

# Software Asset Management Why Bother? Why Now?

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# Primary Drivers

## The usual business challenges:

- ❖ **Constantly changing customers**
  - ❖ Unpredictable
- ❖ **Demand for better service to customers**
  - ❖ Faster, more accurate, personalised
- ❖ **Increasingly mobile workforce**
- ❖ **Pressure of escalating complexity**
  - ❖ End-to-end infrastructure
  - ❖ Customers / Partners / Suppliers
- ❖ **Need to protect brand / reputation**
- ❖ **Increasing regulatory pressures**

# So what's the problem?

## ❖ The Cost of Software Asset Management

- ❖ Time
- ❖ Money (maintenance on unused, pay twice, volume discounts etc.)
- ❖ Risk of non-compliance
- ❖ Brand Risk
- ❖ Liability
- ❖ Disposal
- ❖ Poor utilization/lack of re-use
- ❖ Confusion



# Managing Software Assets

- ❖ **Buying and managing software accounts for between 50% to 80% of IT costs over the lifetime of systems**
- ❖ **License schemes are complex**
  - ❖ **Grid / Utility / “On Demand” / Open Source will add to the challenges of managing software assets**
- ❖ **Everyone “manages” software is some way**
  - ❖ **By Hand**
  - ❖ **Buy too much**
  - ❖ **Ignore and hope**



# Business tomorrow

**Business Value**  
**Business Events**  
**Business Process**

**Service Delivery Management**

**Business/Service Model**  
**Infrastructure (Events, Messages etc.)**  
**Task Based Monitors**   **Application Monitors**  
**IT Asset Management**

# Business tomorrow

The diagram illustrates a layered business model. At the top is a cloud labeled 'Business' containing three horizontal bars: magenta, green, and cyan. Below this is a blue bar labeled 'Service Delivery Management'. At the bottom is a larger cloud labeled 'Service Providers Utility' containing four horizontal bars: cyan, green, magenta, and blue. The magenta bar on the left is labeled 'Task' and the yellow bar on the right is labeled 'ors'.

**Business**

**Service Delivery Management**

**Service Providers  
Utility**

Task

ors

# Tomorrow's Issues

- ❖ **Governance**
- ❖ **Cost control / Value delivery**
- ❖ **Support rapid business change**
  - ❖ **Safely, Quickly, Cost Effectively**
- ❖ **Service Management**
- ❖ **Business alignment**

**Deliver Increasing Business Value**  
**-Transparently, Continuously**  
**Asset Management is an Absolute Requirement**

# Starting SAM

- ❖ **Proactive Software Management**
  - ❖ **What software is loaded? Is it used?**
  - ❖ **Who is using what software?**
  - ❖ **What licenses do we have?**
  - ❖ **What are we paying for?**
  - ❖ **Are we re-deploying unused software?**
- ❖ **Future**
  - ❖ **Policy based**
  - ❖ **Integration with business and IT processes**



# What you will hear

## Myths and legends about SAM....

- ❖ It's not worth the effort
- ❖ It can't be done
- ❖ Or if it can, it can't be kept going
- ❖ "We tried but we gave up"

**These are all false!!!**

# Summary

- ❖ **Software Asset Management is an Absolute Requirement**
- ❖ **Software Asset Management:**
  - ❖ **Saves Money**
  - ❖ **Saves Time**
  - ❖ **Improves Service**
  - ❖ **Avoids Risk**
- ❖ **SAM is no longer “too difficult”**
- ❖ **SAM is the foundation of Systems and Service Management**
- ❖ **SAM = Business Operates Effectively**
- ❖ **SAM allows consideration of “value” as well as “cost”**



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