

IAITAM ACE

KICKIN' ASSETS
SINCE 2002

The Software Audit

Not unlike the dreaded
visit to the dentist



NASHVILLE, TN
MAY 9TH - 11TH

Software Audits

Not That Different from Your Annual Trip to the Dentist



Welcome



Jeff Seltzer

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Agenda

1

The Audit and
The Dentist

2

My Audit
Experience as
CIO

3

Gaining Control
With Preventative
Care



Meet Jerry...



Jerry Is Having A Terrible Day

“Wow! This hurts!”

“I was fine yesterday.” “No warning at all!”



“I don’t have time for this!”

“How long is this going to last?”

“This has to be fixed...NOW!”

“What will this cost me?”

“But I thought I took good care of things!”

“Maybe I should have taken better care so this would not have happened!”



Disruptive Software Audits

The Similarities are Striking

“Wow! This hurts!”

“I was fine yesterday.” “No warning at all!”

“I don’t have time for this!”

“How long is this going to last?”

“This has to be fixed...NOW!”

“What will this cost me?”

“But I thought I took good care of things!”



“Maybe I should have taken better care so this would not have happened!”



Audit Outcomes

Audit will
be very

DISRUPTIVE

The Choice
Is Yours

Audit will
be very

ROUTINE

LOW

HIGH

Software Asset Management Maturity



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“Change is inevitable, and the disruption it causes often brings both inconvenience and opportunity.”

Robert Scoble



My Story

1992 –
2015

Life-long
IT practitioner

Sept
2015 –

1st ever
global CIO

December
2015

Audit
Awareness

April 16th
2016

\$52M out of
compliance
audit

April 17th
2016

The dream
becomes a
nightmare

Security
Do no harm
Centralize
Nimble/Innovative



I lacked
understanding of SAM

I was focused on other
priorities – things I knew
and enjoyed

Why wasn't
I ready for
this as CIO?

I lacked understanding
of audits

I was managing
unknown risk



The entire company lack
SAM understanding

Very little prior audit
navigation experience
within IT

It wasn't
just me...

We tracked stuff.
We had spreadsheets!

Historically
decentralized – very
hard to see big picture



We completely
lacked preventative
care!



Audit Defense Plan

1

Decrease usage through architectural adjustments

RESPOND
& PROTECT

2

Disprove vendor findings
and engage on a new
commercial agreement

6-week defense plan

Created our view on deployment

Circled the wagons

Gained control of the discussion

Quickly began negotiating new ULA



Audit Defense Resolution

What Started Out as Painful Root Canal, Turned Into a Cavity



- 1 1st holistic view on global deployment position
- 2 Audit release
- 3 A hardened audit target
- 4 Created the burning platform for asset management maturity



This Pain Is Completely Preventable

Control the Outcome

So how do I get from here?



To here?



Improve My Preventative Care!



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An ounce of prevention is
worth a pound of cure



We completely
lacked preventative
care!

A Widespread & Common Problem!



Contract
Negotiations

Mature SAM

Partnerships &
collaboration

Preventive Care

Complete view of
estate

Audit defense plan

Influence senior
stakeholders



Take Action Now Towards Mature SAM

Don't Be Like Jerry!



Understand current SAM maturity level & capability



Turn unknown risk into managed & mitigated risk



Create risk awareness and gain senior stakeholder buy-in



Architecture & ITOM



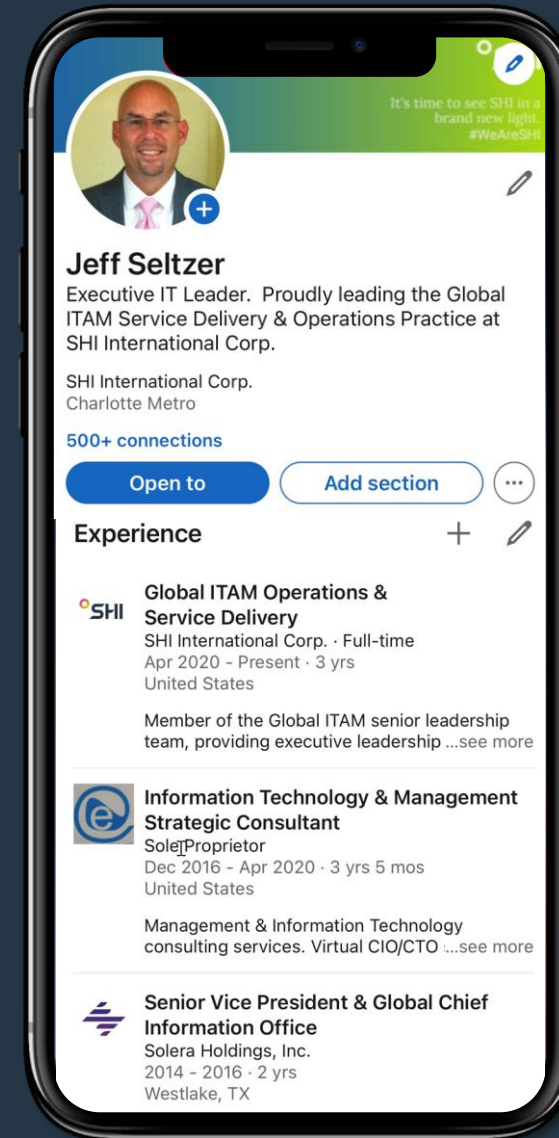
Proactive SAM for top tier publishers



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Questions?

