DESIGN AND MANAGE A SAM PROGRAM

GETTING STARTED

- The first step is to **secure executive sponsorship** for the SAM Program. This will include identifying stakeholders and creating proposal materials to ensure that there's explicit executive authorization for the SAM infrastructure with policies and overall corporate governance
- At this time **funding** should be secured by creating a project plan and budget where operational costs in both consulting hours and employee time are estimated so that funding can be obtained from each infrastructure group for each task associated with managing a SAM Program

BUSINESS BENEFITS OF SAM

- ✓ **Cost savings**
- ✓ **Increased operational efficiency**
- ✓ **Make better decisions**
- ✓ **Reduce risk**
- ✓ **Protect against disaster**
- ✓ **Increase internal satisfaction**

DESIGN A SAM PROGRAM

SAM Program goals

- Identify resources and objectives
- Align with organization requirements

Future plans and business goals

- Acquisition strategies
  - Is it the right time to consider an Enterprise Agreement? Pricing can be advantageous when all desktop PCs and servers are licensed with Microsoft software
- New technologies
  - Is the organization ready to increase their virtualized infrastructure? The MAP Toolkit can help plan for this
  - Should the organization consider SaaS and IaaS/PaaS solutions? Cloud licensing metrics are often simpler to manage and can provide cost savings by only paying for what is being used

IMPLEMENT A SAM PROGRAM

- Create a SAM stakeholder group to oversee the project
- Assess and benchmark the current state of SAM
- Implement technologies to support asset discovery
- Enhance purchasing processes to include storage and retrieval of license entitlement information
- Perform initial license and cloud services reconciliation
- Create policies, processes, and procedures to support SAM efforts
- Secure support from all associated departments
- Educate employees

MANAGE A SAM PROGRAM

- Monitor adherence to the policies, processes, and procedures of an organization's SAM life cycle
- Standardize SAM processes across all domains and organizational units
- Provide ongoing SAM awareness training

MOVING FORWARD

Software Asset Management within a business is a journey, not a destination and should continue to evolve and improve.

Does your organization have an approved SAM improvement plan?

APPLYING THE SAM OPTIMIZATION MODEL

The maturity of an organization's processes with regards to designing and managing a SAM Program can be assessed using the SAM Optimization Model (see Module 1 for more details)

Key Competency	Basic	Standardized	Rationalized	Dynamic
SAM improvement plan	No SAM development or communication plan.	SAM plan is defined and approved.	SAM improvement is demonstrated.	SAM goals part of executive scorecard; reviewed regularly.

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

Microsoft