# SAM Fundamentals

**SAM**
SOFTWARE ASSET MANAGEMENT

## WHAT IS SOFTWARE ASSET MANAGEMENT?

**Software Asset Management (SAM)** helps organizations control and optimize the use of software across an organization, using a set of proven IT practices that unite people, processes and technology.  Organizations that have invested time in getting these practices in place are said to have a SAM Program

## IMPLEMENTING SAM IN AN ORGANIZATION

**1. Inventory and catalog software**
Analyze which software titles are being used on the company's servers, PCs and workstations. Microsoft tools include System Center Configuration Manager, or the Microsoft Assessment and Planning (MAP) Toolkit

**2. Match licenses with software**
Find the licensing documentation for all software titles which are being used on servers, PCs and workstations. Analyze and document these findings to establish a baseline

**3. Review and create policies and procedures**
Ensure policies and procedures are applicable and comprehensive over all departments and employees. SAM partners can play a key role in assisting organizations to help develop policies and procedures

**4. Implement and maintain a SAM plan**
Keep the process moving forward by incorporating software use policies, regular software inventory checks, employee training, and executive sponsorship of the SAM Program

## BENEFITS OF SAM

*There are many benefits possible through Software Asset Management. For example, a good SAM Program means businesses can:*

### SAVE MONEY
- Buy only the software required thus eliminating waste, overlap, and duplicate purchases
- Retire licenses so obsolete licenses aren't renewed
- Make strategic purchasing decisions about the right ways to buy software
- Eliminate ad hoc purchases of software, and prohibit unauthorized credit card purchases
- Use their consolidated licensing position for better price points

### BE MORE STRATEGIC
- Respond quickly to IT requirements ensuring users have access to the software they need
- Plan for what software purchases are needed and when, helping improve IT forecasting for budgets
- Depreciate old and obsolete software and receive the relevant tax benefits

### REDUCE RISK
- Know that there won't be big bills to pay following an audit or review
- Avoid financial penalties and legal costs associated with non-compliance
- Avoid damage to reputation that could arise from a lawsuit
- Comply with government regulations requiring strict standards of IT governance

### INCREASE OPERATIONAL EFFICIENCY
- Centralize IT and software asset tracking
- Prepare for technology upgrades
- Identify security vulnerabilities with older software, older hardware, and unpatched machines and know where the latest software updates have been implemented
- Reduce support costs
- Highlight manual processes that can be standardized and automated leading to improved workflow and better record keeping

### INCREASE INTERNAL SATISFACTION
- Define procedures to help increase efficiency and agility of IT staff
- Enable employees to ask for specific software and install what they need when it's required

### PROTECT AGAINST DISASTER
- Recover more quickly from any type of loss, knowing what software is installed and where, with offsite records of all key software information

## SAM ENGAGEMENTS

SAM Engagements help organizations identify ways to control costs, improve compliance and security, and manage assets from acquisition to retirement. They can also help a business to make more informed decisions to support strategic business priorities now and in the future.

**SAM Baseline Review:** *A complete view of current Microsoft product deployments and licensing, a SAM maturity assessment, recommendations on how to implement an effective SAM Program*

**Cybersecurity SAM Engagement**: *Assesses software deployed within a customer's environment to detect areas that may pose a risk and identify which threats could impact an organization's ability to conduct its day-to-day business such as old versions of Windows and unpatched servers*

**Cloud-Ready SAM Engagement**: *Assesses a customer's cloud readiness and establishes critical SAM policies and procedures to manage cloud and on-premises investments effectively*

**SQL Workloads SAM Engagement:** *Helps customers evaluate current SQL Server deployments, highlight potentially underutilized SQL Servers, determine optimal usage and licensing scenarios, and define and implement critical SAM policies and procedures to manage investments effectively*

Further Microsoft Licensing and Software Asset Management handouts and exams: GetLicensingReady.com

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