information on the Microsoft Mobile Device Management Engagement, visit www.microsoft.com/en-us/sam/mdm.aspx



Virtualization

For customers who are looking for help with defining a strong virtualization strategy through the assessment of existing virtual environments and identifying new opportunities for further virtualization.

Virtual environments can be relatively easy to provision, which can increase complexity and challenges in ensuring that these environments are set up for optimal performance and properly licensed. Microsoft developed the Virtualization SAM Engagement to provide you identify areas you can optimize, determine the right policies to implement to manage provisioning going forward.

Server Virtualization



Consolidate via Windows Server host platform in virtual environments, for example:

Desktop Virtualization



Enables desktops to be delivered conveniently to a user's client device or devices

Application Virtualization (App-V)



Transforms applications into centrally managed services that are dynamically delivered (not installed) on demand.

For information on the Microsoft Virtualization Engagement, visit

www.microsoft.com/en-us/sam/virtualization.aspx



Non-Production Environments

For customers who need to understand what defines their non-production environment, who is accessing that environment, and how the software running in that environment is licensed.

Microsoft developed the Non-production Software Asset Management (SAM) Engagement to help customers work through business and licensing challenges that occur when their organization creates custom software or operates any type of lab environment that must be differentiated from production.

Within your organization, gain a clear picture of:

- How non-production systems are deployed, developed and tested upon, decommissioned, and rebuilt.
- The organization's software footprint.
- The licensing subscriptions available.
- Who needs to be licensed and how.



For information on the Microsoft Non-Production Engagement, visit www.microsoft.com/en-us/sam/non-production.aspx

Control. Optimize. Grow.

To find out more:

www.microsoft.com/sam

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SOFTWARE ASSET MANAGEMENT

