



Software Asset Management (SAM)

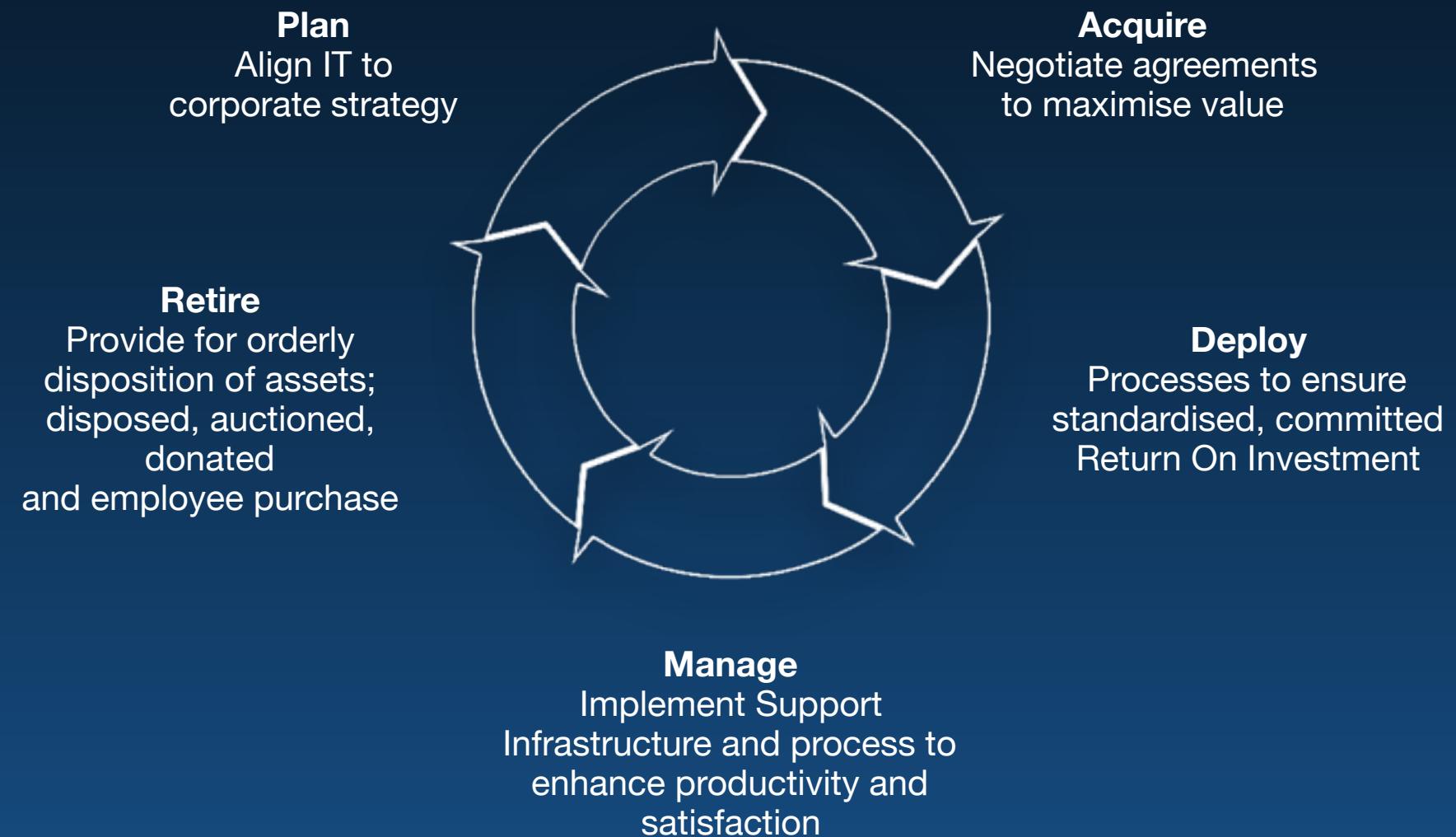
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What is Software Asset Management?

Software Asset Management (SAM) is a business practice that involves managing and optimising the purchase, deployment, maintenance, utilisation, and disposal of software applications within an organisation.

It follows the lifecycle of the software and enables an organisation to capitalise on that asset.



High Level SAM Plan

Inventory

What do you have already?

Where is it allocated?

Is it still in regular use?

Discovery tools or manual?

Organisation

Inventory all licenses and proof of purchase

Record and organise license evidence

Do they match the versions you're using now?

Policies & Procedures

Establish the software lifecycle in order to manage it effectively

Acquisition, retirement, storage, disaster recovery all need a process

Create a SAM culture throughout your organisation

SAM Optimisation

Maintain your SAM plan using the following:

Spot checks

Inventory reports

Quarterly audits

Working with other departments

Ensuring Audit Readiness

Around 40% of mid-size and large businesses can expect an external audit

A software audit can tie up valuable IT resources for up to a year if you don't have an organised system of monitoring

Gartner: Most organisations are over-licensed for 60% of its software and under-licensed for 30%



Benefits of Managed Service

Continuous management of software estate

Early identification of risks/exposures

Highlight cost savings/avoidance

Deeper understanding of the customer and their requirements

Reduces risk of audit penalties

Server virtualisation can dramatically increase the probability of software license non-compliance, for several reasons:

- The ease of duplicating operating systems and applications on virtual machines
- Virtual machine mobility - moving them from one physical host to another
- The complexity of software license terms for virtual environments

Server virtualisation rules include:

Device-specific software license models:

These tie the software license to a particular computer and may also impose move restrictions. With this kind of license, the dynamic load balancing that is sometimes applied in VMware environments can cause non-compliance



Virtual machines per host software license rules:

These allow the software to run on a certain number of virtual machines for each physical machine with a valid license



APSU Engagement

APSU can facilitate the management of License Compliance in 3 ways:

- Business as usual – providing engagement is made prior to any audit notification, APSU will charge 10% of any savings
- Audit Notification – APSU will work to provide housekeeping on licenses, charge of 15% of any savings that are made
- In Compliance – APSU engaged after the penalty notice is issued, we charge 20% of any reduction in penalty.