# Software Asset Management Explained

## What is Software Asset Management (SAM)?

*SAM is a subset of IT asset management and a business practice involving strategy-setting to maximize the value of your software assets and manage risks due to non-compliance with licensing agreements.*

## Triggering Conditions for Adopting a Sound Asset Management Approach

**1**

**Acquiring/Purchase**
- Which applications and features do you need for this specific project?
- Which and how much data do you need to forecast purchasing needs?

**2**

**Deploying**
- Are your records in order, and are you using easy-to-read labels for easy retrieval of software usage data?
- Are there any faulty license servers that may lead to license denials?

**3**

**Utilizing**
- Are you compliant with the licensing agreement?
- Are you experiencing license denials that affect access to specific applications?

**4**

**Monitoring/Maintenance**
- Which license agreements are near their expiration date?
- Are there anomalies or gaps in the collected data, such as licenses that are outside normal values?

**5**

**Disposing**
- Are you reducing the right applications and features based on software usage?
- Can you recycle the licenses in between projects?

## Benefits of SAM?

### COST OPTIMIZATION

Asset management can simulate different licensing models to right-size the licenses based on actual user needs.

### RISK MITIGATION

Risks in SAM can come in the form of penalties and reputational damage due to a surprise and failed vendor audit, unauthorized access, and losses due to a lack of continuous access to an essential program.

### VISIBILITY

Lets you assess which applications are actually being used by your organization, which users need token license or named user subscription, or the cost to be allocated to a specific department.

### IT MODERNIZATION

An effective SAM policy helps companies pursue their digital transformation initiatives.

**Whether you're looking for a solution to optimize your engineering software or professional services to support your software license management program, Open iT will help you get started today.**

## Talk with our Open iT Experts today!

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