



SAM
SOFTWARE ASSET MANAGEMENT



Take charge with SAM
and prepare for long-term business success.

SAM

SOFTWARE ASSET MANAGEMENT



SAM brings together people, processes, and technology to control and optimize the use of software in your organization.

What is SAM?

Software Asset Management, often referred to as SAM, is a vital set of continuous business processes that provide a system for the effective management and protection of software assets within your organization throughout all stages of their life cycle.

Why is SAM important for your business?

A strong SAM strategy involves a series of actionable steps that can increase the operational capabilities of your information technology (IT) staff. These greater IT capabilities become a strategic asset that supports business results throughout your organization. SAM is a proven best practice that can help you:

- 1 Control costs, risks, and complexity.
- 2 Optimize the use of your software assets.
- 3 Grow your infrastructure to meet your business needs.

How does SAM enable business results?

- Proactively managing software assets can result in up to a 50 percent reduction in IT labor costs* from simplified deployment, purchasing, and support.
- Established backup and recovery plans, centralized control, and security policies can all reduce the potential for costly outages.
- Stronger IT management enables more business insight and responsiveness, which can help your business grow.

Does SAM help with Infrastructure Optimization?


Yes. Infrastructure Optimization is a four-step process that can take your IT infrastructure from a non-managed, reactive state to a proactive, optimized, and dynamic state. Following the Microsoft® SAM Optimization Model can help your organization become more agile through better use of resources, even in times of changing business conditions.

How does SAM help facilitate mergers and acquisitions?

Combining two companies creates software licensing challenges, which can be addressed by proper SAM implementation. SAM can help ensure that you, and the company with which you are merging, maintain effective license management during and after the transition, helping you protect and maintain your software assets.

Can SAM benefit others in your organization?

The following pages show the business and organizational value of SAM in addition to benefits for employees throughout your organization.



Stronger IT management enables more business insight and responsiveness, which can help your business grow more quickly.

The Business Value of SAM

If you are an executive or business manager in your organization, you need the right information to make the best business decisions. SAM gives you visibility into your technology and insight into your business. It also gives you the opportunity to align your technology infrastructure with your business goals – all while saving money.

Control costs and risks.

Businesses that actively manage the life cycles of their IT assets can reduce their costs. SAM can help you:

- Save money by using what you already have, eliminate excess spending by determining your organization's true software needs, and negotiate the best licensing options with complete confidence.
- Help ensure compliance with government regulations like Sarbanes-Oxley, compliance with internal corporate regulations regarding privacy and disclosure, and software license compliance – helping to eliminate the risks of related civil or criminal penalties.
- Gain peace of mind about viruses and other threats from unauthorized software by helping secure your IT infrastructure.

Optimize resources.


SAM can improve your overall IT capabilities – optimizing your infrastructure to achieve business results. SAM can help you:

- Simplify deployment, purchasing, and support through desktop standardization.
- Implement policies that drive more automation, improving productivity throughout your organization.
- Reduce support needs through policies and standardization, and empower your IT teams to focus on upgrades and business goals instead of unnecessary IT complications.

Grow with technology.

Stronger IT management results in efficiencies throughout your organization. SAM can help you:

- Align your IT with your business goals, create a stronger organizational foundation, and get better information for decision-making.
- Plan effectively for your short and long-term technology needs.
- Enable more agility and responsiveness through IT infrastructure.



Proactively managing software assets can result in up to a 50 percent reduction in IT labor costs* from simplified deployment, purchasing, and support.

The Operational Value of SAM



If you are an IT executive or business manager, implementing SAM makes good business sense. This best practice can help put you in control of all your systems, improve productivity throughout your organization, optimize your resources, and align your IT with business goals – making it a strategic asset to your organization.

Control costs and risks.

Businesses with SAM processes in place are able to take advantage of the software assets they already have. SAM can help you:

- Know what licenses you have, and determine what software you really need.
- Minimize security threats and prevent unauthorized software downloads, reducing technology conflicts and increasing stability.
- Centralize control and policies, automate manual processes, and help secure your IT environment.

Optimize resources.


Get the most out of your software investments, reduce redundancy, and give employees the tools they need. SAM can help you:

- Implement Infrastructure Optimization and standardization, and reduce costs with centralized purchasing.
- Improve system, user, and help desk performance.
- Be ready with backup and recovery plans.

Grow stronger.

SAM can provide greater agility and responsiveness, making it a strategic asset to your organization and making every department more flexible. SAM can help you:

- Adapt more quickly to market opportunities and customer demands with simplified IT management during times of growth and change, including mergers and acquisitions.
- Monitor and provision assets effectively, and plan for technology needs.
- Align your IT with your business goals to create more operational excellence.



SAM is a proven best practice that can help you control costs, risks, and complexity; optimize the use of your software assets; and grow your infrastructure to meet your business needs.

Everyone Benefits from SAM

An effective SAM program can increase efficiency throughout your business – improving productivity, visibility, and profitability.

SAM can help your entire organization.

IT STAFF

- Simplify by knowing what you have, so you can streamline procedures and efficiently plan upgrades and deployments.
- Demonstrate the value of IT assets with accurate data.
- Reduce help desk workload and maximize effectiveness with system standardization.

DEPARTMENT HEADS / BUSINESS UNIT MANAGERS

- Adapt more quickly to market opportunities and customer demands.
- Increase the visibility of current IT spending to ensure better budget planning of projected spends and acquisitions.
- Enjoy easier procurement and deployment procedures with centralized control.

LEGAL

- Be ready with complete documentation of compliance.
- Feel confident that SAM can help address compliance of your systems with many government regulations, as well as your own corporate policies.

PURCHASING / PROCUREMENT

- Gain improved efficiencies with effective centralized control and implement procurement procedures.
- Greatly simplify reporting, budgeting, and acquisition of IT assets.
- Reduce costs by negotiating the best volume licensing agreements, and minimize the risk of over-purchasing.

HUMAN RESOURCES

- Ensure employee compliance by enforcing policies that minimize legal and security threats.
- Feel confident that SAM can help address compliance of your systems with many government regulations, as well as your own corporate policies.

To find out more:

To get started with SAM, contact your Microsoft account manager or visit www.microsoft.com/enterprisesam.



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