



# certero® SAM

## Software Asset Management Services

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



## Certero SAM Managed Services

- ✓ Services tailored to your organisations needs and goals
- ✓ Ability to align licensing strategies with the business needs
- ✓ Complete visibility of your software assets reducing licensing consumption and improving procurement strategies

### The Challenge

Every year companies spend millions of pounds on software purchases. But without the knowledge and expertise to provide on-going licence management they are at great risk of wasted spend.

There is an increasing need for organisations to demonstrate strong corporate governance practice. Effective Licence Management requires a dedicated resource, with specialist SAM knowledge who can keep up to date with the constantly changing requirements of SAM .

Equally, it is important to understand your organisations software usage trends and enforce access control in order to ensure governance and maximise your Return on Investment.

As new technologies such as the adoption of Cloud and Virtualised Infrastructures increase in prominence it is vital that SAM remains centralised. Certero has the industry expertise to help you manage these environments and ensure your Optimised Licence Position (OLP).

Whether you have existing technologies in place, Certero SAM Managed Services can build on your current toolset to give you a complete end to end solution, whatever your requirements.

### SAM Managed Services

Certero's SAM Managed Services is a bespoke service built upon Certero's SAM toolset (AssetStudio® and SoftwareMetering for Decision Makers®) and our consultant's years of experience in SAM and Licence Management.

Along with our ITIL and vendor accredited professionals expertise to constantly manage and report on an organisation's Effective Licence Position (ELP) Certero provides on-going Business Intelligence to support SAM and licensing strategies, procurement activities and budget planning.

Certero SAM Managed Services follows the lifecycle of software from beginning to end. This structure gives you control of your assets throughout their lifecycle and ensures maximum ROI from your chosen SAM strategy.

Certero understand that each organisations SAM requirements differ and as such offers two levels of service to meet these specific requirements, both of which can be tailored to meet individual business goals.

It takes the worry of SAM off an organisation.





Certero offers two levels of Managed Services: SAM Professional gives regular reviews of your Effective Licence position (ELP) and SAM Premium gives a fully integrated SAM delivery service

## SAM Professional

Certero's SAM Professional services has been developed on our AssetStudio<sup>®</sup> and Certero SoftwareMetering For Decision Makers<sup>®</sup> toolset, along with years of experience of managing software assets and licensing compliance at a global level in both the Public and Private sectors.

Certero's SAM Consultant's can provide technical hardware and software recognition and understanding with a full software inventory and licence reconciliation service to deliver an on going Effective Licence Position (ELP) and Identify trends and areas of concern over time.

This can be delivered over a 3, 6 or 12 month timeframe or on a regular basis depending on your requirements.

- ✓ Full visibility of your licence position with utilisation of specialist SAM and Licensing resource throughout the service
- ✓ Provides highly skilled support to internal resource
- ✓ Verified understanding of licence contracts and entitlements to reduce licensing consumption and improve procurement and deployment strategies
- ✓ Covers single or multiple vendors

## SAM Premium

Certero's SAM Premium service provides a fully managed service allowing organisations to outsource their SAM administration and management tasks whilst embedding it within the business.

It is ideal for organisations looking for a bespoke solution built on your requirements, or who need dedicated resources with significant experience of SAM and Licensing strategies.

- ✓ Effective Licence Position (ELP): Reviews and Recommendations for achieving an Optimised Licence Position (OLP) and reducing risk of future compliance issues.
- ✓ SAM Strategy: Ensuring vendor contracts are aligned to support the business needs
- ✓ Policy, Process and Procedure support: Establishment of standard practices to help with ongoing management of your assets, built around industry standards (ISO, ITIL, FAST).

### 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

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