



evergreen

SOFTWARE ASSET MANAGEMENT: SAM PRO SMART START

- ▶ Comprehensive design and implementation of ServiceNow SAM PRO
- ▶ Complete business process design of the software asset lifecycle including roles, responsibilities and organizational policies
- ▶ Trustworthy data compliance for internal and external audits
- ▶ Normalization of software titles via SAM PRO content library
- ▶ Extensible solution foundation to continuously improve maturity levels and add software titles

EXECUTIVE SUMMARY

Year after year organizations routinely spend more on software licenses than necessary and the material risk of an audit has never been greater. The risk extends into security in the form of ineffective patching and product updates.

Most organizations lack the ability to effectively track basic software inventory and entitlement data through the lifecycle of the software license. One of the challenges in tracking this data is that most vendors have proprietary licensing models that differ by individual software title. To make matters worse, without basic software inventory and entitlement data, there is little chance of ever being able to implement an effective software reclamation and reallocation capability.

Here are the organizational deficiencies we see:

- Inability to track software license products and quantities purchased
- Inability to track who is, and who should be, using the license entitlement

- Inability to count using the correct vendor licensing metrics
- Lack of visibility into the vendor's view of entitlement state
- Enforcement of reclamation process

Each deficiency adds pressure and significant risk to the organization. Annual audits can result in numerous process exceptions, increase stress on resource teams and cause significant, out of budget financial surprises. Having a sound business process and technological solution that effectively manages SAM from planning to sunset is key.

Evergreen SAM PRO Smart Start focuses on building a strong foundation of process and technology that results in trustworthy data, increased speed of delivery, higher customer satisfaction, lower security risk and reduction of unused license costs.



DETAIL

The SAM Challenge

The material risk of an audit by a software publisher is significant enough to cause severe disruption to the organization and cause great strain on internal resources.

Software data is often stored in several different tools, if tracked at all. Organizations struggle to distinguish which software is deployed and where it is deployed. Identifying software deployed that is accurately mapped to entitlement rights purchased is complicated by multiple licensing models across numerous software titles.

Attempting to track this detail at the time of software request impacts your delivery speed, reducing customer satisfaction and can even lead to customer rogue buying outside of approved paths due to delays. Modern, “as a service” software has made rogue buying significantly faster and easier. Failed software audits without sufficient collateral to challenge typically leads to accepting hundreds of thousands to millions of dollars in penalties each year. Audit frequency has increased, as vendors realize that customers don’t have control over software. Inability to track unauthorized and/or unsupported software titles and versions that are no longer being patched by the publisher exposes the organization.

Further, the added pressure to reduce software spend each subsequent year without the proper process or tools diminishes the ability to meet these goals.

Evergreen SAM Smart Start

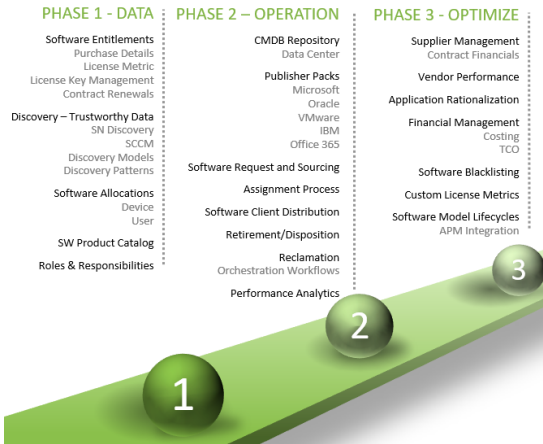
Evergreen’s SAM Smart Start offering is a perfect blend of process and technology built to implement a strong foundation using ServiceNow SAM PRO. It is designed to implement or enhance your SAM journey by delivering value quickly. Effectively managing SAM begins with a foundational process that includes 8 key components to maintain compliance, optimize speed of delivery, and support or even eliminate software audits:

PLAN – REQUEST – APPROVE - SOURCE – ALLOCATE
MANAGE – SUPPORT - SUNSET

There are 4 essential tiers of the capability blueprint to implement and mature your SAM program over time. It is not recommended to “boil the ocean” when implementing a SAM program, but rather start with Tier 1 and progress forward to the subsequent tiers based on cost and risk of audit for each software title. Evergreen SAM Smart Start will take an organization to Tier 3 on select software models.

- **Tier 1 – Establish Trustworthy Data:** Know what you have so you can manage your assets. Having good data is the prerequisite for a successful software asset management program. This likely includes utilizing sources such as ServiceNow discovery. If the data is lacking, the program will never reach its full potential. Effort should be spent on ensuring this foundational tier is sound and accurate.
- **Tier 2 – Practical Management:** Improve management controls and drive immediate benefits. The second tier focuses on remediating the deficiencies in Tier 1 and having a plan for tracking non-discoverable data by implementing policies and processes to effectively manage data gathering and reporting on contracts.
- **Tier 3 – Operational Integration:** Improve efficiency and effectiveness through integration with other areas, such as Request, Procurement and IT Service Management. By integrating with existing operational business processes, SAM gains efficiencies, improved visibility, accuracy and significant time and cost savings.
- **Tier 4 – Strategic Conformance:** Achieve best-in-class. The most advanced component which focuses on software usage, upgrades, downgrades, reclamation and retirement of software.

A 3-phased approach to delivering value consists of targeting the highest return in the shortest time that allows you to get your SAM program operational and then continuing the process as you bring more software titles into each maturity tier.



Benefits and Returns

68% of organizations get audited every year and, if unprepared, the burden is significant. Implementing the Evergreen SAM Smart Start solution will put you on the path to controlling your software environment

by giving you visibility into the licenses you own, knowing where it is installed, and understanding its compliance levels. It'll give you the necessary data to effectively meet software audits and potentially save the organization 30% in the first through a reduction in software spend.

Additional benefits include:

- Track software usage, reclaim unused software and ensure it is uninstalled from end-user devices
- Receive alerts and notifications on compliance levels and contract expirations
- Remediate non-compliance by consolidating software purchasing
- Identifying unauthorized and/or unsupported software titles
- Utilize the Service Catalog to publish, request and allocate software licenses
- Reduce audit deficiencies
- Single source of trustworthy data
- More quickly and accurately uncover rogue software purchasing

LEARN MORE

For more information or to schedule a review and demo of the SAM Smart Start, contact us at info@evergreensys.com or visit our website at www.evergreensys.com.

Additional Info:

<https://www.servicenow.com/products/software-asset-management.html>