



The Software Asset Management Specialists

781-569-0410 www.aid.com

# The Power to Take Control of Software Assets



## Overview: Software Asset Management Services

Soft-Aid's Software Asset Management consulting services help organizations mitigate license compliance risks, optimize software purchasing, and improve IT efficiency

*"Soft-Aid helped me get a handle on the software licenses Vonage owns and has deployed. I can now reassign licenses to areas in need, avoid over-purchasing, and ensure our license compliance. Thanks to Soft-Aid, we realized significant cost savings and operational efficiencies."*

-Vice President of MIS  
Vonage

### What is Software Asset Management?

Software Asset Management (SAM) is an integrated set of policies, processes, people, and tools dedicated to the active management of software assets within an organization.

### The Need for Effective SAM

There are significant legal and financial risks from having improperly licensed software and a lack of visibility into your software asset environment. A SAM program, when properly implemented, is a set of practices that mitigates these risks, while optimizing the costs and improving the efficiency of managing software assets.

To ensure that you maximize the return from software investments, you must accurately track software licenses and deployments. A SAM program provides this timely information. It helps management more effectively plan, budget, and properly allocate costs among departments. It allows IT departments to take control of the organization's entire computing environment to ensure timely delivery of services to end-users and business units.

Organizations that adopt effective

SAM practices can ensure that they obtain optimal value from their software investments. You will realize savings at every stage of software asset life: from planning, to requisition and procurement, through deployment and ongoing management, to eventual asset retirement or reclamation.

At each of these stages, SAM offers measurable benefits:

- ▶ Reduce license compliance risks.
- ▶ Reclaim unused or underutilized licenses and harvest them for other use.
- ▶ Select the best method for obtaining new licenses.
- ▶ Improve vendor relations and contract management.
- ▶ Ensure that regulatory risks around software use are mitigated.
- ▶ Ensure that you have the optimal "core" infrastructure to run your business.
- ▶ Assess the readiness and expedite the deployment of new and upgraded software applications.
- ▶ Provide senior management

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## For More Information

To begin taking the steps to implement a Software Asset Management (SAM) program, contact us at [info@aid.com](mailto:info@aid.com) or by phone at **781-569-0410**.

You can also visit our website at:

[www.aid.com](http://www.aid.com)

with the reports that drive effective forecasting and budgeting decisions.

▶ Reduce training and support costs by standardizing desktops and providing visibility into the software environment.

▶ Automate processes to ensure consistency and high levels of service support in software requisition, procurement, and deployment.

## Soft-Aid SAM Services

Our services include:

▶ We can analyze your license and software environment and identify any licensing gaps or overages and their root causes.

▶ We can formally assess the current state of your SAM practices and recommend both areas for improvement and gap-closing strategies. We base our assessments on the ITIL and ISO 19770-1 SAM frameworks.

▶ We can also build a business case and clarify the drivers for adopting SAM best practices.

▶ We can assist with developing a system to manage licenses, contracts, and installation media.

▶ We can recommend and draft policies and procedures for managing software assets throughout their life in your organization.

▶ We can identify the proper SAM roles within your organization and properly train personnel in their responsibilities.

▶ We can assist with the selection and implementation of inventory, usage monitoring, license/contract management, and other SAM tools and help optimize their use in your environment.

## The Soft-Aid Advantage

Our team consists of former IT Directors, IT Asset Managers, Software Account Managers, and Licensing Specialists, who have provided SAM services for over one hundred clients.

We can rapidly inventory software assets in networks of any size or topography and across platforms.

We use refined SAM tool sets, including SAM maturity models, policy templates, and current licensing position analysis tools, to provide you with strategic insight into your IT environment.

We employ proven project management strategies that factor in the unique aspects of SAM engagements to ensure projects are done on time, on budget, and correctly.

We provide up-to-date and unbiased information about software publisher licensing models and contractual terms and conditions to help you understand your licensing options.

We stay apprised of special pricing, rebates, and new program benefits offered by software publishers to provide you with insight to inform purchasing decisions.

The logo for Soft-Aid features a stylized orange triangle pointing to the right, positioned above the company name "Soft-Aid" in a bold, black, sans-serif font.

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