Software Asset Management Why Bother? Why Now?

Sageza Group Tony Lock, Research Director EMEA

Primary Drivers

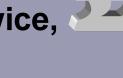
The usual business challenges:

- 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

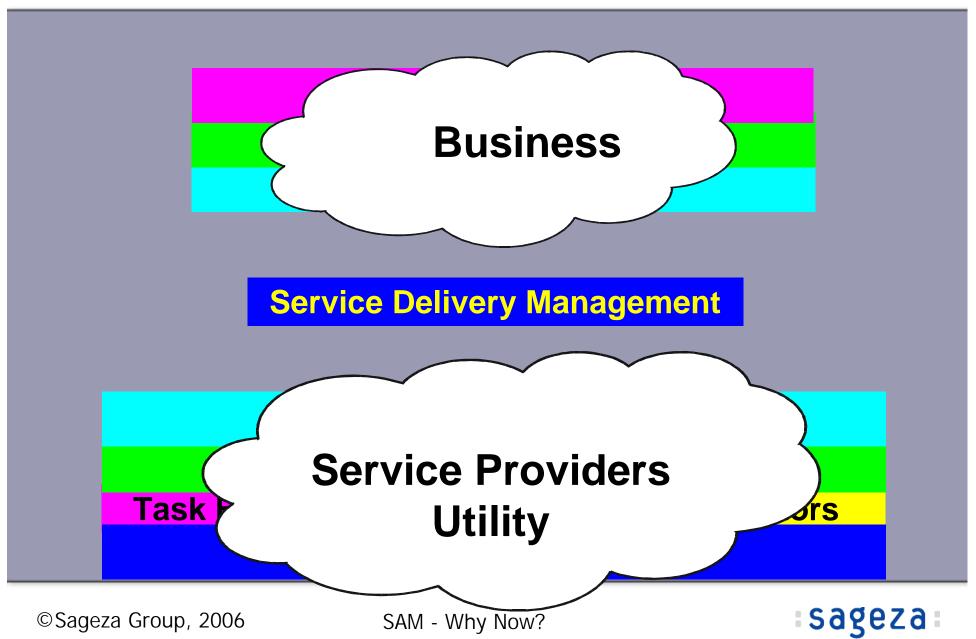
Business/Service Model

Infrastructure (Events, Messages etc.)

IT Asset Management



Business tomorrow



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"



sageza

E-Mail: tony@sageza.co.uk

Tel: +44 (0)7711 719113

