



certero® SAM

Software Asset Management Services

Offers an End to End Provision from
Advice & Training, Compliance Reviews
to a Managed Service Programme

Microsoft Software Asset Management (SAM) Programme

- ✓ Choose level of engagement based on your organisations requirement
- ✓ SAM service provider with Microsoft SAM Gold Competency accreditation to ensure compliance and certify your position with Microsoft
- ✓ Truly independent SAM Service Provider with no requirement to sell licences

The Challenge

Software is an important business asset which organisations depend upon for delivering customer services, maintaining business partnerships and supporting internal processes and systems.

Part of effective IT Management is the control and protection of an organisation's software assets, including the management of the risks arising from the use of those software assets.

With careful management of the software licence lifecycle organisations can reduce the risk of non-compliance, lack of productivity and dramatically cut overspending on licensing. Certero is one of only a handful of Independent Software Vendor's, offering impartial advice and guidance for SAM Practitioners and the end user community.

The SAM market can be very confusing with limited proactive assistance available from truly independent SAM service providers.

The Solution

Certero specialise in assisting organisations to identify and understand the risk and cost implications around licensing their software portfolio.

Certero can offer a structured approach to helping organisations through Microsoft's SAM Programme to gain control and understanding of their Microsoft assets.

The Microsoft SAM Programme will help you ensure you are compliant and certify your licensing position with Microsoft.

Certero make it simple for you!

Business Benefits

- ✓ Microsoft recognised position for 12 months
- ✓ Gain control when negotiating Select Plus and Enterprise Agreements
- ✓ Perform a True Up at the touch of a button
- ✓ Work with a truly independent service provider adhering to best practice frameworks for achieving cost efficient licence compliance





Microsoft SAM – How it works

SAM BaseLine

Certero offers Microsoft SAM Baseline, a point in time solution that provides your organisation with an Effective Licence Position (ELP) for Microsoft Software Assets within the estate reconciling software deployments and usage against entitlement owned.

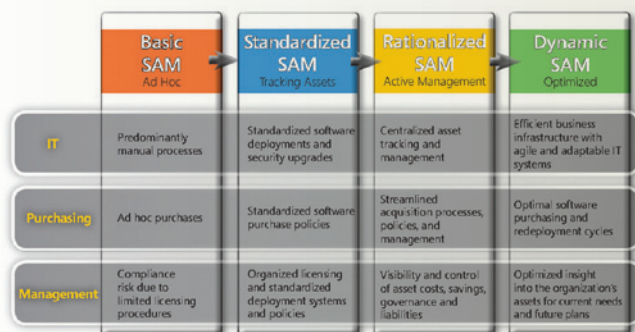
For organisations getting started in their SAM Program it provides an accurate compliance position and all the information required for completing a Microsoft True up and identifying any areas for improvement.

- ✓ A validated and Microsoft agreed Proof of Entitlement (PoE) position
- ✓ A full inventory of what Microsoft software is deployed
- ✓ A documented understanding of how Microsoft Software is used
- ✓ A validated and Microsoft agreed Effective Licence Position (ELP)
- ✓ A documented understanding of how Microsoft Software is used
- ✓ Business Intelligence for future strategic plans

SAM Assessment

Certero offers Microsoft SAM Assessment, a review of your existing SAM processes against the Microsoft SAM Optimisation Model framework to gain an understanding of your overall SAM maturity.

It allows organisations to understand how they can move from and Effective Licence Position (ELP) to an Optimised Licence Position (OLP) by identifying improvement opportunities and ensuring maximum return on investment in Microsoft software is achieved.



- ✓ SAM Assessment Report
- ✓ SAM Optimisation Model (SOM) Workbook
- ✓ High level management overview emphasising risks and benefits

SAM Deployment Services

Certero offers Microsoft Deployment Services which provides an organisations with a SAM Improvement plan that focuses on advancing the SAM maturity for that customer.

Organisations can enhance their ability to manage their software assets and gain further visibility and control of IT costs and compliance risks.

- ✓ A SAM Deployment Planning Report (SAM Plan)
- ✓ High level management overview emphasising risks and benefits
- ✓ Proof of concept for identified Microsoft tool

About Certero

Certero is a specialist software vendor of Software Asset Management and PC Power Management solutions. Headquartered in the UK with offices in Australia and South Africa Certero delivers innovative solutions to help organisations remove complex processes to drive efficiencies in their IT investments.

Certero customers are drawn from across the public and private sector and our solutions have enabled organisations to cut CO2 emissions and save thousands on licensing expenditure

For information

Certero UK	Certero Scotland	Certero Australia	Certero South Africa
Tel: +44 (0)1925 868970	Tel: +44 (0) 1620 850849	Tel: +61 (0) 2 9922 4805	Tel: +21 (0) 861 711 111
Email: info@certero.co.uk	Email: info@certero.co.uk	Email: info@certero.com.au	Email: info@certero.co.za
Web: www.certero.co.uk	Web: www.certero.co.uk	Web: www.certero.com.au	Web: www.certero.co.za