

## SAM BUSINESS CASE – VALUE PROPOSITIONS OF SAM

Learn about various approaches how to present value propositions of the Software Asset Management which facilitate identification, quantification and management of your own SAM situation.

The Deloitte SAM Academy provides a comprehensive training program for all key activities relating to Software Asset and License Management (SAM). The content of the SAM Academy has evolved from Deloitte's long-term SAM experience in diverse customer projects and covers the entire software lifecycle. We offer impartial guidance and training independent of any software vendor or tool provider.

Often the detected violation against license agreements or reports of an internal audit initiate the company's first Software Asset Management projects. As such a project easily requires a 6-digit budget, a preliminary study during the approval phase could identify the value added by SAM as well as the additional effort for the company. Therefore comprehensive presentation of the expected benefits as well as a procedure to monitor the added value are essential requirements to authorize the project.

### I. Value added by Software Asset Management (SAM)

- Presentation of SAM objective categories
- Elaboration of potential added values by SAM
- Presentation of project examples

### II. The SAM business case

- Effort estimates for introducing and operating SAM
- Estimation of the expected added value
- Summarizing the business case

### III. Evaluation and reporting

- Evaluation procedure
- Define possible measurements and objectives for the added value
- Preparation and representation of the reached added value

### IV. SAM marketing

- Preparation of a management oriented business case
- Internal marketing and selling of a SAM project

The training addresses all IT-, license and software asset managers.

One day

On request

Lutz Hoffmann | +4930254685609 | [deinfosamacademy@deloitte.de](mailto:deinfosamacademy@deloitte.de) | [www.samacademy.eu](http://www.samacademy.eu)

