Empowering Change to Maximise your Assets with Software Asset Management

With consistent and effective Software Asset Management (SAM) practices in place, your business is more efficient and can respond quickly to market conditions and opportunities.

Accurate data is paramount to ensuring your implementation plans are appropriate, affordable and have a clear ROI. Following the best practices in SAM, results in effective business intelligence, allowing decision making and a higher degree of operational excellence; ultimately driving long-term business value.

Implementing SAM can increase your organisation's agility and enhance its future value by ensuring that you make strategic use of resources in times of changing business conditions.

In our experience, many companies find that they need to devote as much as 80% of their IT budget, merely to maintaining their current investment, leaving as little as 20% for innovation.

Gartner recently surveyed over 2,000 CIOs identifying the top strategic business & technology priorities:

- Increasing enterprise growth
- Delivering operational results
- Reducing enterprise costs
- Attracting and retaining new customers
- Improving IT applications and infrastructure

Throughout our customer engagements, we have discovered that the documentation and historical asset inventories are rarely up to date. Therefore the lack of business intelligence is a hindrance to progressing at the pace and efficiency desired, ultimately resulting in an unreliable basis for effective planning.

Planning changes to architecture and infrastructure can be time consuming, requiring a high level of resource and expertise. Many organisations struggle to achieve the speed and flexibility that they need within the IT infrastructure to focus on their goals and objectives. The technology needed to drive business is constantly evolving and IT assets are becoming ever more complex to track and manage. CIOs are facing some serious challenges and dilemmas when making decisions on whether to adopt the new technology options available to them. Questions which most organisations face today include:

**Should we move to the cloud?**

Cloud is an opportunity for any business to reduce operational costs. The offerings in the market create complexities around licensing, entitlement and usage. SAM clearly assists in the understanding of these complexities, and the differences between on premise and the cloud.

**Should we integrate or innovate?**

With current economic uncertainty, companies face greater scrutiny on cost control. Whether you are planning to bring services in house or look to outsource your infrastructure, the liability remains with your organisation.

**How do we future proof our technology platforms?**

The rate in which software vendors innovate their technology is gaining momentum. Establishing a base understanding of your current infrastructure is essential when planning for future technology trends & refreshes.

**How do we store our data?**

There are many key factors to consider, especially around the Data Protection Act 1998, such as compliance, governance and risk.
By taking a four phased lifecycle approach to SAM, your organisation can start to mitigate risk and immediately reduce software spend.

Here are ten useful steps to take when embarking on a Software Asset Management Programme:

1. Build a SAM plan that documents the scope and objectives.
2. Conduct an inventory of your hardware and software assets.
3. Review your current contracts, agreements and technology deployment roadmap.
4. Review current resources and skill sets against the plan.
5. Ensure skills and training of internal/external resources are in the plan.
6. Review current SAM tools for accuracy and coverage.
7. Engage with a SAM partner such as Crayon.
8. Embark on a programme of work to implement the SAM plan.
9. Ensure measures are in place to repeat the processes and monitor the success.
10. Look to optimise your Tier 1 software through standardisation, rationalisation and negotiation of on-going agreements and maintenance.

Most of these steps can take time, dedication and resource, and in our experience, many organisations struggle to overcome these hurdles and achieve an effective SAM plan.