VERSION 1

Software Asset Management (SAM) Managed Services

A detailed guide to our SAM Managed Service offerings

CONTENTS

1. THREE CRITICAL ELEMENTS TO SUCCESSFUL SOFTWARE ASSET MANAGEMENT

It is important that anyone embarking on a SAM program with the intention of achieving success needs to be cognizant that there are three important elements to consider. People, process, and tools. To deliver a successful SAM program you require a unique combination of all three.

People

Understanding the nuances of SAM and how to manage a software license estate requires a unique set of skills following a specific methodology. These skills are acquired over years of exposure to the vendor and its licensing policies on differing platforms. Executive sponsorship is also important. Your sponsor will need to have a vision for a future state which embraces your SAM methodology.

Process

Each customer's implementation of a SAM strategy is unique to their set of circumstances. To ensure a successful SAM program, as a minimum, you will need to define your requirements as well as understanding the risks. Procuring a policy or set of methods will neither provide a store for data management nor include the knowledge necessary to implement a SAM strategy.

Tools

Simply buying a tool on its own will not provide the necessary experience or deep product knowledge provided by service providers nor will it deliver all the functionality required to support a complete SAM implementation. In the pursuit of useability many tools provide a false sense of security that will only become evident in the event of a vendor audit.

Across our SAM4D and Version 1 Control Managed Services, we excel in all three of these elements, ultimately delivering an exceptional level of asset management, risk reduction and cost control.

2. OUR SOFTWARE ASSET MANAGEMENT OFFERING

The Version 1 SAM offering is a consultancy driven lifecycle management service helping customers maximise financial investment return, minimise risk and cost, and ensure peace of mind.

Our bespoke SAM Managed Service is for organisations looking to achieve realistic results and measurable ROI from their software licensing and management activities.

We define, design, develop and deliver world-class SAM services to enterprise customers across the globe and have over 20 years' experience running SAM and license consulting services in the enterprise market.

Examples of tangible benefits of software asset management

£10 Million Saved

Our SAM Service Team's expertise delivered a cost avoidance opportunity of just under £10m for an enterprise customer.
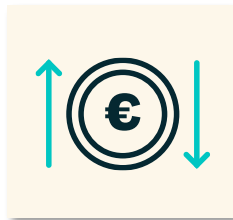
Reduced £5m to £60k

Our SAM Managed Services delivered database license reduction for our client from over £5m to just under £60k.
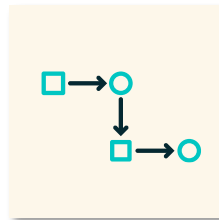
69% Reduction

Our SAM services deliver financial risk reduction of 69% on average over the lifecycle of a managed service.

BENEFITS OF A SAM MANAGED SERVICE

Cost reduction

Risk reduction

Volume discounts

Better vendor relationships

Optimal license agreement

Value-added procurement

3. INTRODUCTION TO SOFTWARE ASSET MANAGEMENT MANAGED SERVICES

SAM is a business practice that involves managing and optimising the purchase, deployment, maintenance, utilisation, and disposal of software applications within an organisation. SAM is particularly important for large corporations for redistribution of licenses and managing contractual risks associated with usage rights, software license ownership and expiration. This can be important for both eliminating legal costs associated with license agreement violations and as part of a company's reputation management strategy.

Primary drivers for implementing SAM in your business

Governance

Effective corporate governance begins with two basic steps: 1) identifying the risks facing the business and, 2) controlling and mitigating those risks before they can have an impact.

Control over liability

A good SAM function helps avoid financial penalties and legal costs by ensuring that licenses are compliant and helps prevent any potential damage to reputation that could arise from a lawsuit.

Smoother operations

An entire organisation runs better with SAM. Initially, by providing better automation and standardising processes to help reduce complexity - SAM optimises software and IT resources and lets you focus on running your business.

Flexibility for the future

SAM gives better insight into future software needs and provides a scalable foundation for growth particularly if you are considering a move to the cloud.

Volume discounts

SAM can help you save when purchasing licenses, improve relations with software resellers, and provide an advantage in future negotiations.

Financial security

The complexities of managing software across an organisation makes controlling costs a big challenge. Implementing a good SAM function controls cost with standardisation throughout the software lifecycle.

Reduce/eliminate waste and redundancy

Overlapping, non-integrated, and outdated applications are just harder to manage. SAM gives you the information you need to make the best use of your software assets and to pay only for what is used.

Estate currency

Tracking software deployments help administration staff understand the versions, support levels and scale of the estate; helping identify required upgrades.

5 Classification: Controlled. Copyright ©2024 Version 1.

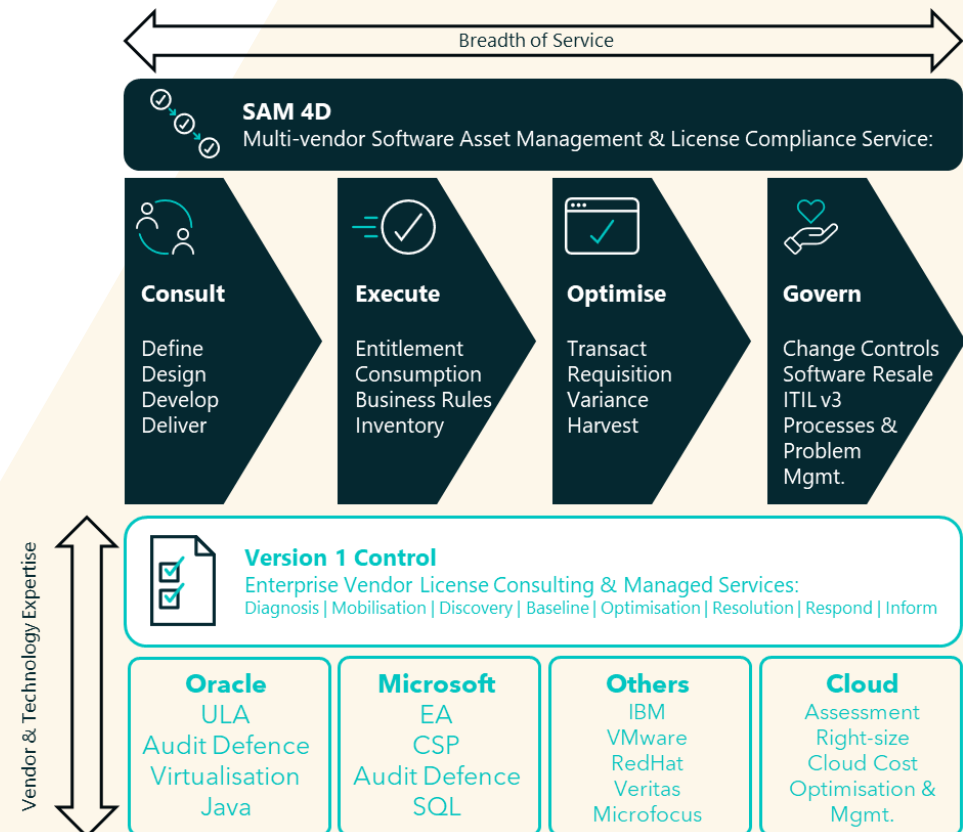**VERSION 1**

4. OUR SAM FRAMEWORK AND METHODOLOGY

Our SAM Managed Service options give you control by delivering certainty on either single or multiple enterprise vendor software license consumption and assurance on your business's IT compliance position.

With Version 1's SAM Managed Services, you will avoid unnecessary costs, accurately plan for future software license purchases and avoid any stress and unbudgeted spend from a software vendor audit. Version 1's expertise in designing and delivering ongoing SAM managed service methodologies and programs over the last 20 years has resulted in the creation of our comprehensive SAM and license compliance methodology, SAM4D which binds together all the Version 1 delivery components covering a broad range of enterprise vendors including Oracle, Microsoft and IBM, and technology platforms such as virtualisation and cloud.

Version 1 SAM Methodology

SAM4D acts as a service wrapper to one or more Version 1 Control services (one per vendor) within a bespoke SAM program. The delivery of SAM4D can be solely run by Version 1 staff or integrated with your existing staff and processes.

Version 1 Control will provide an ongoing SAM service for a single vendor that the Version 1 SAM team will execute and manage on your behalf. Control 'Essentials' offers a light touch advisory service.

Breadth of Service

SAM 4D
Multi-vendor Software Asset Management & License Compliance Service:

Consult	Execute	Optimise	Govern
Define Design Develop Deliver	Entitlement Consumption Business Rules Inventory	Transact Requisition Variance Harvest	Change Controls Software Resale ITIL v3 Processes & Problem Mgmt.

Vendor & Technology Expertise

Version 1 Control
Enterprise Vendor License Consulting & Managed Services:
Diagnosis | Mobilisation | Discovery | Baseline | Optimisation | Resolution | Respond | Inform

Oracle	**Microsoft**	**Others**	**Cloud**
ULA Audit Defence Virtualisation Java	EA CSP Audit Defence SQL	IBM VMware RedHat Veritas Microfocus	Assessment Right-size Cloud Cost Optimisation & Mgmt.

VERSION 1

SAM4D

Software asset management and license compliance lifecycle program

Video:
What is SAM and why it's so complex

Watch

5. SAM4D – SAM AND LICENSE COMPLIANCE LIFECYCLE MANAGEMENT

Define, Design, Develop and Deliver a single or multi-vendor lifecycle management service for SAM to help you maximise return on investment, minimise risk and ensure peace of mind.

Version 1's SAM4D is a service wrapper that binds together all the Version 1 delivery components that comprise an end-to-end single or multi-vendor SAM and license compliance service. SAM4D is the evolution of our tried and tested software asset methodology with over ten years of development. SAM4D will give you full control of your on-premises or cloud software license estate ensuring confidence in your compliance position. Designed to be modular and progressive, SAM4D exposes all the components necessary to build and execute a modern SAM function within your organisation.
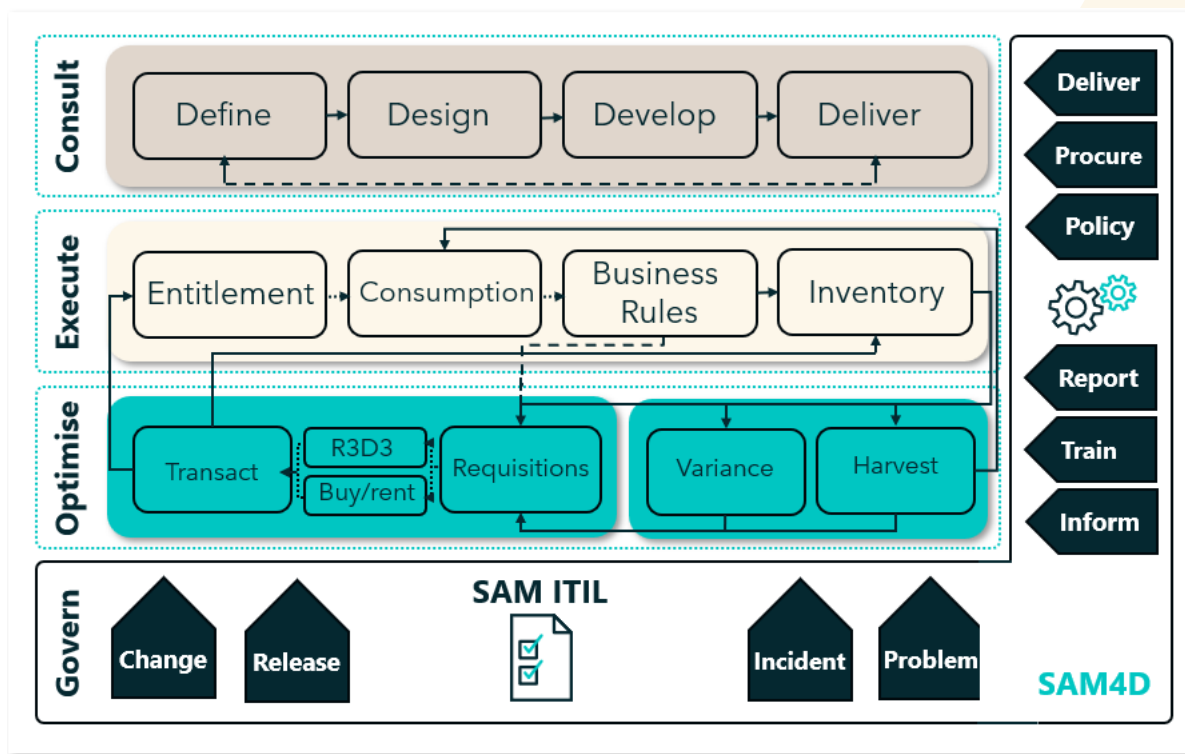
6. APPLYING OUR SAM4D METHODOLOGY

The SAM4D service is a formalisation of our managed service offerings with a set of documented processes and procedures which will allow us to scale the service to customers of all sizes. For us to implement a SAM4D Managed Service, we need to work with you to define, design, develop and deliver the service. The four layers of the SAM4D methodology are Consult, Execute, Optimise and Govern.

As part of the Consult layer, we need to define the License & Procurement policy (L&P). Our SAM service is predicated on the presence of a central controlling 'policy' document: the License & Procurement policy (L&P). Version 1 systems implement the policies and procedures described in the customer L&P. The systems and rules implemented are an embodiment of our control methodology. An L&P policy defines the scope of the software asset management processes and is underpinned by a license and procurement strategy. The L&P is the core of any successful SAM program. Our SAM4D technology enablement platform delivers the policy control required to implement an L&P.

Consult
The Consult layer contains the engagement process - how we establish the service with the define, design, develop and deliver stages. The L&P policy defines the scope of the SAM processes and defines how the policy will be implemented on a granular basis. The policy document is a "living" document subject to regular refinement to reflect the maturing of your SAM processes.

Execute
The Execute layer starts with a detailed review of your software contracts. When this has been completed the SAM4D entitlement database will be populated with a complete list of your software usage entitlements for all the in-scope vendors and applications. At this stage we will understand your contract entitlement versus consumption and produce a baseline.

Optimise
The Optimise layer of the service is based on the output of Version 1's reconciliation engine carrying out bidirectional reconciliation. The engine reconciles your entitlement against each of the specified servers. This highlights any non-operational servers that could provide licenses for re-use. Secondly it reconciles the usage against the entitlement to highlight any under or over licensing.

Govern
The Govern layer is where we define the operational practices we will need to stand up and subsequently deliver to integrate with you. These are loosely aligned with the ITILv3 service model plus change control methodology for the L&P and any interfaces we have with your systems. Governance also covers additional service elements such as quarterly service reviews and SOAP (service on a page) monthly updates.

VERSION 1

7. ESTABLISHING THE SAM4D SERVICE

Version 1's SAM4D service is an iterative methodology that will launch and run your SAM process. The 4D's in the methodology name refer to the four distinct phases of the implementation project, Define, Design, Develop and Deliver. The first three phases of the methodology are transitionary phases designed to set the

Define
The Define phase is used to establish the scope and boundaries of the service that will be provided. The service policy and strategy documents are written to clearly articulate the high-level policies that apply to all software assets and the more detailed strategy for managing the processes to ensure a robust final deliverable for the service and each of the in-scope vendors.

Design
In the Design phase the process for measuring the installed base is established for each of the in-scope vendors and is designed along with any SAM4D platform integrations. Measurement of the installed base is a recurring activity that will be used during the delivery of the service to keep track of software use. The approach taken varies from vendor to vendor and in some cases from vendor product to vendor product.

Develop
The Develop phase involves configuration, development, and rollout. Completion of the configuration work will configure a SAM4D managed service ready to receive input from the software usage scripts. Development involves the configuration and integration of data-load modules or the writing of custom scripts to gather license usage information for the in-scope vendors.

Deliver
The Delivery phase commences once a vendor's software usage measuring methodology has been deployed and the entitlement has been established. The service can be launched using a "big bang" launch where the service is brought live for all vendors at once, or on a phased basis where the service is launched for individual or small groups of vendors in multiple smaller launches.

Define your goals

Design the perfect solution

Develop customised integration

Deliver proactive and complete SAM service

VERSION 1

8. RUNNING THE SAM4D SERVICE AND DELIVERY OUTPUTS

We operate a dedicated UK & Ireland SAM Service Team who are responsible for managing and delivering services to our SAM Managed Service customers. A high-level view of the business-as-usual service activities can be summarised accordingly.

Input documentation

Onboarding process → Change & incident management process → Governance process → Inventory process → Variance process → Supplier process → Comms process

Output service delivery elements

Onboarding process - the activity grouping related to bringing a vendor and their included products into the SAM service.

Change and incident management process – a set of tools, policies, and procedures for managing the loose integrations between the SAM4D platform, upstream and downstream data connections. e.g. a relationship between an ITSM tool or CMDB and SAM4D.

Governance process - management of the License and Procurement policy, metadata management, user training and comms.

Inventory process - A set of tools, policies, and procedures for managing inventory transactions into the SAM4D data repository. This includes supply, demand, decommissions and any other churn action.

Variance process - SAM4D modules and policies related to the harvesting of software products from aged allocations and policing the compliance of the software estate.

Supplier process - A set of tools, policies, and procedures for managing data collations, periodic reporting, and vendor interaction controls.

Communication process - Management of the service reporting, policy education and organisational information dissemination.

9. DELIVERY OUTPUTS

The deliverables of a SAM4D Managed Service are dependent upon the support elements agreed with you during the Define, Design and Develop stages, however, could include some of the following:

- Onboarding questionnaire for new vendors
- Compliance position reports
- Development and maintenance of a specific license and procurement policy
- Support for software vendor compliance reviews (AKA audit defence)
- Advice on annual software vendor support and Enterprise Agreement renewals
- Dev and orchestration of relevant & specific SAM service processes and procedures
- Maintenance of software consumption and entitlement inventory
- Quarterly performance reviews against KPIs
- License procurement advice
- Software request handling
- Finance reports
- License webinars
- Software license key management
- Vendor portal management
- Management of annual true-up processes
- Subscription optimisation
- SaaS cost apportionment
- Harvesting of software licenses.

VERSION 1

Software Asset Management Managed Service for Virgin Media O2

UK based Virgin Media O2 deliver telecommunication services to 46 million+ broadband, mobile, phone and home subscribers.

Challenge

Virgin Media O2 concluded that the management of software assets is a complex discipline requiring skills and expertise outside of their core business and the decision was made to invite tenders for a SAM Managed Service.

- The client was keen to minimise the risk of unexpected costs if, and when software vendors elected to undertake an audit.
- They wanted to develop a mature software asset management process that would ensure effective management of entitlement rights against usage.

Solution

A three-year contract was awarded to Version 1 for a SAM Managed Service from the tendering process based on cost optimisation expertise, industry reputation and a proven methodology. The key components of the service include an execution tier based on a proprietary technology, the delivery of new and optimised processes all underpinned with a consultancy service backed by years of deep industry experience. The service enablers were delivered in partnership with Virgin Media O2 using a blend of the Version 1 methodology and their own project execution framework.

Real Difference Delivered

Governance underpins the corporate SAM Policy, supports business transformation and growth whilst simultaneously seeking to comply with the various license agreements.	**The enforcement of SAM processes and best practice, coupled with the leverage of Version 1 expert advice has minimised unnecessary costs and optimised complex contracts.**	**Virgin Media O2 benefited from significant license, subscription and support savings.**

Learn more

VERSION 1

Version 1 Control

Enterprise vendor license consulting & managed service
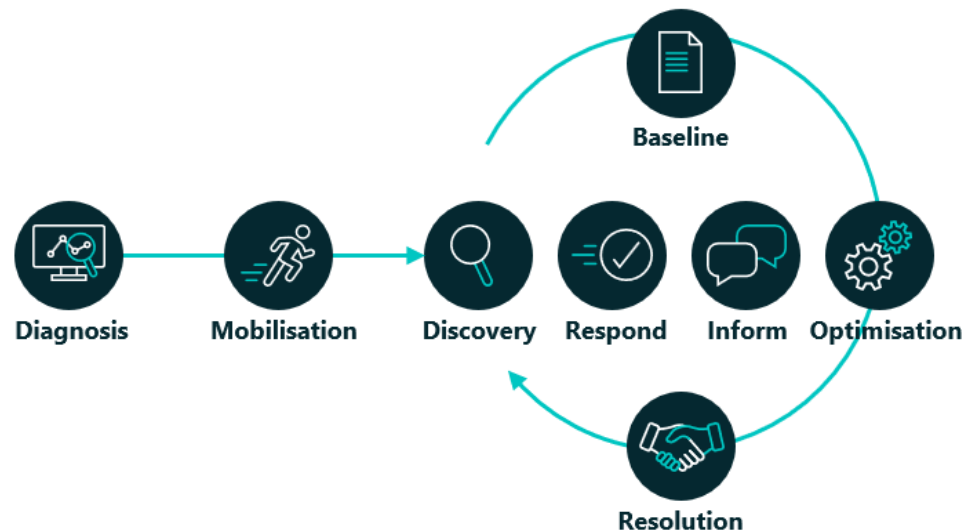
VERSION 1

10. VERSION 1 CONTROL – ENTERPRISE VENDOR LICENSE CONSULTING AND MANAGED SERVICE

Control costs, manage complexity and license compliance with Version 1's vendor targeted SAM Service

Our Control service is built upon the consultative experience and expertise of our license optimisation team. Its aim is to control costs, optimise value and ensure compliance for your on-premise and/or cloud environment license estate on an on-going basis.

Version 1 Control is a single vendor license optimization and management service (including Oracle, Microsoft or IBM) and can support your on-premises, virtualized and/or cloud software estate. Version 1 Control can be integrated easily into your wider general SAM program if you run one yourself.

A recurring SAM process is the best way to extract maximum value from your existing investment, avoid unplanned or unnecessary license costs, and mitigate the risk of reputational or relationship damage caused by non-compliance.

11. VERSION 1 CONTROL SOFTWARE ASSET MANAGEMENT SERVICE ELEMENTS.

The Version 1 Control service consists of elements from the Version 1 Control offering catalogue executed as necessary. Not all aspects of Control are needed for every customer on every engagement and part of any initial discussion would be an analysis of what was needed for your specific situation.

Diagnosis – Quantifying your risk during Diagnosis. our consultants seek to understand how your software assets are used today, analyse growth plans for projected future use and assess the maturity and risk profile of your current license management processes. Our Capability Maturity Model is used to benchmark your existing vendor relationship, and a Risk Assessment is undertaken to quantify the need for further analysis in this area during the engagement

Mobilisation – Aligning stakeholders. Mobilisation involves Version 1's consultants and the stakeholders within your business, defining the data and activities required to support the process. Typically, this will involve the specification of milestones throughout the year to map activity and ensure that the Version 1 Control processes will have the information they require, with a high degree of accuracy, and at the right time.

Discovery – Gathering rock-solid data at each iteration of the Version 1 Control process, usage and entitlement data is refreshed for all products during Discovery. Detailed gathering of usage data is achieved using our Discovery toolset, any in-house tools, manual analysis or a combination of these methods, dependent on needs.

Baseline – Monitoring current compliance after usage and entitlement changes are documented in the Discovery phase, Baseline again identifies the best fit licensing model for the current usage within your business. This process also aids the management of shelving and recycling licenses across your organisation to maximise the value derived from software investments.

Optimisation – Achieving the optimal licensing model. No organisation remains static for long and the optimal management of change in license use can save overspend that can account for a large proportion of an IT budget. Future plans and business objectives are considered in detail and are used during Optimisation to create recommended actions for a future-proof, optimal license position for the business, covering such events as business growth, M&A, systems redesign and migration.

Resolution – Negotiating the optimal license position. During Resolution, we use our extensive negotiation experience with enterprise vendors to advise and prepare you for negotiation, or even perform the negotiation on your behalf. Resolution creates the optimal balance between costs and license flexibility with a contract that covers all your needs.

12.   RESPOND AND INFORM

Respond and Inform are part of the ongoing SAM Service and further described below;

Respond – Providing assistance as required. The Respond service element ensures your employees have a method of getting experts to answer their licensing queries at any time via a Helpline accessible by email or telephone.

Inform – Sharing our expertise to avoid costly or complex pitfalls. We believe it is critical that stakeholders are up to date and understand current licensing issues. Inform provides a number of methods of updating and educating your staff on your licensing position and changes to licensing rules, polices and pricing models. By providing a monthly dashboard, Version 1 consultants also ensure they have a clear view of on-going compliance and SAM activities
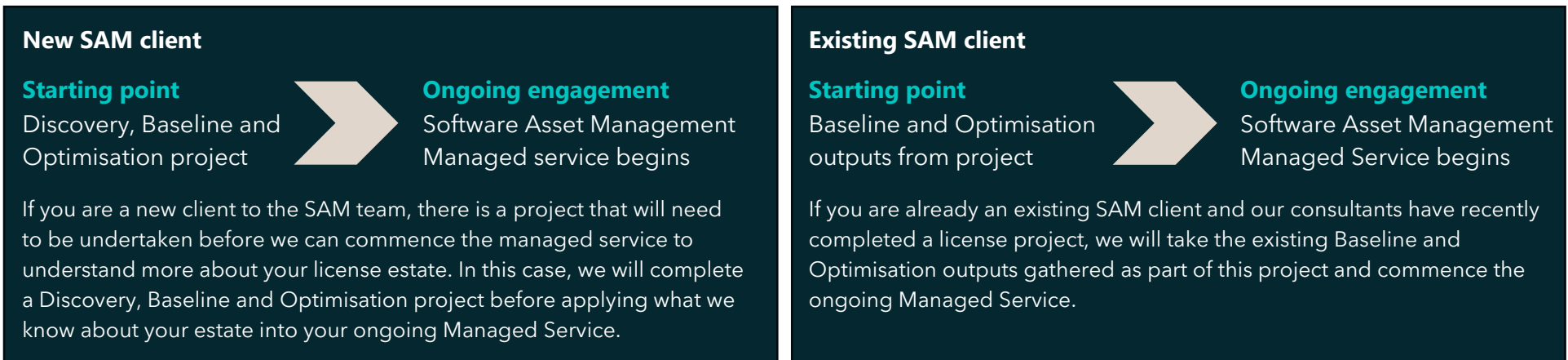
Respond and Inform service elements both provide additional value in conjunction with the other main components of the SAM managed service. The following items are examples of the types of areas covered by these elements.

• Case management - Setup, tracking and resolution of license queries. • Regular reviews of user-based metrics. • Regular sharing of vendor dashboard. • Alert to possible license compliance issues because of infrastructure & business change. • Annual verification of server estate. • Review of terms & conditions in relation to your business needs.	• Support & maintenance reviews. • Ensuring proposed license is fit for purpose. • Cost management, purchasing advice/ strategy & cost allocation. • Maximising risk mitigation. • Virtualisation & resilience impacts. • Notification of vendor license or policy changes

To avoid costly or complex challenges it is critical that stakeholders are kept up to date and understand current or developing licensing issues, in order to mitigate against license non-compliance. Inform provides several methods of updating and educating your staff about vendor licensing, your compliance position and changes to the vendor's policies and pricing models.

VERSION 1

13. ESTABLISHING THE VERSION 1 CONTROL SAM SERVICES

The starting points for establishing your SAM service differ depending on your specific scenario and whether we have recently completed a license project with you.

New SAM client

Starting point
Discovery, Baseline and Optimisation project

Ongoing engagement
Software Asset Management Managed service begins

If you are a new client to the SAM team, there is a project that will need to be undertaken before we can commence the managed service to understand more about your license estate. In this case, we will complete a Discovery, Baseline and Optimisation project before applying what we know about your estate into your ongoing Managed Service.

Existing SAM client

Starting point
Baseline and Optimisation outputs from project

Ongoing engagement
Software Asset Management Managed Service begins

If you are already an existing SAM client and our consultants have recently completed a license project, we will take the existing Baseline and Optimisation outputs gathered as part of this project and commence the ongoing Managed Service.

In performing the above, this will help you to:

- Understand fully your license compliance position across technology and applications from a central source.
- Benefit from the ability to re-deploy licenses across your business and make strategic purchasing decisions by using a managed centralised license repository.
- Accurately budget for annual support renewals and ensure all renewals are maintained and required by the business.
- Call on Version 1 for general license advice across technology and applications relating to policy changes, technology implications, infrastructure changes and upgrades.
- Quickly identify your license position through access to dashboards illustrating current position.
- Benefit from a regular verification audit to check that you have maintained compliance, and nothing has been installed without your knowledge.

14. RUNNING THE VERSION 1 CONTROL SAM SERVICE AND DELIVERY OUTPUTS

Version 1 operate a UK & Ireland based SAM Service Team who are responsible for managing and delivering the BAU service to our SAM managed service customers.

Activities are dependent on the service levels agreed with each customer and the demands of their specific license and procurement policy.

The SAM Service Team's consultants have considerable experience in the deployment and operation of large-scale managed service contracts.

These consultants have the credentials to implement SAM Programs which will yield the maximum benefit for the chosen blend of software vendors and products in scope for the SAM Service.

Dependent upon your needs and demands, the service can include the following deliverables*:

Version 1 Control

Control costs, manage complexity and license compliance with the ultimate Software Asset Management Service.

Download pdf

- Advice to gain best value from your license agreements.
- Tailored response times for license queries as appropriate.
- Advice on on-premise virtualisation.
- Webinars on specific license topics as appropriate.
- On-going cost avoidance and management through support renewal reviews, technical reconfigurations, and application user checks.
- Responding to customer infrastructure changes or license purchases that can impact compliance.

- On-going inventory management to ensure license compliance.
- Quarterly on-site or remote clinics to answer vendor license queries.
- Purchasing advice appropriate to specific client scenarios.
- License query case management.
- Vendor audit defence.
- Annual verification audits to review estate and respond to any change in license balance necessary.
- License advice on new projects.

*The final deliverables can be tailored to your specific needs

License Negotiation, Contract Renewal and Ongoing SAM

Severn Trent Case Study

Challenge

Severn Trent's Oracle Unlimited License Agreement (ULA) was coming to the end of its three-year term which coincided with a review of the strategic direction of its database technologies. The client quickly realised they needed expert license guidance and advice to resolve the imminent pressures surrounding their declaration, and based on their deep Oracle expertise, engaged with Version 1.

Solution

The Version 1 Control service was deployed to fully understand the organisation's usage, entitlement and optimal compliance position. Working closely with Severn Trent's IT department, Version 1's team were able to quickly gather accurate intelligence about the assets under its control and identify license usage for accurate declaration, in just four weeks. Furthermore, Version 1's team consulted with Severn Trent's IT department to strengthen the organisation's Oracle optimisation strategy and provide valuable insight into inventory, asset management and compliance management.

Delivered a comprehensive Oracle license asset register that enabled the organisation to strategically determine the next steps in its Oracle license agreement.	Ongoing license management consultancy and advice, constantly reviewing, and proactively managing the Oracle license estate.	Proactive management of the Oracle license estate ensures compliance and strengthens its vendor relationship.

Learn more

SEVERN TRENT

15.   VERSION 1 CONTROL ESSENTIALS

Version 1 Control Essentials is a 'light touch' advisory service, delivered on a retained basis. It provides a flexible level of license management support covering any one of the following scenarios:

- Support hours after your initial Discovery and Baseline exercise.
- Annual support hours for general license queries.
- Pot of support hours to cover a specific time or project as appropriate.

This flexible support service can be consumed at your discretion and adopted as part of post project support or cover for general license advice and guidance.

Version 1 Essentials has a low level of customer commitment and can be used to retain or monitor the levels of control, risk mitigation, or optimisation delivered during the original discovery and baseline engagement.

This service is also ideal if you have an in-house SAM team but need support for a particular vendor from an experienced consultant, to provide a 'helping hand' and share experiences of other customer situations and vendor behaviours.

Provides specialist support to your inhouse teams.

Low commercial commitment – high benefit.

Flexible call-off service to support license queries.

Proactive review of license deployment to ensure optimum use.

Flexibility to procure more support hours, as necessary.

Manage compliance & ongoing risks.

Stay up to date with latest changes in vendor licensing.

Flexible level of tailored license support to suit your needs.

16. PEOPLE, PROCESS AND TOOLS

Embarking on a SAM program with the intention of achieving success is dependent upon three important elements. People, process, and tools. Across our SAM4D and Version 1 Control Managed Services, we excel in all three of these elements, ultimately delivering an exceptional level of asset management, risk reduction and cost control.

Our Specialist Team; Our UK & Ireland based Team within the SAM Practice have an enviable level of SAM expertise resulting from hundreds of client engagements from all sectors and geographies over the last 20 years. Their skills encompass technical, contractual, and commercial elements of licensing across a breadth of enterprise vendors including Oracle, Microsoft, and IBM. They are also highly experienced in managing license estates on-premise, within a virtualised environment and/or in the cloud. Our Team has over 200+ combined years' experience of license consulting and SAM.

Our Processes; We define, design, develop and deliver world class SAM services to enterprise customers across the globe. Our SAM methodologies are based around ISO 19770 standards and delivery aligned to ITILv3 approaches. Implementing an end-to-end SAM service can be a complex and daunting prospect. Our methodology based, consultancy driven implementation approach affords us a modular approach to service component and engagement flexibility. Importantly, the SAM Service team will work hand in hand with customers to align the SAM methodology with adjacent processes and frameworks such as Risk Management and Information Security Management.

Tooling: Version 1 differentiates itself from the competition by being a technology agnostic partner, with a focus on extensive, long-lasting relationships with our customers. Detailed gathering of usage data is achieved using Version 1's discovery toolset, any suitable inhouse tools, manual analysis, declarative use or a hybrid of these methods, dependent on needs.

17. SAM PRACTICE SERVICES OVERVIEW

What **business objectives** do we address? What **problems** do we solve?

Complexity

How do I understand/manage our software licensing in a complex changing environment?

Help me understand how the latest license updates affect my estate?

What are the licensing implications of a proposed infrastructure/architecture change?

How does this merger/divestment/business change impact my license agreements?

Risk

How do I avoid the reputational damage of non-compliance?

How do we avoid unbudgeted spend from software vendor audits?

How do we minimise the resource impact of a vendor audit?

Cost

Are there any opportunities to save cost within our software estate?

How can we make the most of/re-use what we already own?

Are we using everything that we own?

Will this proposed change allow us to reduce our OPEX?

Are there any benefits for us in moving to the latest metrics

Vendor Relationship

How do we maintain a strong vendor relationship?

How do we achieve best price?

How do we achieve flexible terms to allow for future business change?

How do we gain vendor insight?

When is the best time to buy? Do we need to buy?

VERSION 1

18.   SAM PRACTICE OVERVIEW

Vendor Specific License Consulting

- License Optimisation & Audit Defence
- Oracle ULA Lifecycle
- Microsoft EA & CSP Lifecycle
- IBM ELA, ILMT Management

Cloud Cost Optimisation

- Cloud Readiness
- Cloud Transition
- Cloud Management
- Cloud Economics
- Licensing & Cost Optimisation (Oracle, AWS, Azure)

Software Asset Management

- Processes & Methodologies
- SAM 4D based on ISO 19770 principles
- ITIL certified IT Service Management Staff
- Multi-Vendor

VERSION 1

Best In Class Independent Expertise

Hundreds of customer engagements from all sectors & geographies over last 20 years.

Breadth of Skills

Technical, commercial, contractual, SAM.

Broad Technical Licensing Expertise

Cloud, enterprise agreements, audit defence, virtualisation.

Client Outcomes First

Average discovered risk $7.6M * Average risk reduction of 82% * High ROI - Not motivated by license resell.

Tool Agnostic

We don't sell SAM tools. We use existing customer tool as part of our engagements.

Enterprise Software Vendor Agnostic

Breadth of skills across Oracle, Microsoft, IBM and others.

Deep Licensing Expertise

200+ combined, years' experience of license consulting.

VERSION 1

19.   BENEFITS WE DELIVER

Reduce Business Risk

Through license compliance management.

Reduce Unnecessary Spend

Through effective SAM methodologies.

Improve IT Efficiency & Productivity

By outsourcing specialist licensing skills.

Improve Cloud Adoption Business Case ROI

Through effective right-sizing of license estate before, during & after transformation.

Improve Cost Control

Through effective buying strategies.

Improve Vendor Relationships

Focus on long term engagement strategy avoiding confrontational audits.

VERSION 1

For more information

[Software Asset Management](#)

Manage risk, optimise cost in your software estate.

[Software Vendor Audits](#)

Prepare for or defend against a vendor audit to reduce risk and cost.

[Negotiating Software Contracts](#)

Strategising software contract negotiations and renewals.

[Software Cost Optimisation](#)

Reduce and avoid cost in your software license estate.

[Oracle Java Subscription Changes](#)

Clarify your Oracle Java estate and audit preparation strategies.

[Gain Control in the Cloud](#)

Maximise cloud investment with full lifecycle licensing services.

VERSION 1

VERSION 1

Thank you

For more information
please visit version1.com