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KICKIN' ASSETS
SINCE 2002

SAM Maturity: Be Proactive, Not Reactive
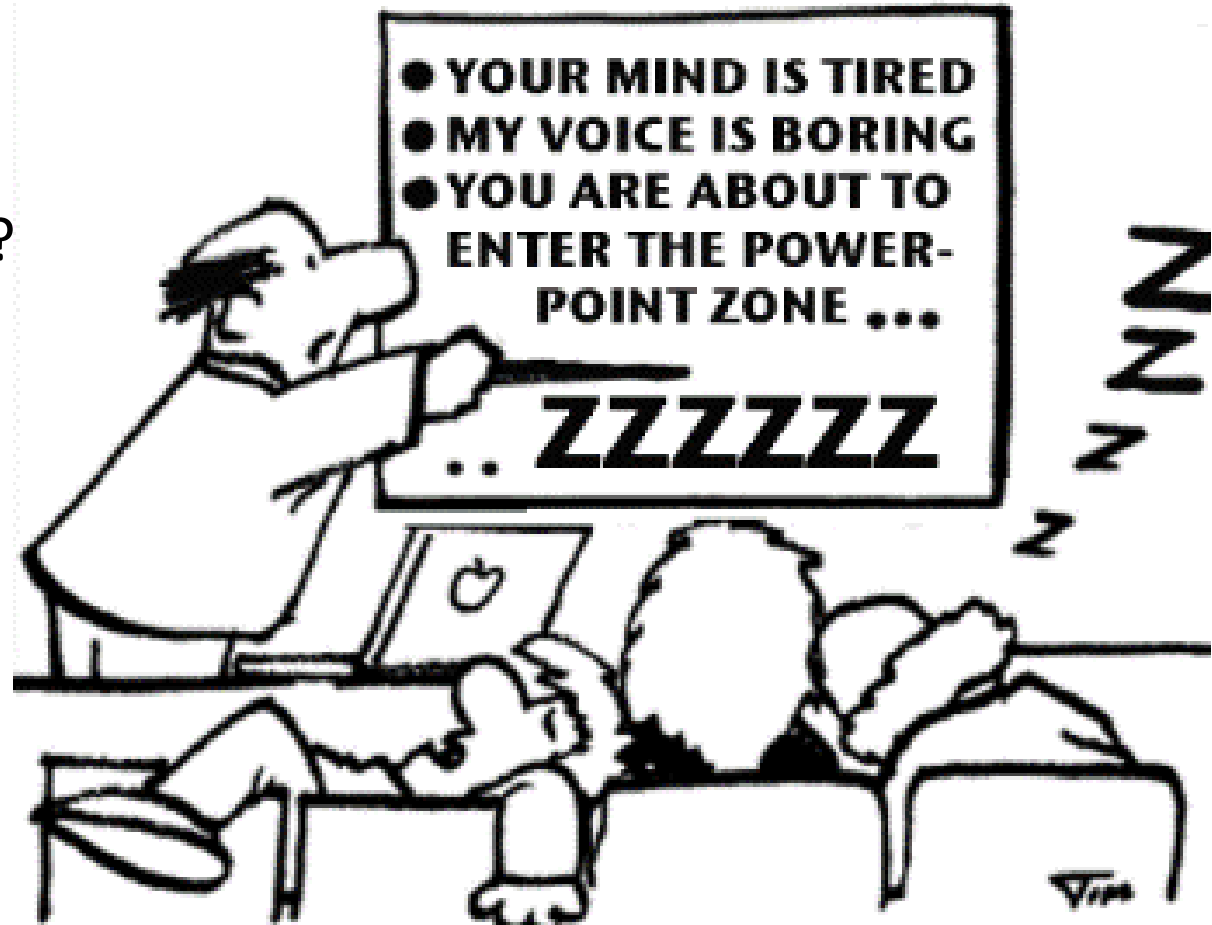
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NASHVILLE, TN
MAY 9TH - 11TH

ACE 2023

Pop Quiz! What is SAM?

- First name of your favorite actor?
- Software Architecture Management?
- Systems And Measurements?
- Software Asset Monitoring?
- Software Asset Measurement?
- Software Asset Management?
- Software Asset Maintenance?
- None of the above?

SAM: Software Asset Management

What does it mean?

An organizational business practice or strategy for managing and optimizing software licenses through the purchase, deployment, maintenance, utilization, and disposal of applications. It's not something you buy, it's something you do! SAM is not a tool – it's a discipline!

Software Asset Management requires People, Process and Technology

No two organizations are exactly alike.

You need to determine which roles are the most critical to the success of your SAM program. It's a Program, not just an Excel spreadsheet! In order to be proactive, you must be knowledgeable of your assets and your software environment. How is this accomplished?
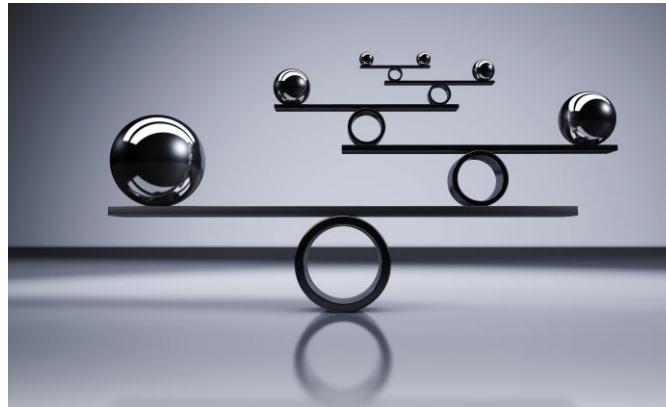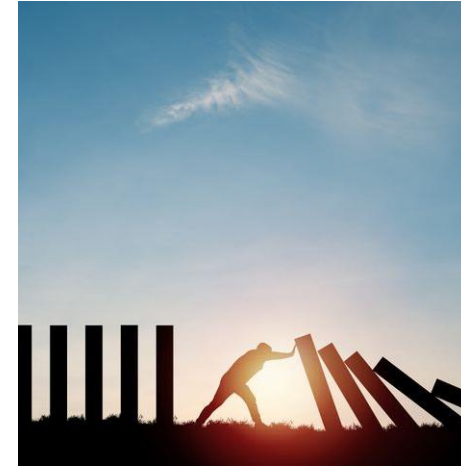
People:
Executive Sponsorship
Clearly defined Roles(RACI)

Process:
The success of any SAM program relies upon alignment and input to business strategies

Technology:
Technology should enable not hinder

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A SAM Maturity Assessment is the starting point!

By performing a SAM Maturity Assessment and establishing a comprehensive Software Asset Management Program.
By assessing your program and environment, analyzing the data, and addressing the issues, your organization can, over time, achieve the highest level of SAM maturity.

What is SAM Maturity and how is it achieved?

SAM Maturity means running an optimized SAM program. This can be achieved – after much time and effort – by conducting a thorough SAM Maturity Assessment.
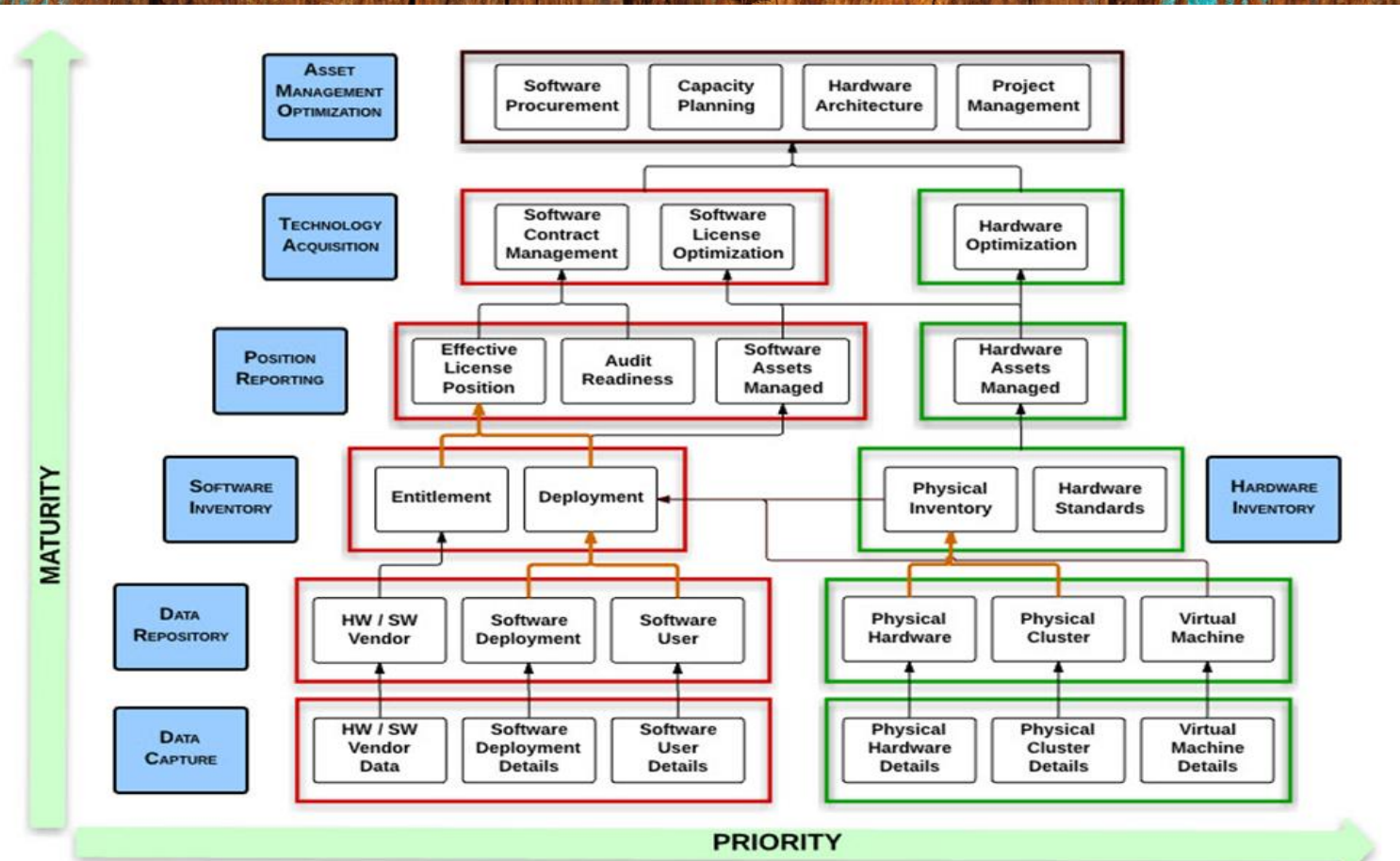
What is a SAM Maturity Assessment?

It's an evaluation of your current SAM program in real time, to measure your level of maturity. The Assessment provides your organization with a benchmark from which you can determine "next steps" in your SAM journey to achieve ultimate optimization.

7 Functional Areas of SAM

Data Capture
Data Repository
Software Inventory
Hardware Inventory
Position Reporting
Technology Acquisition
Asset Management Optimization

# The Value of the SAM Maturity Assessment

Service Value

- An assessment of your current SAM processes and practices.
- Recommendations aimed at cost savings and improvement.
- Best practice knowledge.
- Knowledge of current SAM maturity and next steps.

Deliverables must include

- Detailed report of assessment that will include interview responses, documented outcomes, and recommendations.
- Presentation to interviewed parties and the SAM leadership team.
- Executive presentation highlighting positives, concerns and recommendations.
- Commitment to work with leadership on implementing recommendations.
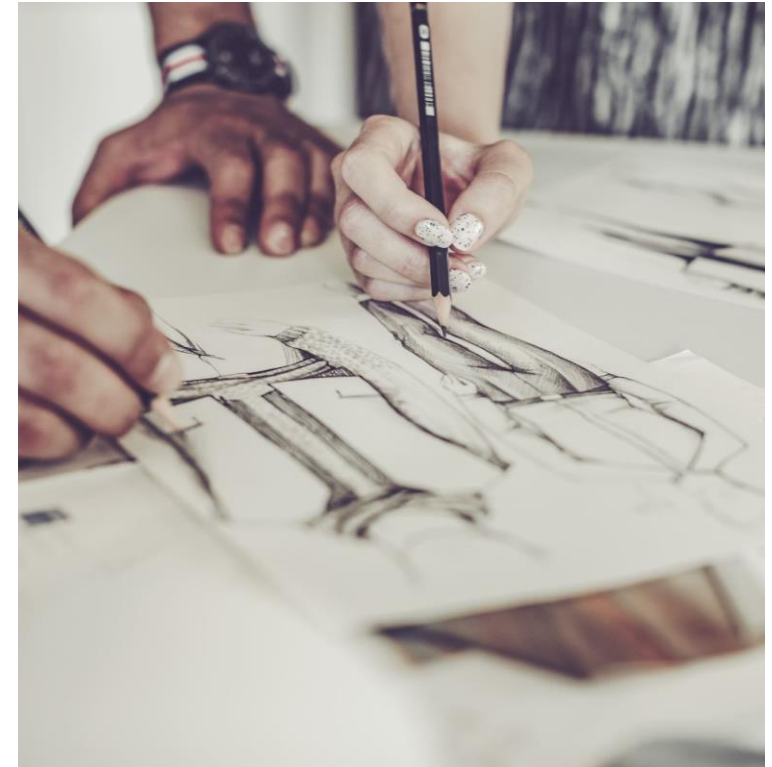
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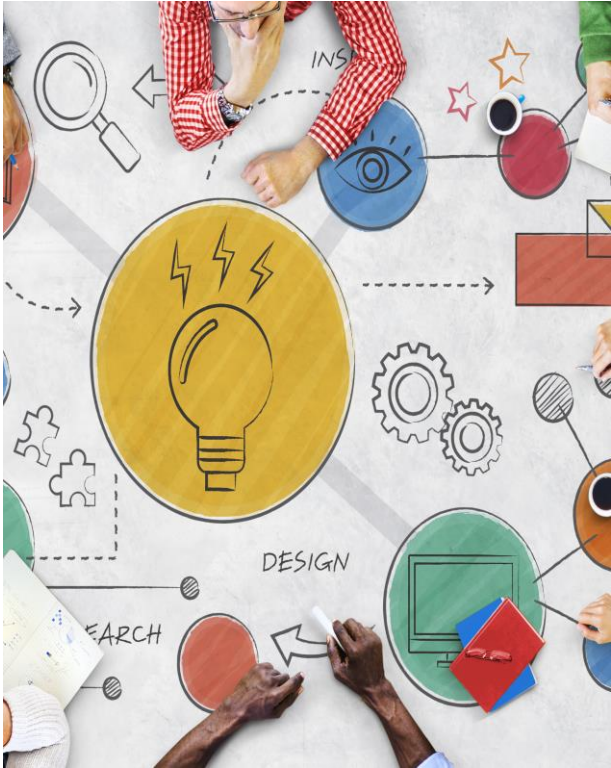
- Comprehensive Review of your current SAM Practice.
- Review your SAM Program against the 7 functional areas and assess.
- Organizational Synergy Review includes:
  - Executive Interviews.
  - Subject Matter Expert interviews.
  - Existing policy and process review.
  - Multiple choice questionnaire with comment section.
- Assessment report and presentation.
- Next steps to build a roadmap to address and implement recommendations.

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Levels of SAM maturity

Reactive

- SAM practices and processes are ad hoc and poorly defined
- There is little or no formal SAM program in place, staff are new in the role or lack skills.
- Typically, there are no SAM tools and SAM is perceived as a Black Hole.
- Software usage and license compliance are not effectively managed
- The need for an SAM Program is recognized but there is no consistency.
- Effort to meet license compliance is ineffective.
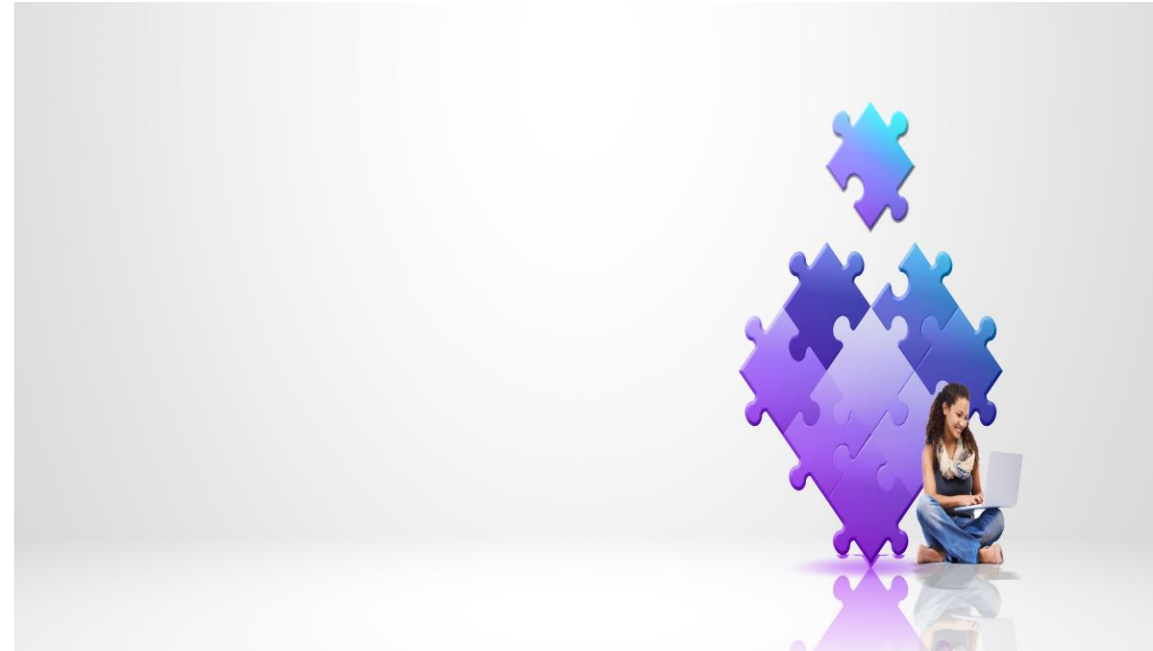
Levels of SAM maturity

Proactive

- SAM Program is being formed or in place and trying to establish governance.
- SAM staff is generally trained and knowledgeable but not licensing experts.
- Enterprise tool(s) are in place but need enhancement or consolidation.
- There is a focus on optimizing software usage and reducing software costs, but governance is still being developed and is focused upon on-premise assets.

Levels of SAM maturity

Dynamic

- SAM practices and processes are documented, communicated and a governance process is in place and effective.
- SAM staff is proficient in licensing, contracts, and negotiations. End to end processes are in place, RACIs documented and a Central repository for desktop and datacenter compliance reporting.
- There is a focus upon continuous improvement and adaptation to changing business needs. SAM practices are becoming integrated into the organization's overall business strategy and are constantly evolving.

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Levels of SAM maturity

Optimized

- SAM practices and processes are fully optimized, with a focus on achieving maximum efficiency and effectiveness.
- SAM practices are fully integrated into the organization's overall business strategy including Cloud-FinOps and are continuously monitored and improved.
- SAM data is used to make business decisions and the SAM program is fully aligned and reporting to the CIO-CTO.
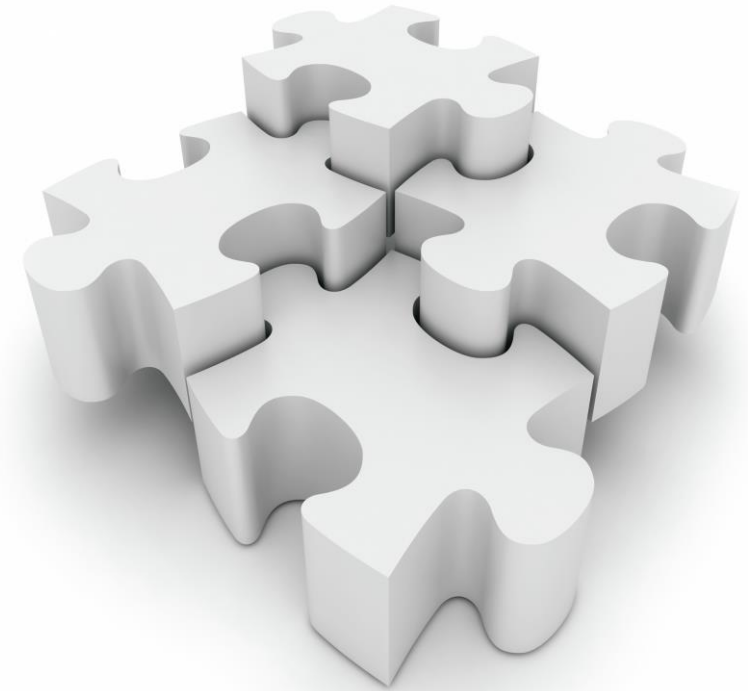
Ultimately the goal is for your SAM program to provide strategic business impact by understanding your costs, security status, and your compliance. How well you do that depends upon whether you have firm executive commitment, the right knowledge and how well you interact with other functions within your business ecosystem.

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Where does your company fall on the Maturity scale?

Do you have an effective SAM reporting tool?

Is there good communication between business units?

Is there good communication with technical owners/administrators?

How much support do you have within your organization, i.e., executives/leadership?

Is your SAM team or ITAM involved in software contract negotiations?

Is your Procurement process centralized or owned by several departments?

Is your IT Department centralized or divided between several departments?

For further information, please contact:

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