

# Software asset management

## Time for a reset?

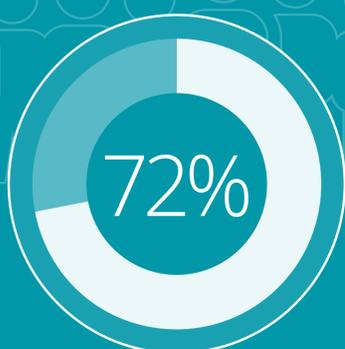
Global organizations are set to up their spending on technology and software in 2018 and 2019, but increased investment doesn't necessarily translate into a good thing. Simply pouring money into new technology for the sake of innovation could introduce disruptive threats if organizations don't fortify their software asset management (SAM) initiatives.



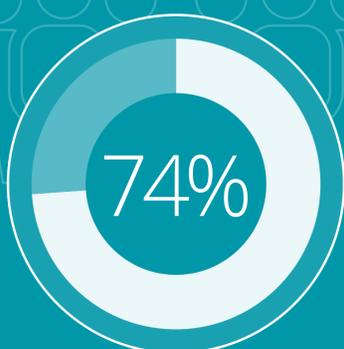
### Imagine if you could...

- 1 Reduce significant IT spend
- 2 Gain visibility and control of your enterprise endpoints
- 3 Eliminate regulatory, operational, and financial risks
- 4 Achieve cost savings by 10-20% of your annual software spend

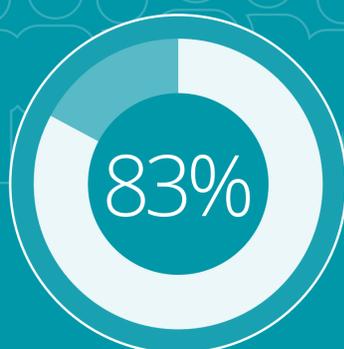
### Where are CIOs missing the mark?



72% of IT leaders say they haven't created a formal SAM strategy  
Opting instead to manage SAM in a more haphazard fashion



74% of IT leaders say they have not created a formal SAM function



And 83% of leaders don't view SAM as a strategic initiative  
While 41% of C-level executives view SAM as a way to optimize software deployment

### Why are CIOs slow to act?



Technology complexity



Complicated licensing agreements



Data integrity



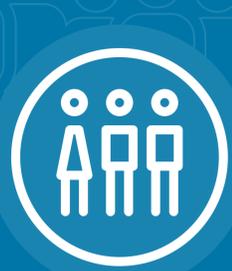
Other SAM challenges

- Immature processes
- Security threats due to unauthorized or out-of-compliance software
- Oversubscribed or paying for unutilized software

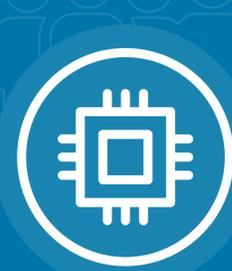
### What should IT leaders ask themselves?



Is the growth of my software costs outpacing other IT spend?



Do I have the right SAM team in place?



Can my technology enable my team to drive the right outcome?



Can I measure ROI and justify my SAM investment?

### What should IT leaders consider?

- 1 Identify/close gaps in SAM discipline
- 2 Consider leveraging outside experts
- 3 Ensure trustworthy data
- 4 Leverage technology as an enabler
- 5 Know your most critical software vendors
- 6 Tie SAM to other strategic initiatives

### Key steps to drive an effective SAM program

"In the past, SAM hasn't been a strategic priority because companies either aren't focused on the significant financial and operational benefits or software audits haven't been costly enough to drive action. We are beginning to see a significant shift in focus to SAM."

Dave Dawson, Principal, Deloitte Risk and Financial Advisory

### Why now?



Control costs



Limit exposure



Eliminate audit risk

**More importantly**, savings are too large to ignore: Not fortifying your SAM initiatives can equate to millions of lost dollars

For additional insights, visit [www.deloitte.com/us/optimize-software-assets](http://www.deloitte.com/us/optimize-software-assets).

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