

# SAM as a Service

**End to end SAM, delivered by KPMG,  
powered by Flexera.**

**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 service that combines Flexera's market leading tooling for technology asset management and KPMG's expertise in software licencing.**

## Software is too expensive to waste...

IT is in a constant state of flux and its critical that you establish a robust framework for effective day to day management of software and hardware assets. The introduction of cloud infrastructure and services has made this increasingly complex and may mean that existing policies, process, and procedures, need revision and alignment. Better governance means visibility, command, and optimisation:

- What assets do you own?
- Do you have the right licenses in place?
- How much do they cost?
- And, because most companies don't focus on their licensing arrangements, many face large and unplanned expense to address non-compliance.
- You need the right combination of governance, people, processes, and technology for your Software Asset Management (SAM) to deliver tangible business benefits.
- Optimise your software assets with clearly defined, repeatable, and automated SAM processes.

## ... and unmanaged software introduces risk.

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- Reduce risk and cost of software non-compliance
- Negotiate more favourable contracts using enhanced understanding of your software use and business needs.
- Use accurate information to calculate future demand.
- Identify software vulnerable to exploitation, for example aging, unpatched, and end of life, deployments.
- Demonstrate controls and processes required to support regulatory obligations like GDPR and SOX
- Inform strategic initiatives such as M&A activities, cloud transformation, or product rationalisation.
- Improved business continuity procedures though knowledge of specific machine builds and inter-dependencies

Maturity Assessment	Flexera FNMS Implementation	Configuration	Compliance & Value Extraction	SAM as a Service
<ul style="list-style-type: none"> <li>• We perform a proprietary evaluation of the your current approach &amp; maturity levels for ITAM referencing the international ISO19770</li> <li>• Our professionals will work with you to develop and define a suitable go forwards ITAM strategy</li> <li>• For selected areas, we prepare a detailed transformation plan aligned to current and future ITAM adoption</li> </ul>	<ul style="list-style-type: none"> <li>• Building on our discovery and maturity work we provide an outcomes based implementation or upgrade of you Flexera solution(s)</li> <li>• With our 'Powered' concept, we begin with pre-developed blueprints customize to your needs</li> <li>• A focus on the breadth and depth of modern IT with capabilities across CMDB, Discovery, and system to system integrations</li> </ul>	<ul style="list-style-type: none"> <li>• We manage data consolidation and data cleansing</li> <li>• Make sure your reporting is fit for purpose</li> <li>• Use KPMG's expert licensing knowledge to apply license use rights &amp; establish license reporting</li> <li>• Provide day to day management of the platform for HAM and SAM</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and maintain detailed license reporting combined with intervention planning to extract real business value form the FlexeraOne platform in the shape of risk avoidance and cost optimisation and design repeatable, robust, processes so you can create license positions for your strategic vendors</li> </ul>	<ul style="list-style-type: none"> <li>• Make management ongoing and continuous</li> <li>• Advise on future purchasing</li> <li>• Alert you to software needs and opportunities</li> <li>• Keep your FlexeraOne system up to date</li> <li>• Monitor and manage completeness of IT estate coverage</li> </ul>



## Why Flexera?

Flexera is an established leader in software asset management tooling. Their technology helps enterprises gain visibility of and control over their IT assets.

Specifically, Flexera's FlexNet Management Suite (FNMS) helps organisations to reduce ongoing software costs and maintain continuous license compliance.

- FlexeraOne is a modular and configurable solution: you only buy what you need and you customise it to meet to your specific use case. Inventory can be collected through agent or agentless capabilities, or sourced direct from existing tools (like VMware) via pre-built integrations. Software & Hardware data is normalised in accordance with Flexera's proprietary catalogue and can be propagated across other tool-sets (like ServiceNow). FlexeraOne provides out of the box recognition for multiple desktop and data centre - covering publishers like Microsoft, SAP, IBM, Oracle, and VMWare. A fully configured platform provides cutting edge data visualisation and management reporting to show compliance, surface risks, and put you in control.

## Why KPMG's SAM Team?

There is no SAM tool, or combination of SAM tools, capable of performing all of the activities required of SAM. Your investment in technology needs to be backed up with suitable governance, people, and processes.

A hosted managed service could provide a more effective long-term solution for your organisation.

'SAM as a Service' from KPMG delivers a tangible return on investment by providing the requisite software licensing expertise leveraging Flexera's asset management technology :

- A KPMG supported Flexera solution provides continuous reporting on software compliance. We specialise in driving the FLEXERA platform towards the identification of opportunities to make financial savings, supporting software publisher audits and license management, enhancing license renewal and contract negotiation activities, and backend our services with a wide range of additional capabilities in ITAM that are designed to help you get the best value from your existing investments.

### Things to think about

	Yes	No
Do you have tooling that provides "Trustworthy" data for all of your strategic IT Assets?		
Are your software licence entitlements collated and clearly documented in a single repository?		
Do your current processes and controls for prevent wasted expense and reduces compliance risk?		
Are you able to align licensing of perpetual 'on-premise' software with related 'Cloud' bring your own license?		
Have you established supporting license management for Software as a Service alongside your perpetual licenses?		

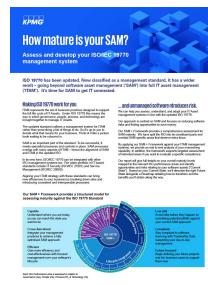
### Did you respond 'no' to any of these questions? Would you like to turn them into 'yes'?

Our ITAM tooling support 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:



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#### SAM Maturity Assessment

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



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