

## SAM ADVANCED – APPLYING THE MANAGER’S PERSPECTIVE

This training addresses relevant topics from management, operational and support level and explores the organizational integration of SAM into the overall IT landscape.

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.

An effective and efficient Software Asset Management is designed on three key levels: The management level sets objectives and the overall framework, the operational level defines roles and processes, the support level provides automation and organizes competence building. Aligning these three levels and handling the multi-layer dependencies of SAM will challenge the organization with a variety of new tasks.

### I. Key elements for designing a SAM organization

- Processes in Software Asset Management
  - Presentation of goals and principles and the associated processes, including demand planning, procurement and purchase of licenses, distribution and installation of software Approaches and methods for commercial and technical data collection
  - Software baseline compilation and analysis
- SAM role model
  - Typical SAM roles and their allocation within the organization
- Collection and processing of relevant data
  - Approaches and opportunities for automation
  - Quality assurance
  - Integration into the IT landscape

### II. Expert topics

- Determination and presentation of SAM value contributions
- License pooling
- Allocation of software costs
- Outsourcing of SAM-Activities (SAM Services)

The training addresses IT decision-makers and senior executives who fulfill SAM line functions and manage SAM projects. Prerequisite for the participation in this training is either the completion of a SAM Basic training or sound practical knowledge.

Two days, optional subsequent TÜV Rheinland certification

On request

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