

# How mature is your SAM?

## Assess and develop your ISO/IEC 19770 management system

ISO 19770 has been updated. Now classified as a management standard, it has a wider remit – going beyond software asset management ('SAM') into full IT asset management ('ITAM'). It's time for SAM to get IT connected.

### Making ISO 19770 work for you

ITAM represents the set of business practices designed to support the full life cycle of IT Assets. Under ISO 19770 this means the way in which governance, people, process, and technology are brought together to manage IT Assets.

The updated standard outlines a management system for ITAM rather than prescribing a list of things to do. So it's up to you to decide what that means for your business. Think of it like a picture book waiting to be coloured in.

SAM is an important part of the standard. To be successful, it needs specialist processes and controls in place. SAM processes overlap with many aspects of ITAM – hence the alignment of SAM and ITAM in the updated ISO.

In its new form, ISO/IEC 19770 can be integrated with other ISO management systems too. The wider portfolio of IT based standards include IT Security (ISO/IEC 27001) and Service Management (ISO/IEC 20000).

Aligning your ITAM strategy with these standards can bring new efficiencies to your business by breaking down silos and introducing consistent and interoperable processes.

### ... and unmanaged software introduces risk.

We can help you assess, understand, and adapt your IT Asset management systems in line with the updated ISO 19770.

Our approach is centred on SAM and focuses on reducing software risks and finding opportunities to save money.

Our SAM + Framework provides a comprehensive assessment for SAM maturity. We have split the ISO into its constituent parts and overlaid SAM specific areas that deserve extra focus.

By applying our SAM + Framework against your ITAM management systems, we provide an end to end analysis of your overarching capability. In addition, the framework supports targeted assessment of individual areas if you want to evaluate a specific competence.

Our report will give full details on your overall maturity levels mapped to the relevant ISO performance areas and identify opportunities and risks relating to your software assets ("Current State"). Based on your Current State, we'll describe the right Future State alongside a Roadmap detailing how to transform and the benefits you'll obtain along the way.

### Our SAM + Framework provides a structured model for assessing maturity against the ISO 19770 Standard



Each ISO Performance Area is assessed in relation to Governance (Go), People (Pe), Process (Pr), & Technology (Te)

## Case study

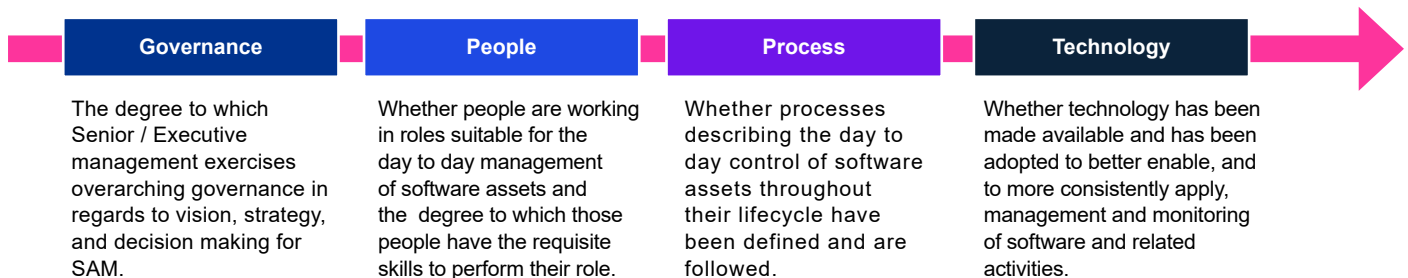
**Challenge:** A client wanted to reinvigorate its programme to use best practice. The SAM function prepared reconciliations between entitlements and deployments, largely manually. But over time, skills were lost and key tasks weren't being done. They needed help assessing their current capability and defining the future state.

**Response:** We comprehensively reviewed the SAM function. Though an ISO/IEC 19770 lens, augmented by our SAM+ assessment criteria. We considered whether suitable Governance, People, Process, and Technology processes were in place to deliver SAM activities in line with ISO 19770.

**Result:** Our state assessment clearly articulated how things were working, why, and whether that was an optimal approach. Our roadmap document detailed a robust and repeatable, efficient, process tailored to their specific needs to ensure their software would be brought under automated control supported by suitable processes.

## Successful IT Asset Management

To be successful, ITAM needs the right combination of: oversight and governance by leadership, practitioners with relevant skills and training; who execute suitable policy, process, and procedure; through tools aligned to business needs.



## Things to think about

	Yes	No
Do you have clearly defined business goals and objectives for ITAM and SAM? Are they aligned?		
Have you reviewed your existing capabilities since ISO 19770 was updated in December 2017?		
Are you getting full value from your existing SAM tooling (actionable information, clarity over licence compliance)?		
Is your SAM function future proofed? Are you ready for changes arising from Cloud adoption		
Is SAM adding value to other IT Management functions?		

## Did you respond 'no' to any of these questions? Would you like to turn them into 'yes'?

Our ISO 19770 services are just one part of a larger portfolio of services designed to help you connect capabilities across your IT and business functions. Our expert consultants are on hand now to help you achieve and exceed your ambitions. Get in touch to discuss more ways we can support your journey, such as:



### SAM as a Service

Software is a major part of IT spend, but it's difficult to track and manage. KPMG has teamed up with Flexera to provide a transformative, end to end, SAM managed service that combines Flexera's market leading tooling for technology asset management and KPMG's expertise in software licencing.



### SAP Software Optimisation

Validating user reporting before it is submitted to SAP can allow significant licensing optimisation. We can provide the know-how required to critically analyse the quality of the data you are submitting for audit, and understand risks and opportunities ahead of submission. Only pay for users who need SAP, and only pay for the correct level of usage.



[kpmg.com/uk](https://kpmg.com/uk)

Some or all of the services described herein may not be permissible for KPMG audited entities and their affiliates or related entities. The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2023 KPMG LLP, a UK limited liability partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organisation.