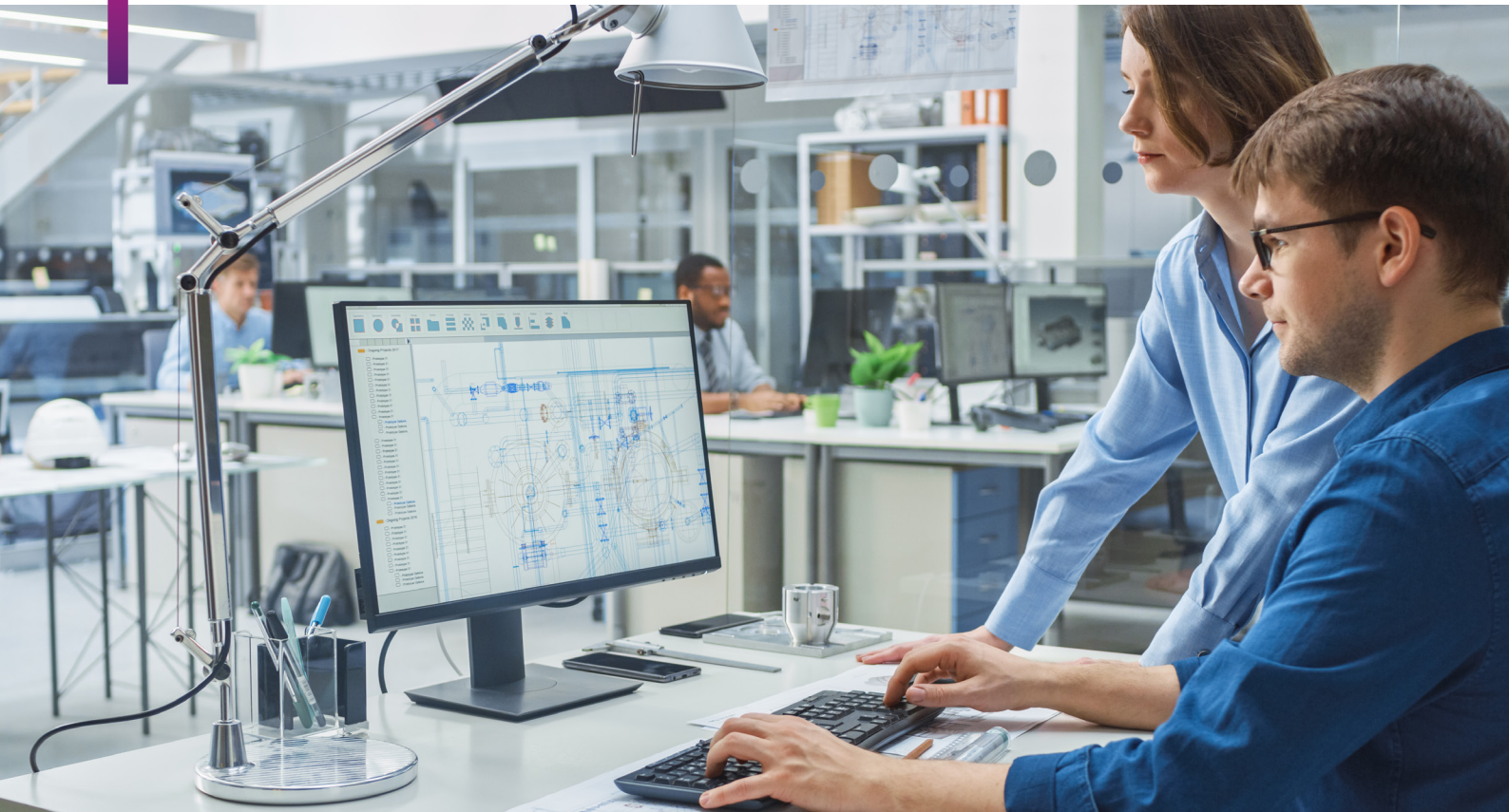


# Focus on Decisions, Not Analysis

## Software Asset Management-as-a-Service



### The one constant in business is change

There are mergers and acquisitions and then there are technology changes, which come at a pace, as organisations accelerate their journey to become digitally enabled.

The speed of change can drive increasing complexity within IT, who not only have to manage and update existing services but rapidly implement new innovations to drive their digital agenda.

The complexities of managing vendors, agreements and software licensing conditions becomes more difficult for procurement.

The time and resource required, hinders their drive to become more strategic and deliver improved speed and agility through their software procurement strategy.

The challenge is keeping up with this change, especially where the largest portion of IT spend occurs - software and cloud.

Keeping up with software entitlements and determining who bought what, where and when, whilst also tracking consumption is difficult. It requires multiple data points and is time consuming. As a result, compliance risk and over-spend can quickly become significant issues.

Increasingly, businesses large and small are implementing software asset management (SAM) technology solutions as a way to help control costs, mitigate risks and gain accurate data.

Managing software assets in-house can help solve these issues if you have the right resource, expertise and experience. But is that the best use of time and resource?

Out-tasking or outsourcing SAM tools and services has become a cost-effective solution to support your business:

- Control costs
- Mitigate risks
- Gain accurate data

The visibility, analysis and guidance experts provide help you focus more on strategic decision making that delivers increased value to your business.

**Gain visibility, insight and advice to make the best decisions.**

## The path to visibility and control

Software asset management has gone from a “nice to have” to a “must have” in business. Effective SAM tools and processes provide the visibility and control, but expertise adds the insight and advice to make the right decisions for your business. You will be able to move from reactive to proactive and focus on maximising spend, reducing cost, mitigating risk to better support your strategic initiatives.

### Make the tools work for you

There are many technologies you can use for software asset management and they all have their benefits. They are a key part to gather and present your software asset data in a meaningful way. It can require more time and resource to setup correctly, make sure the data sources are correct and manage the tools as your environment changes. This is why many organisations look to outsource or out-task to experts. Engaging a trusted provider to help implement, manage and support these tools has many advantages:

- Capturing all the right data from your environment
- Ongoing updates and support to your teams
- Freeing up time and resource to focus on the outputs

### Delivering visibility for actions

Being able to focus on decision making with accurate information and advice enables you to become more strategic and partner with the stakeholders in your business. By using expert resource to provide advice and guidance across all your software assets, you can become more proactive in taking actions to improve your cost structures and value back to the business:

- Reduce demand and wastage
- Reduce compliance risks
- Improve return on investments

### Taking control




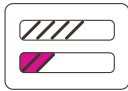


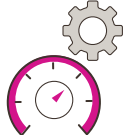
Many view software asset management tools just as an effective way to help defend against audits. Whilst this can help, audits also require deep knowledge and expertise to achieve more favourable outcomes. But SAM tools are much more, and can quickly add value by helping manage cloud and SaaS spend which can quickly spiral out of control. Engaging the right expertise and guidance will help you manage your risk, spend and consumption more effectively. Access to the right information at the right time, with expert guidance will help you take control across your whole software, SaaS and cloud spend:

- Proactive approach to mitigate risks
- Optimise spend across your software assets
- Reduce internal resource requirements and save cost

## Software Asset Management as a Service

### Gaining visibility, insight and advice

SAM services utilise Insight proprietary tools and leading third party solutions either as-a-service or on-premise. Our experts provide visibility, insight and advice on software usage, compliance and wastage helping reduce both cost and risk.

 <p><b>Data &amp; Tooling</b> Implementation, management and support for a range of SAM technologies and associated data sources.</p>	 <p><b>Compliance &amp; Remediation</b> Determining exposures and shelf-ware with guidance and advice to improve the position.</p>	 <p><b>Monitor &amp; Advise</b> From a single product to whole environment level, providing scorecards, diagnosis and assessments of a variety of risks, trends and opportunities. Helping you to advise business stakeholders and take informed decisions.</p>	 <p><b>Reclamation &amp; Assignment</b> Management of licence pools and re-allocation of deployments to reduce demand and minimise wastage.</p>	 <p><b>Cost Allocation</b> Support for internal billing and cost allocation, with options to support how you invest and pay for software.</p>	 <p><b>Cloud &amp; SaaS Cost Management</b> Monitoring of consumption, spend and trends with ongoing improvement recommendations.</p>	 <p><b>Audit Support</b> Managing the scope and process of delivering a vendor or internal software audit, with recommendations where you need to take management decisions.</p>
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Software Asset Management as a Service, helping you to focus on decisions.

For more information please contact your Insight Account Manager.

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