

SAM DIRECTOR

Proactive Software Asset Management

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Ensure your organization never buys another software license it doesn't need.

License Dashboard SAM Director is designed to take fast-growing and large organizations beyond software license compliance into true Software Asset Management (SAM). SAM Director helps you get the most out of your software investments by enabling end users to self-select desired applications from a published catalog of approved applications. These requests are then managed through to deployment, with each stakeholder accessing functions specific to their role.

SAM Director is the first Software Asset Management platform to connect everyone involved in managing and licensing the applications on the network, from end users to line managers, SAM specialists to procurement and deployment professionals.

SAM DIRECTOR COMPRISES:



APPSTORE - SAM Director provides all users across the network with self-service access to an online software catalog pre-populated with approved software titles and versions. Users can access the AppStore to request software deployments, including any business justification and timescale requirements. Users can then track submitted requests through the entire approvals process.



APPROVALS MANAGEMENT - Authorized line managers and department heads can view and manage all software requests online. This makes it easy to quickly approve, reject or re-route requests as appropriate. Managers can check costs as well as license availability before approving or rejecting software requests.



LICENSE MANAGEMENT - SAM Director features a direct integration with License Dashboard License Manager. This gives software managers instant access to entitlement availability reports, the ability to assign licenses, transfer them in from other parts of the business or trigger the procurement process. All License Manager's advanced management reports can be accessed directly from the SAM Director browser-based administration console.



PROCUREMENT - Where an authorized SAM manager decides that new licenses need to be purchased, SAM Director can trigger the procurement process, even identifying the appropriate suppliers for different licenses and tracking progress.



DEPLOYMENT - Regardless of the organization's chosen software deployment technology, when a software request is fully approved and licenses have been assigned, SAM Director can notify deployment teams that nominated applications are fully approved to be deployed.



BUSINESS BENEFITS

- Reduce software expenditure & compliance risks
- Increase re-harvesting of unused software entitlements
- Improve end user satisfaction through self-service
- Promote standardization of software applications
- Ensure only fully-approved applications are deployed
- Enables remote teams to collaborate on software management
- Facilitates inter-departmental license transfers
- Closed-loop management of software lifecycle

TAKE A PROACTIVE APPROACH TO SAM

WORKING TOWARDS STAGE THREE - CONTROL

Solely relying on your Discovery tool to periodically identify what software has been installed over the last month or so and filling the license gaps accordingly is reactive and leads to overspend and compliance risk.

However, folding in a License Management solution to Recognize this usage against entitlement will help you create a point in time Effective License Position (ELP) - but that's still only the first stage.

Optimizing your ELP is where you start saving money; for example, ensuring only used software is installed, licenses are re-harvested and your organization is purchasing under the right agreements. This is still only point in time though and your organization doesn't sit still - so neither should your SAM program.

SAM Director is the proactive SAM solution that you need to take back control and it's fully scalable to support your organizations continued growth. It fits neatly in stage three of our ROC framework, ensuring you protect the investment you've made in creating your optimal licensing position.



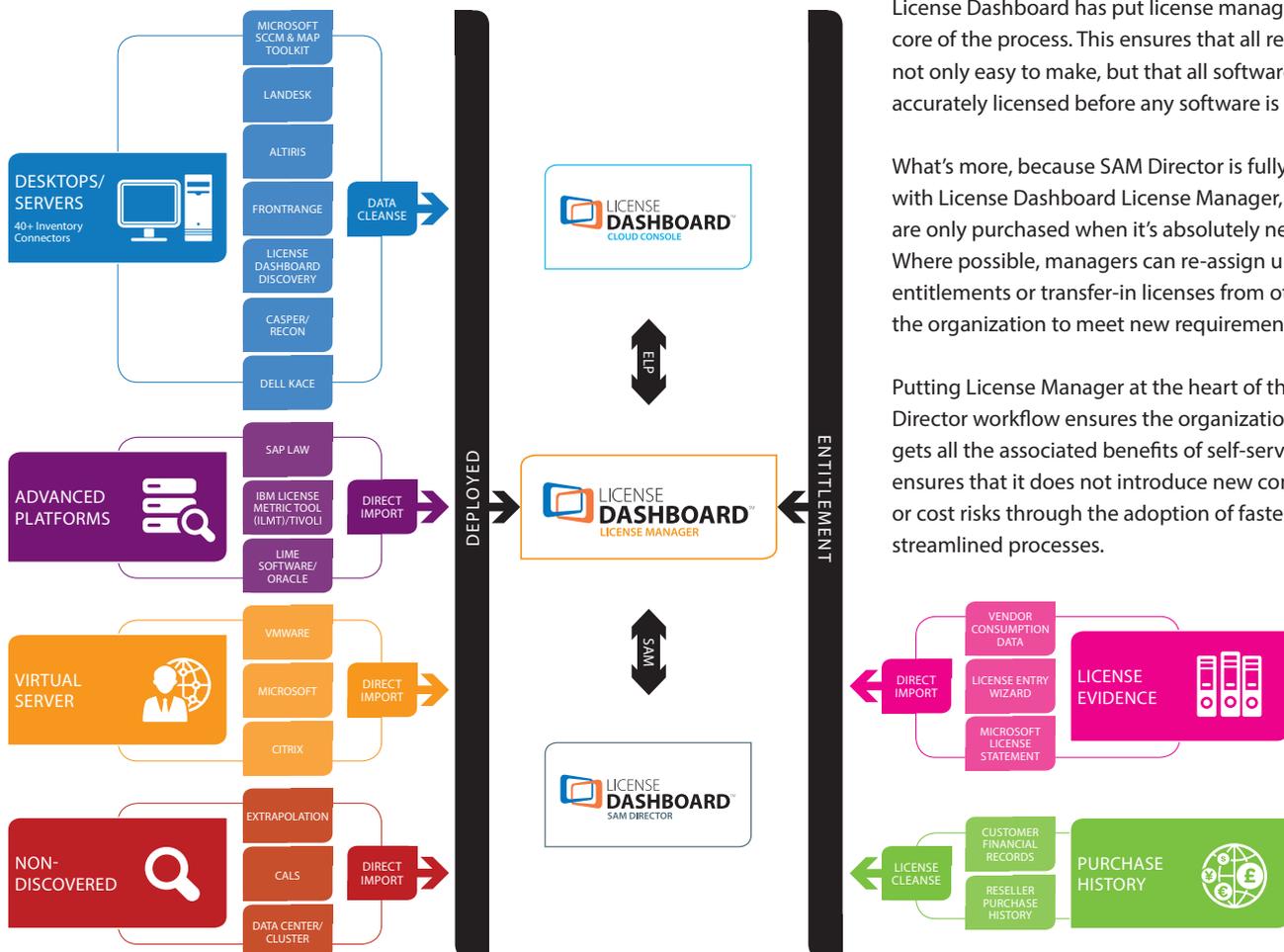
License Dashboard ROC Framework ©

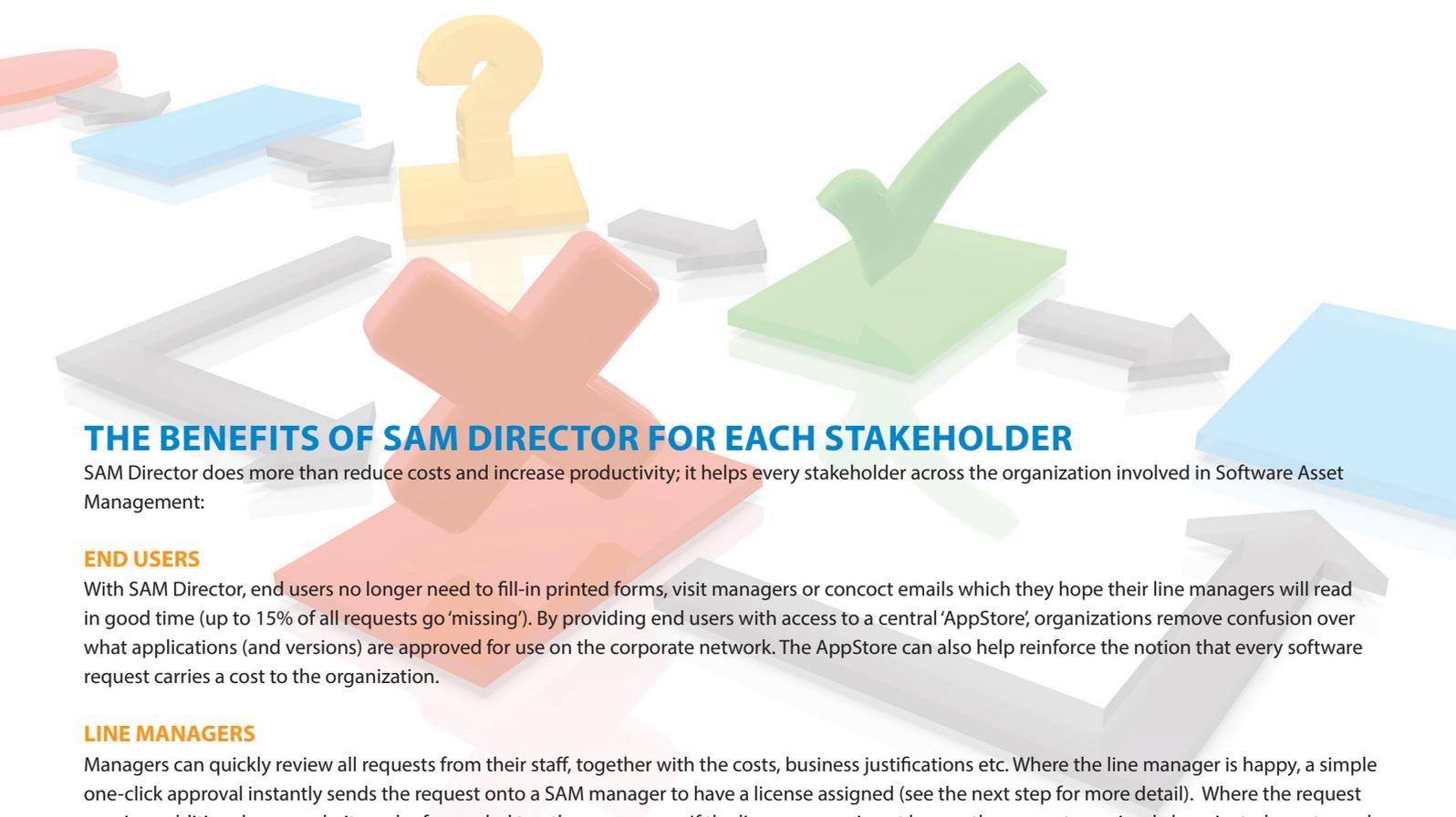
LICENSE MANAGEMENT IS AT THE HEART

One of the key differences between SAM Director and other self-service AppStore type solutions is that License Dashboard has put license management at the core of the process. This ensures that all requests are not only easy to make, but that all software requests are accurately licensed before any software is deployed.

What's more, because SAM Director is fully integrated with License Dashboard License Manager, new licenses are only purchased when it's absolutely necessary. Where possible, managers can re-assign unused entitlements or transfer-in licenses from other parts of the organization to meet new requirements.

Putting License Manager at the heart of the SAM Director workflow ensures the organization not only gets all the associated benefits of self-service, but also ensures that it does not introduce new compliance or cost risks through the adoption of faster, more streamlined processes.





THE BENEFITS OF SAM DIRECTOR FOR EACH STAKEHOLDER

SAM Director does more than reduce costs and increase productivity; it helps every stakeholder across the organization involved in Software Asset Management:

END USERS

With SAM Director, end users no longer need to fill-in printed forms, visit managers or concoct emails which they hope their line managers will read in good time (up to 15% of all requests go 'missing'). By providing end users with access to a central 'AppStore', organizations remove confusion over what applications (and versions) are approved for use on the corporate network. The AppStore can also help reinforce the notion that every software request carries a cost to the organization.

LINE MANAGERS

Managers can quickly review all requests from their staff, together with the costs, business justifications etc. Where the line manager is happy, a simple one-click approval instantly sends the request onto a SAM manager to have a license assigned (see the next step for more detail). Where the request requires additional approvals, it can be forwarded to other managers. If the line manager is not happy, the request can simply be rejected or returned to the requestor with instructions for modification / re-submission etc.

SAM MANAGERS

One of the major benefits of software self-service to SAM Managers is that it makes them central to the process of software deployments and empowers them to ensure that no applications are installed on the network before the appropriate licenses have been assigned. This has the obvious but significant benefit of managing the organization's exposure to compliance risks.

With SAM Director, the SAM Manager can not only get an instant view of the current license availability (provided by the License Manager solution) but can also manage the process of reserving entitlements or transferring licenses across different business units.

PROCUREMENT OFFICERS

The adoption of an approved AppStore (with a defined set of available applications) plus the inclusion of the SAM Manager in the process makes it much less likely that human error will cause the wrong licenses to be purchased. SAM Director enables procurement staff to view all outstanding requests in a single console, removing any paper or email chains.

DEPLOYMENT STAFF

SAM Director provides deployment staff with a single console to view all pending deployments, complete with a full audit trail that clearly shows that all requests in the queue have been fully approved by all appropriate line and SAM managers.

FIND OUT MORE

For further information, please contact the License Dashboard Team:

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KPMG SAM Tool Assessment