Software Asset Management (SAM): A Resource–Efficient Platform

Organizations are pressed to adhere to compliance regulations, safeguard data and ensure security. At the same time, they're tasked with driving innovation. Enterprise software plays a key role across the board. But without a clear picture of what's used where, and when, businesses are at a disadvantage. In fact, according to Gartner, 70% of organizations have a 30% discrepancy in actual vs. planned software use.[1]

That's where SAM comes in.

Source: [1]Gartner

▶ **Learn how software asset management** can transform your organization.

SOFTWARE IS A CHALLENGE

A CFO is pressured to invest in digital transformation and **improve resource utilization** across the enterprise, but budget to support such innovation is tied up in legacy projects. In addition, the company has limited visibility into software use within the organization, making it hard to assess the effectiveness of security measures and the true cost of software ownership.

To **improve** operations from a **security, efficiency** and monetary standpoint, and **free up budget** to support next–gen technology, the company invests in a SAM platform.

With the rollout of the SAM solution, the business is able to get an **accurate view of the entire software environment:** what's being used, what's expired or out of compliance, what's underutilized and what's no longer needed.
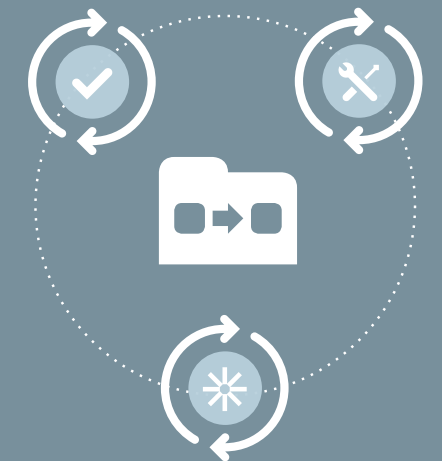
SAM IS THE SOLUTION

With SAM, IT is able to **eliminate redundancies, consolidate licenses,** better **navigate licensing agreements,** avoid illegal application usage and stay on top of **contract renewals.**

This leads to more **predictable spending** and the ability to free up funds for future–forward projects. This also results in better **adherence to compliance regulations,** improved audit preparedness, **reduced maintenance and software costs,** and **improved network security** protocols.

With SAM in place, the platform becomes the **centralized decision–making hub,** enabling all stakeholders to evaluate, in real–time, software spend and opportunities for budget reallocation. This ultimately enables the company to have the right technology and people in place to **drive business decisions** for sales, marketing and more. And it allows the CFO to more aggressively fund digital transformation initiatives.

BEHIND THE PROCESS

In the ever–changing process of maximizing, maintaining and managing software assets, three considerations are always in play:

Understanding what you own

Understanding what you're using

Reconciling the two

Leveraging SAM, CDW can provide organizations with intelligence on all software across the enterprise.

To learn more about how SAM can impact your organization, schedule a consultation with a software specialist at **800.800.4239** or visit **CDW.com/SAM**

Find out more about how SAM can streamline enterprise operations and improve the bottom line. **Read the blog post now.**

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