



# Software Asset Management and Licensing

## Services Portfolio

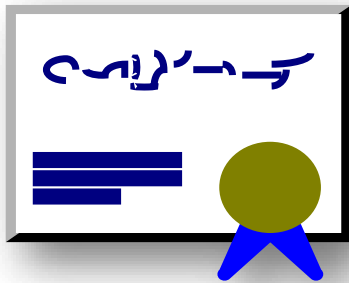
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Hrvoje Bogeljić  
Senior Licensing Specialist

# Portfolio

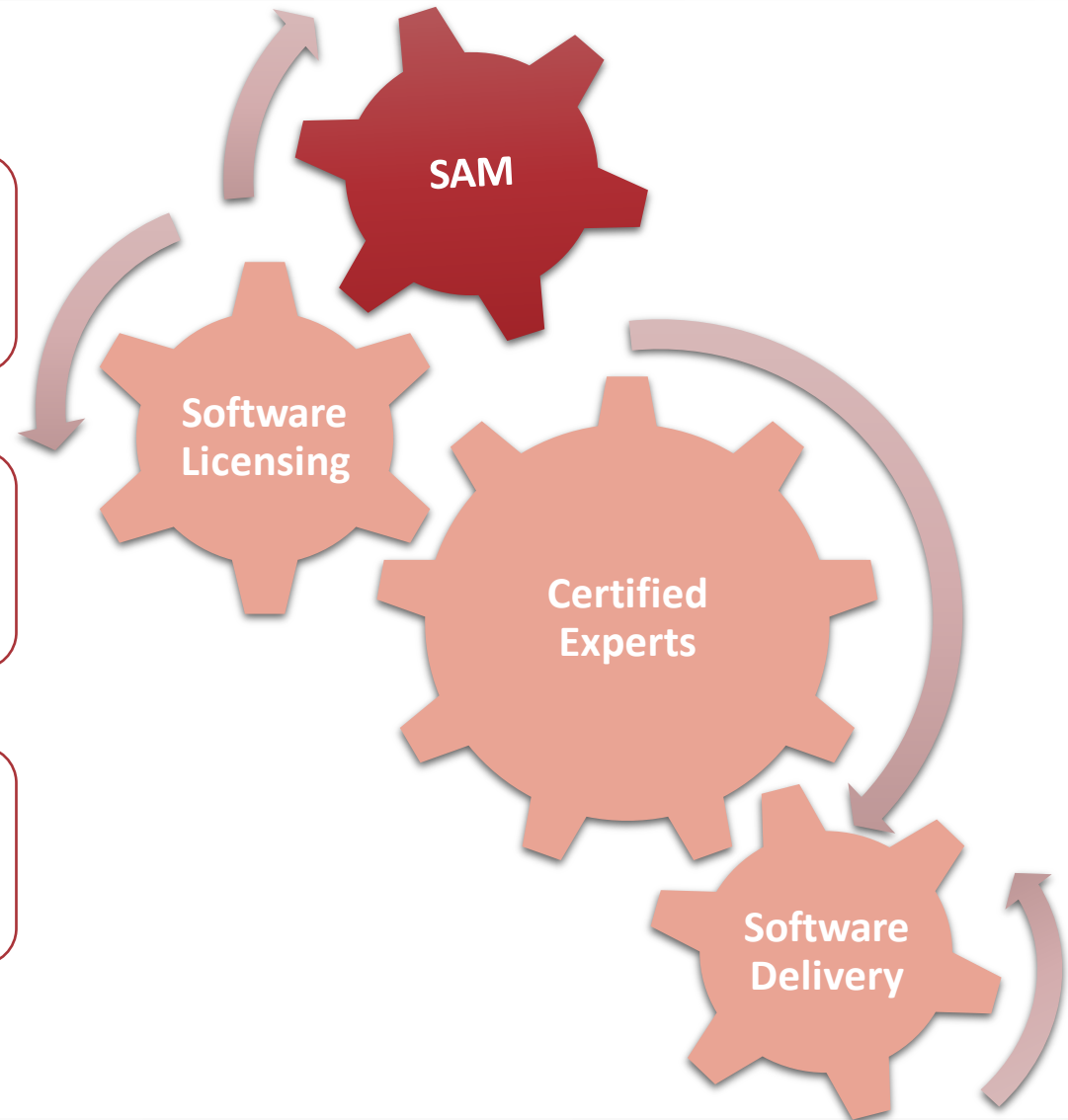
## Software Asset Management and Licensing Services Portfolio

- ❑ Software Asset Management Services
- ❑ Software Licensing Services
- ❑ Software Delivery Services
- ❑ Certified Experts



# Software Asset Management Services

Software Asset Management and Licensing Services Portfolio

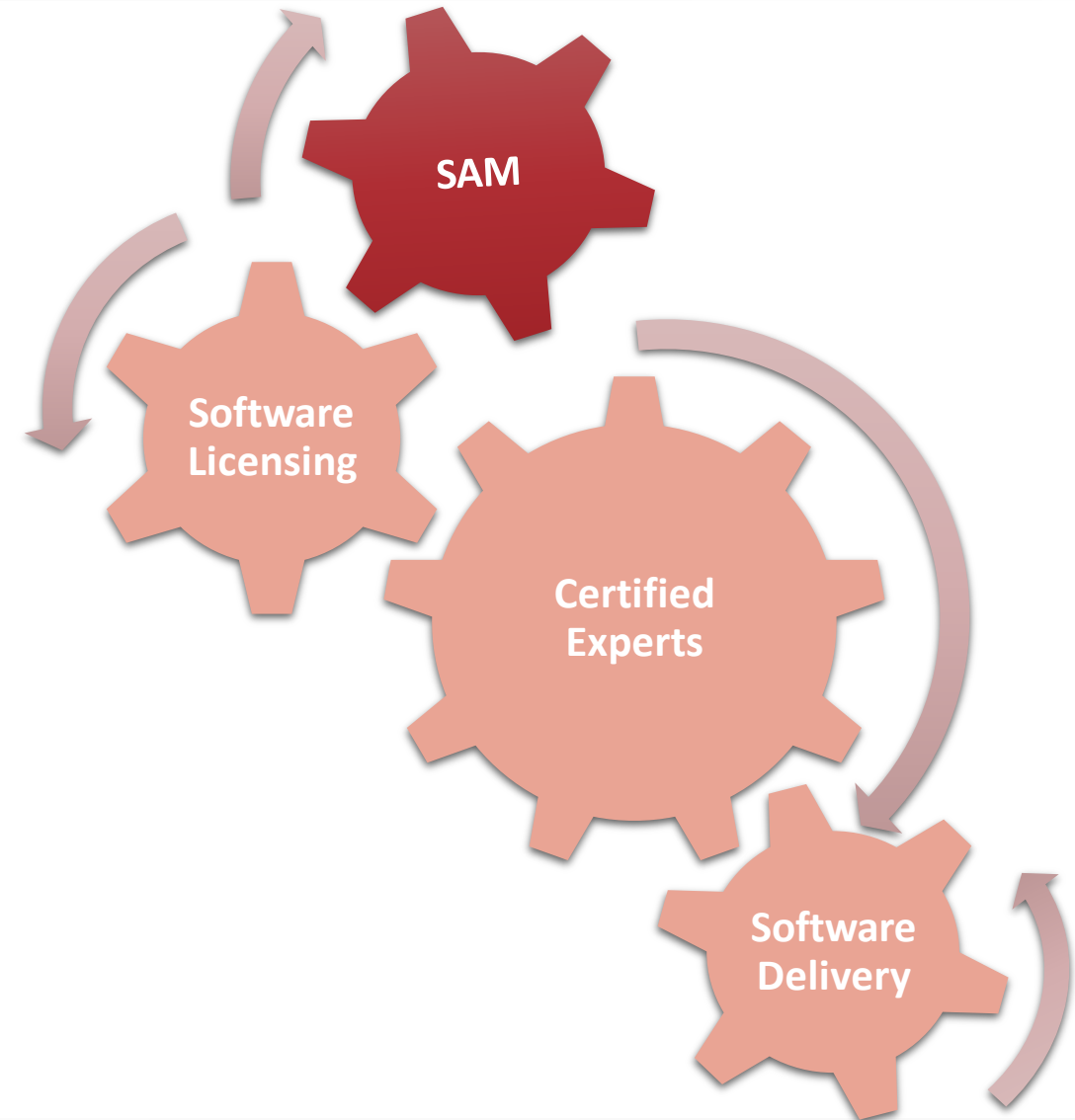


# Software Asset Management Services

Software Asset Management and Licensing Services Portfolio

## SAM Components:

- ❑ License compliance review
- ❑ License optimization
- ❑ License contract optimization
- ❑ License procurement planning
- ❑ Vendor negotiation
- ❑ Audit defense

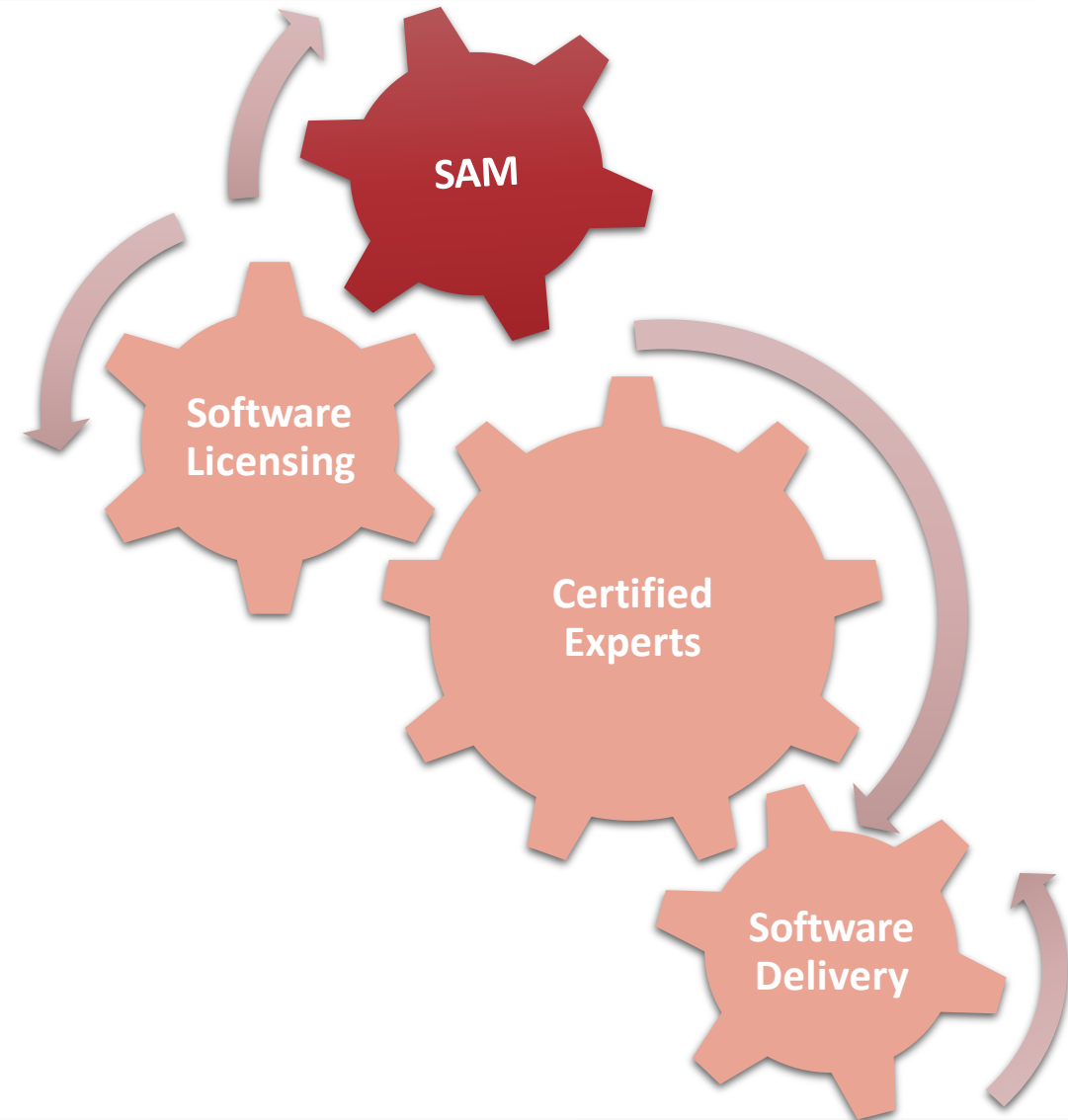


# Software Asset Management Services → License compliance review

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Reducing risk & increasing accountability

- ❑ Software deployment identification:
  - ❑ multiple vendor support
  - ❑ multiple client locations support
  - ❑ on-premises and cloud support
  - ❑ remote and on-site data collection ability
  - ❑ multiple data sources
- ❑ Software license reconciliation:
  - ❑ license deployment analysis
  - ❑ license possession analysis
  - ❑ license proofs of purchase analysis
  - ❑ license compliance gap analysis

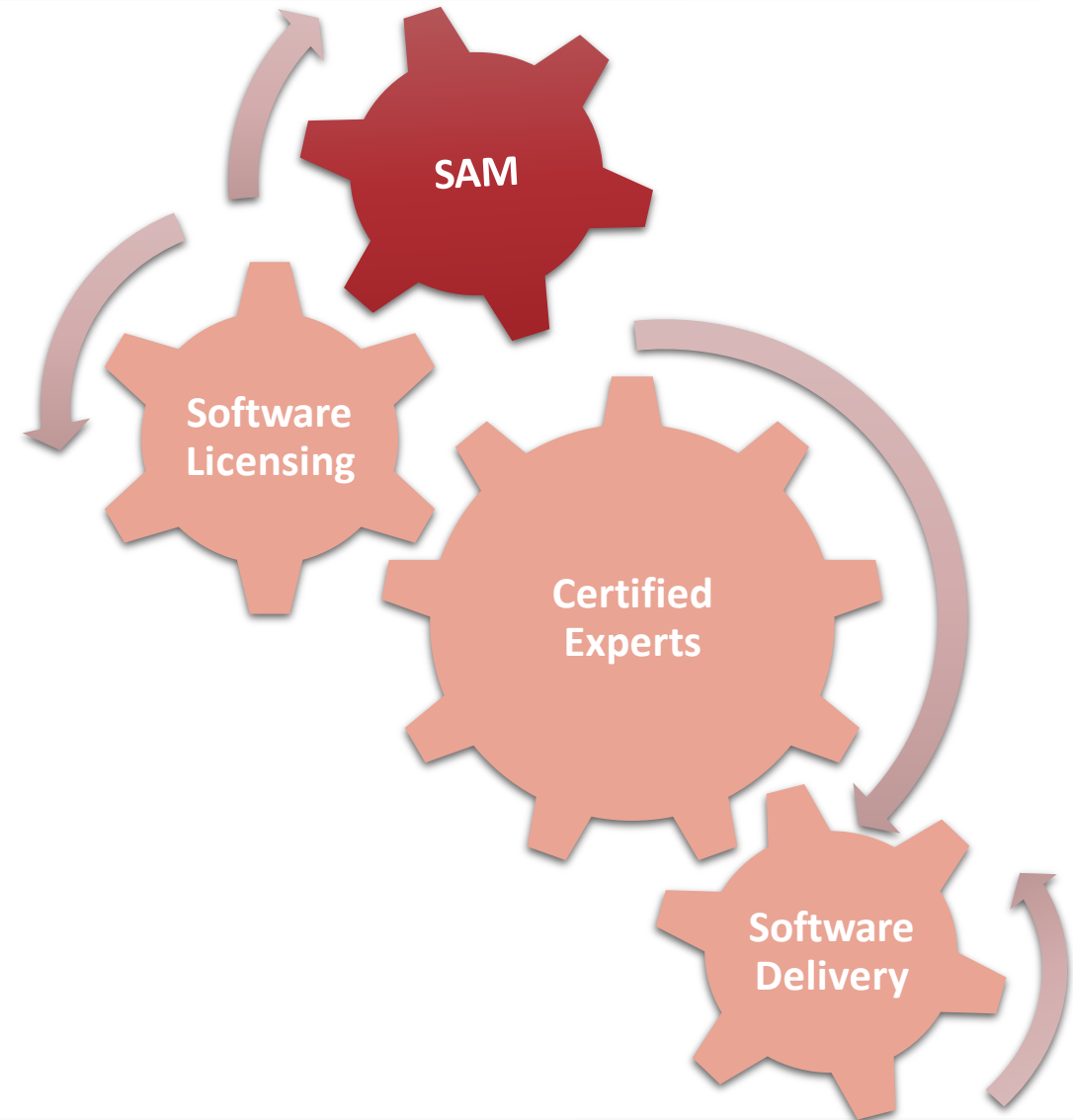


# Software Asset Management Services → License optimization

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Uncovering savings

- ❑ Product specific:
  - ❑ licensing model optimization
  - ❑ license edition optimization
- ❑ Infrastructure specific:
  - ❑ infrastructure utilization analysis
  - ❑ infrastructure redesign recommendation
- ❑ Cloud Cost Optimization

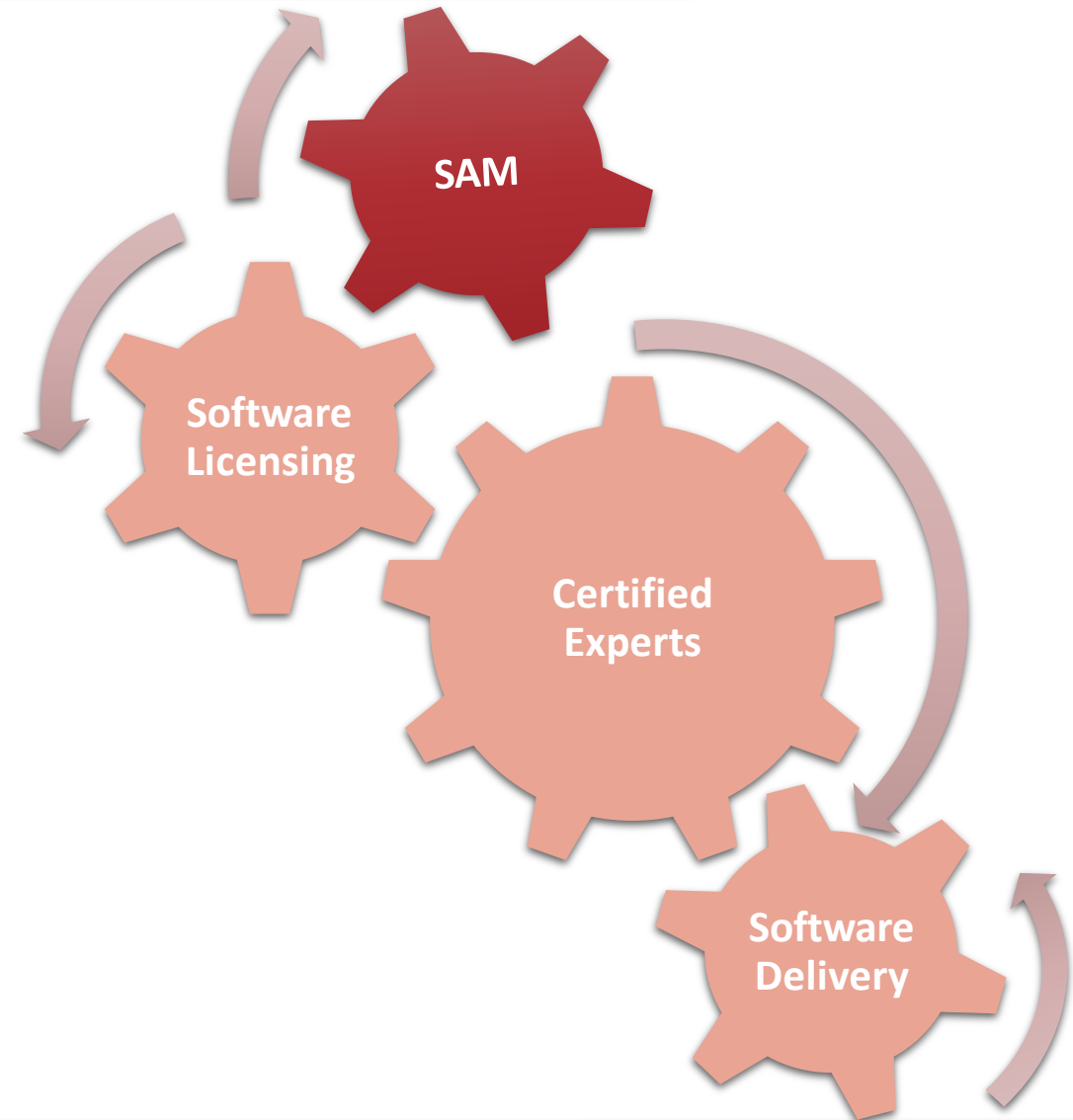


# Software Asset Management Services → License contract optimization

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Uncovering savings

- ❑ Customer organization analysis
  - ❑ Multiple locations/Single location
  - ❑ Afiliation analysis
- ❑ Organization demands analysis
  - ❑ Single Partner/Multiple Partners
  - ❑ Invoicing demands
- ❑ Organization impacts
  - ❑ Contract consolidation
  - ❑ Centralized management
  - ❑ Cost reduction



# Software Licensing Services

## Software Asset Management and Licensing Services Portfolio

### Program specific

- WHAT do I need to license?
- WHEN should I order?

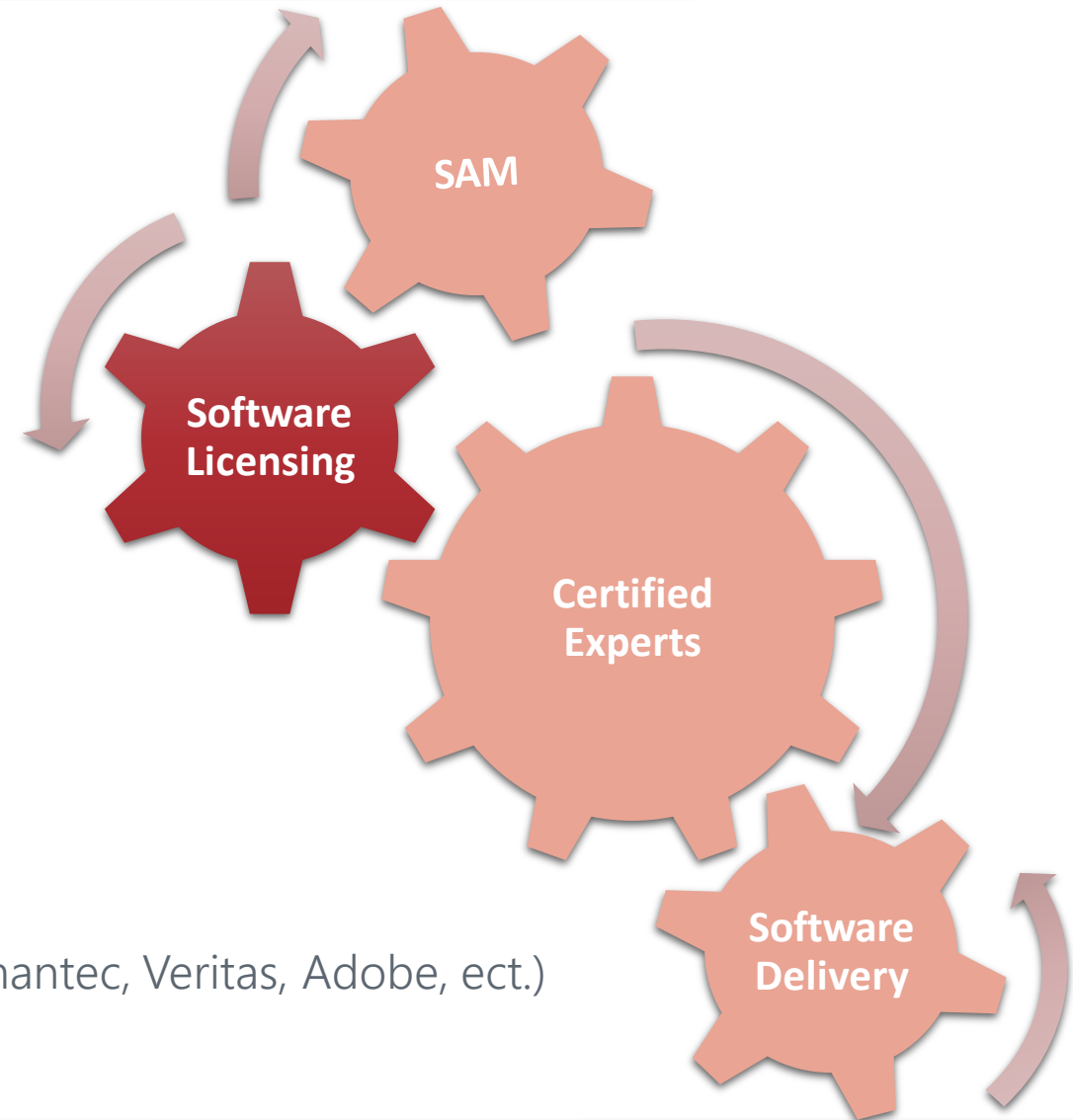
### Product specific

- WHY do I need to license?
- HOW should I license?
- WHERE can I install?

### Vendor specific

- Microsoft & other vendors (VMware, Veeam, Symantec, Veritas, Adobe, ect.)

### Solution recommendation



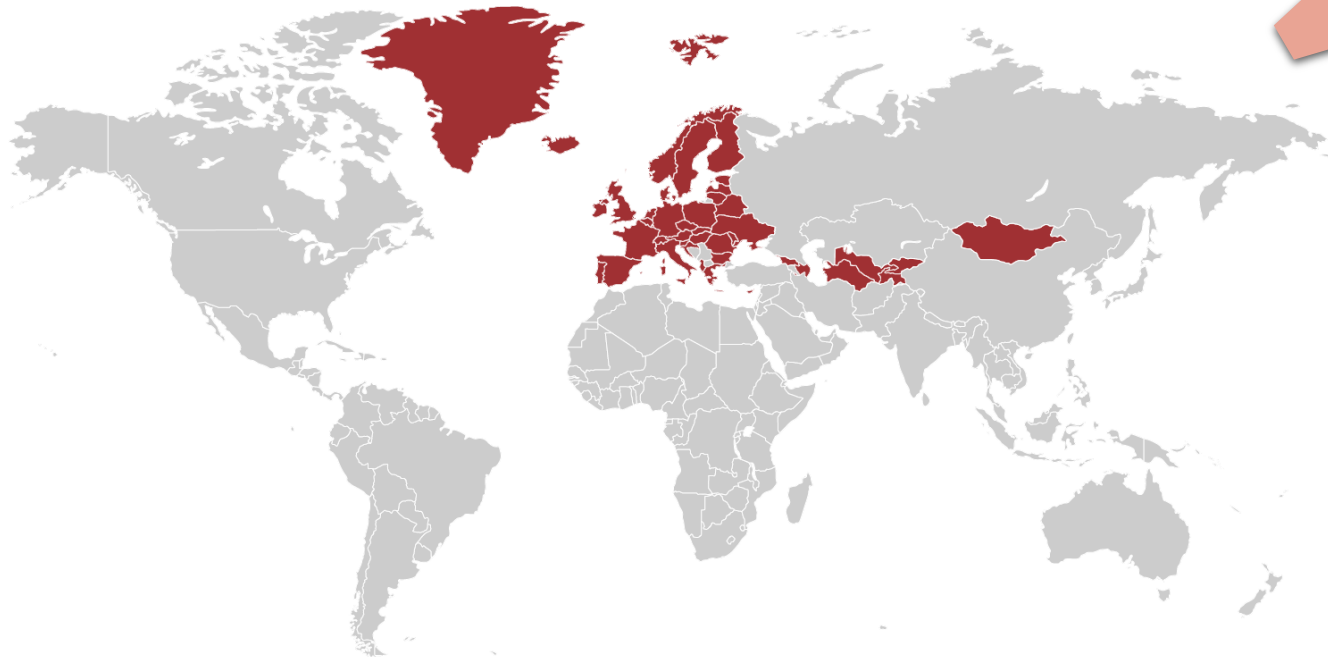


# Software Delivery Services

Software Asset Management and Licensing Services Portfolio

## ❑ Licensing Solution Provider

- ❑ Agreements: Enterprise Agreements, MPSA, EES, Select+, GGWA
- ❑ Territories:



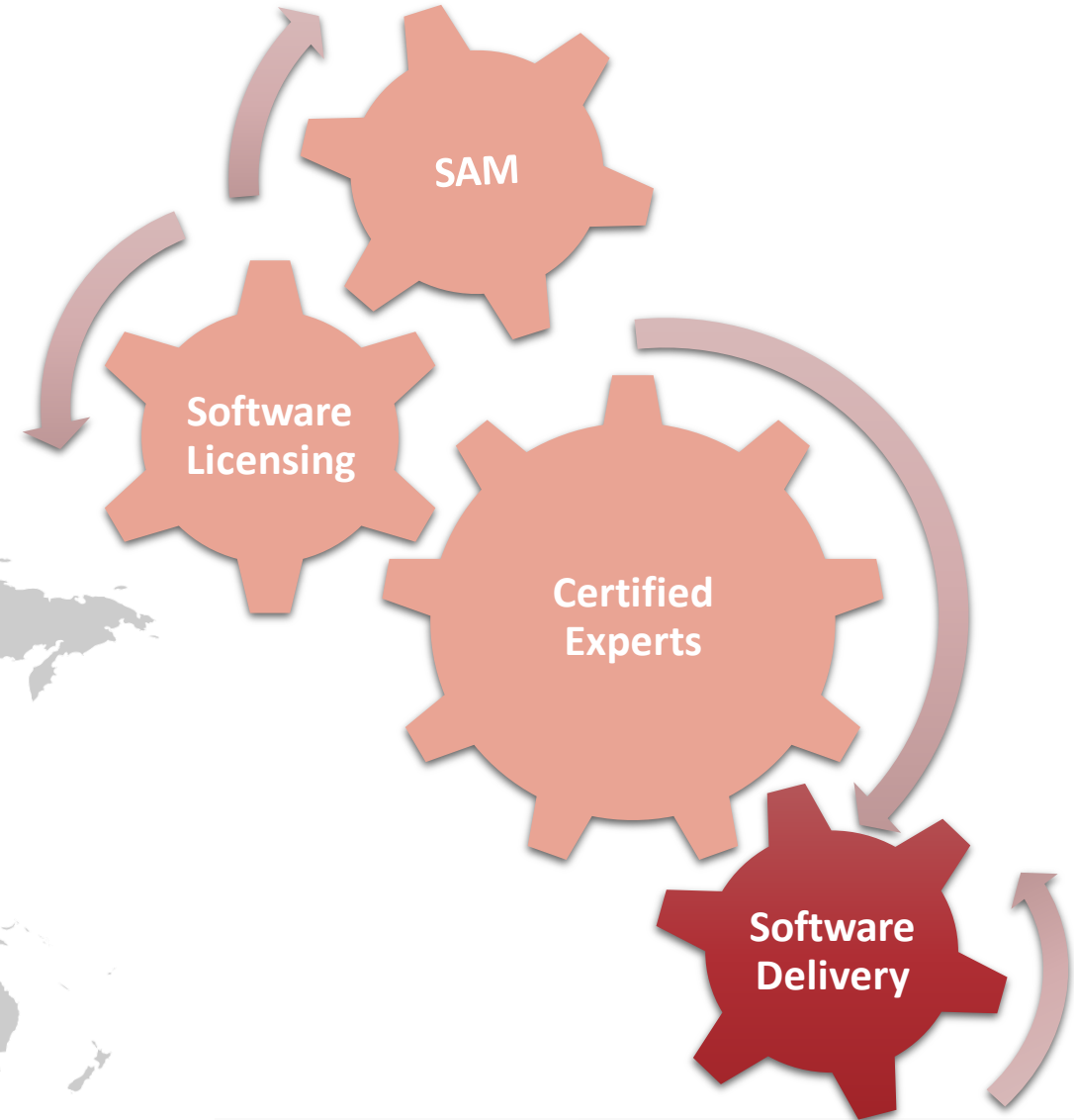
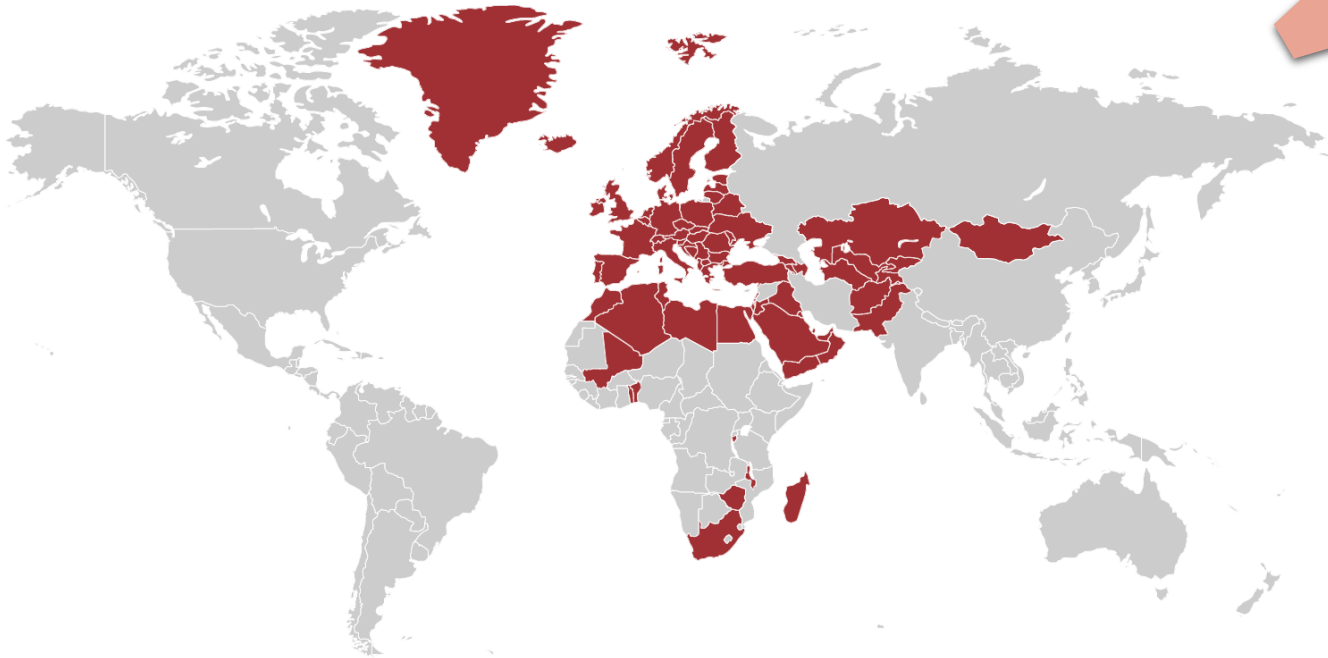
# Software Delivery Services

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## ❑ Cloud Solution Provider

❑ Agreements: Microsoft Customer Agreement

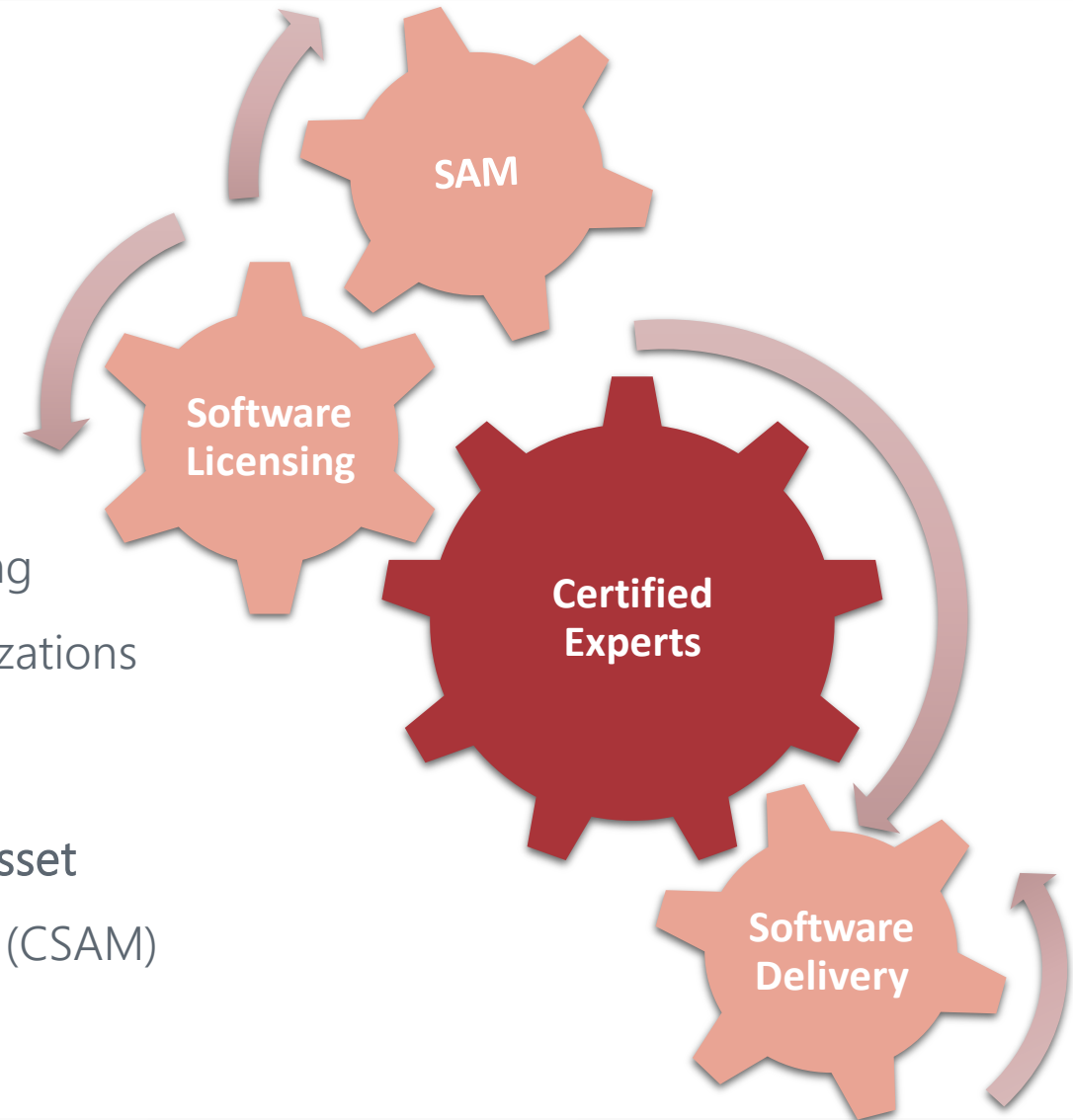
❑ Territories:



# Certified Experts

## Software Asset Management and Licensing Services Portfolio

- ❑ Microsoft: Microsoft Certified Professional
- ❑ Microsoft: Software Asset Management (SAM) Core
- ❑ Microsoft: Microsoft Specialist: Designing and Providing Microsoft Volume Licensing Solutions to Large Organizations
- ❑ International Association of Information Technology Asset Managers (IAITAM): Certified Software Asset Manager (CSAM)



# References

## Software Asset Management and Licensing Services Portfolio

### □ Software Licensing Services & Software Delivery Services



### □ Software Asset Management Services





Thank you for your attention!

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