MANAGE THE SOFTWARE ASSET LIFECYCLE

REQUEST AND ACQUISITION PROCESSES

- Software purchases should always be made through approved vendors
- Volume Licensing terms should be checked to ensure that the customer has the best agreement type for their requirements
- Software purchases should always be based on deployment / entitlement reconciliation rather than simply reacting to a demand
- End users should understand the process for requesting software
- The goal is that request and acquisition processes are such that there is a pre-defined asset catalog that all purchases are made from, and licenses are acquired based on metered usage

RETIREMENT PROCESSES

- Unused software should be harvested and tracked within a centrally controlled inventory
- Remember that licenses acquired through Volume Licensing can generally be transferred, whereas OEM licenses "live and die" with the hardware. Therefore, OEM licenses can only be reused in the context of selling (or donating) the entire machine, complete with the original OEM software installed on the device

DEPLOYMENT PROCESSES

- Only approved software should be deployed, with software deployment reports available to stakeholders as required
- Software is dynamically available to end users on demand. For example, System Center Configuration Manager could be used to allow users to self-provision authorized applications through a company portal

OPTIMIZE ASSETS

- Deployment and consumption of software assets, including cloud services, should be tracked to optimize assets
- Microsoft Intune and Microsoft Enterprise Mobility + Security (EMS) allow users to use mobile devices of their choice (including Windows, Android or iOS).

Microsoft Intune:
- ✓ Device Management
- ✓ Integrates with System Center Configuration Manager
- ✓ Licensed with User Subscription Licenses (USLs)

Enterprise Mobility + Security:
- ✓ Includes Intune
- ✓ Includes Cloud App Security which can track what cloud apps users in an organization are using
- ✓ Licensed with User Subscription Licenses (USLs)

APPLYING THE SAM OPTIMIZATION MODEL

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

Key Competency	Basic	Standardized	Rationalized	Dynamic
Acquisition process	Assets purchased on a per project basis; without a review of current availability.	Software purchases use approved vendors.	Software purchases based on deployment / entitlement reconciliation.	All purchases are made using a pre-defined asset catalog; based on metered usage.
Deployment process	Assets deployed by end users in distributed locations; no centralized IT.	Only approved software is deployed.	Software deployment reports are accessible to stakeholders.	Software is dynamically available to users on demand.
Retirement process	Software is retired with hardware and is not harvested or reassigned.	Unused software is harvested (where the license allows) and tracked within a centrally controlled inventory.	Centrally controlled inventory of harvested licenses is maintained and available for reuse.	Automated process with centralized control and tracking of all installed software, harvest options, internal reassignment, and disposal.

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