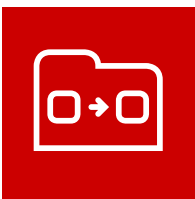


MATURITY

ORCHESTRATED BY CDW

Software asset management is often overlooked as a practice within IT departments. This is a mistake that reduces efficiency and exposes organizations to unnecessary risks. An effective SAM practice is much more than a technology or a project that helps an organization gain control of its software. It's an ongoing effort combining process, people and technology.

Asset management requires a coordinated, continuous effort. Discovery – the process of gaining full visibility of both an organization's entitlements and its software deployment – provides a comprehensive picture of the software environment. The SAM process needs people to maintain this effort. Tools are the backbone of effective SAM practice. Organizations must select the right tools, but SAM also demands continuous effort and attention.



SOFTWARE ASSET MANAGEMENT: OUR APPROACH

Software asset management is the process involved in managing software entitlements. The goal of CDW's SAM practice is to help our customers mature their SAM methodology.

COMPLIANCE ASSESSMENT: This service provides a business case to show how a SAM practice can help your organization manage its software environment.

POWERFUL SAM TOOLS: Based on your organization's needs, CDW will customize a solution. We offer solutions from two leading providers:

- **Snow Software** – Snow License Manager, an advanced, user-friendly SAM solution, reduces the risk, cost and complexity of software assets and licensing. CDW offers Snow in both hosted and on-premises environments.

- **Ivanti** – Ivanti IT Asset Management Suite integrates a comprehensive list of SAM functions into one interface that enables you to view all IT assets and visualize your return on investment.

MANAGED SAM SERVICE POWERED BY SNOW: CDW can deliver the process, people and solution to provide effective software asset management for your organization.



MITIGATE THE RISK OF INEFFECTIVE SOFTWARE MANAGEMENT

As an organization's software environment grows, so does its risk. The more software you pay for, the greater the chance that it may be underutilized or poorly managed. The shift that many organizations are making to cloud-based Software as a Service only increases the risk. As it becomes simpler to purchase software, spending tends to increase – often dramatically. An effective SAM program ensures that software is utilized efficiently and that money is spent for useful software that adds value to the organization.

MANAGE SECURITY RISKS WITH SAM. ORCHESTRATED BY CDW.

SAM also improves security in a number of important ways:

- Prevents the installation of unauthorized software and helps IT teams find software that may be unnecessary or unwanted. This minimizes the number of targets available for cybercriminals to attack
- Supports effective patch management and helps to validate access controls, reducing your organization's exposure to vulnerabilities
- Compiles a catalog of authorized software in your environment that business units can use, preventing the use of shadow IT and its associated risks
- Supports a vulnerability management program by restricting the use of unauthorized software that may bypass preventive controls
- Detects the use of cloud software, preventing end users from purchasing unauthorized cloud services that can lead to data leakage

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to set up a consultation
with a software
asset management
solution expert or
visit **CDW.com/SAM**
for more information.