Why Insight?

- Best in class services without systems integrator price
- Project governance methodology to underpin success
- Market leading technology and services
- Outcome and result focused – incentivised to deliver services and retain your business
- Independence to enable your choice of solution
- Unrivalled accreditation and credibility
- Global capability
- Independent SAM and licensing teams empowering decisions
- A financially stable and credible long term partner

INSIGHT MANAGED SAM

A flexible Software Asset Management service that optimises software licence baselines, providing intelligent foundations for cost saving whilst empowering management decisions and procurement

Core to managing software licence costs and compliance is maintaining an on-going balanced licence position. As the pressures and demands of delivering IT services to users and supporting organisational efficiency can take priority, few organisations have successfully implemented a formalised SAM programme.

Most of your IT resources are expert IT service providers committed to managing the needs of your users and maintaining your infrastructure. Licensing experts are few and far between, as a result chances are you've yet to realise real software cost optimisation benefits.

The risks and costs associated with a poorly managed software estate expose organisations to consequences far beyond well-publicised compliance issues. Effective SAM programmes create IT department resource requirements for which staff with the right skills and tools are rarely available.

Organisations which embrace SAM as a business process will enjoy the fruits of their labour. Applying expertise and sustained attention to auditing the licensing environment in order to maintain entitlement and enhance lifecycle management. To optimise returns and maintain trustworthy data a mature licence metering and harvesting programme which leverages right to use entitlement is critical.

For organisations without expert resource to facilitate a programme internally, Insight eases the burden by providing an on-going, tailored solution leveraging Insight's economies of scale to deliver a cost-effective solution.

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Insight®

An ever increasing dependency and expenditure on software - while budgets remain under pressure - creates an opportunity to deliver significant reductions in operating costs.

Issues your organisation may encounter through the management of software licences and agreements include:

» Incomplete visibility and complexity of all required information

» Limited control of Entitlement and Deployment

» Difficulty proving compliancy to vendors

» A mixture of non-compliance and over-investment in software licences

Why Managed SAM

Insight Managed SAM addresses each of these issues while taking away the pain of reconciling audit data and entitlement. By leveraging our expertise and a best in class solution, Insight Managed SAM will deliver your organisation an on-going picture of compliance and the power to significantly reduce costs by both eliminating excesses and effectively dealing with shortfalls.

For management teams under pressure to reduce IT operating costs, Software Asset Management might not appear the most readily exploitable activity. The reality of such an intangible environment is an extensive opportunity for optimisation.

Insight Managed SAM will enable your organisation to:

- Make fully informed management decisions
- Eliminate surplus licensing, thereby freeing up overspend as available budget
- Create cost savings by better matching software licensing to actual usage
- Mitigate compliance risk and sustain a compliant status quo
- By harvesting software, remove unnecessary purchases and correct errors in deployment
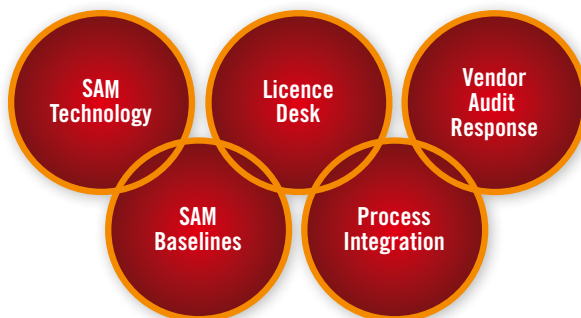- Deliver greater value from software, by leveraging buying power

Results of these endeavours will be informed decisions, broad scale compliance, minimal audit requirements, effective licence use and increased ROI from investments in software.

Managed SAM from Insight provides a continuous end-to-end software asset management service. The service rapidly delivers you the confidence that your software estate is controlled, wastage is minimised, best practice is enforced, reporting is accurate and procurement is optimised – all without any additional capital investment.

Service Components

Insight Managed SAM delivers a best in class SAM solution and software cost management. Building on a foundation of trustworthy data, the service include a number of key value added options:

- SAM Technology
- Licence Desk
- Vendor Audit Response
- SAM Baselines
- Process Integration

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MICROSOFT
MS Gold Certified Partner

MICROSOFT
Enterprise Software Advisor

SYMANTEC
Platinum Partner

ADOBE
Strategic Business Partner

ORACLE
Global Platinum Partner

IBM
Premier Partner

VMWARE
Enterprise Partner

Insight

For more information speak to your Account Manager or call our sales team on 0800 333 333

Through our knowledge of vendor licensing models and auditing requirements, Insight is able to manage an extensive range of software. As each organisation's software estate is unique, we provide the option of which software vendors are included or excluded from their customised managed contract and can include the following modules:

SAM Technology

Managed SAM includes the use of market-leading Snow SAM Suite as the reconciliation, data management and reporting engine for a wide range of data including: software installation, usage, software entitlement, and licence position baseline. Insight's approach includes the flexibility of integrating with an existing collection engine such as SCCM whilst applying the on board intelligence of our management engine.

Compliance Management

The service includes full analysis of the array of inventory data, effective capture and roll up of all your software purchases into a profile of current rights to use and on-going reconciliation of these two complex data sets.

Once all data has been captured Insight will:

1. Optimise entitlement

2. Map entitlement to software inventory

3. Ensure all on-going incremental changes are captured

4. Maintain the SAM Baseline optimised for your maximum benefit

The on-going accuracy of your baseline enables the license position report to be extracted and leveraged for budgeting, contract negotiation, upgrade planning and project development.

Vendor Audit Response

In recent years, vendor initiated software audits have dramatically increased in number – these events require immediate action and are often extremely costly and disruptive to undertake. If this option is included in your Managed SAM contract, Insight will undertake all necessary reporting required to fulfil the vendor's information request. If the software audit is from one of the vendors not in-scope, Insight is able to prepare the necessary vendor response for an additional fee and, as a Managed SAM customer; the normal service cost will be discounted by 30%.

Licence Desk

The complex nature of vendor licensing programmes requires expert knowledge to optimise the benefits of licence agreements. Insight Managed SAM customers have full access to the Insight team of experts who can respond to your queries on product usage and upgrade rights, vendor contract negotiations and renewals, product roadmaps and advice on reaping other benefits within vendor contracts – all underpinned by a managed SLA.

Process Integration

A certified SAM professional will review and define software management policies and processes for your organisation to leverage our Managed SAM service by integrating your key lifecycle functions including: Software Definition, Budgeting, License Procurement & Management, Release and Deployment Management, Change Management, Retirement, Contract Management and Media Management. All these processes are based on ITIL best practice and are optimised to help you meet ISO 19770-4 SAM standard requirements should you choose to certify.

Pricing Options

Managed SAM is available with a number of options to suit different requirements and budgets. Your service is available on a flexible commercial basis whereby you can choose to pay on a quarterly basis for the life of your contract.

Benefits of Insight Managed SAM:

- Eliminate excess investment and sustain reduction in software expenditure

- Mitigate 30-80% of non-compliance without paying a penny for software licenses

- Dramatically reduces the costs associated with managing your software estate

- Underpin estate management and planning with full visibility of the hardware and software

- Peace of mind that your organisation meets its software compliance obligations

- Maximise procurement efficiency

- On-going access to experienced SAM professionals

- Eliminate requirement for CAPEX investment for tools or staff

- No need to tie up your own resources

- Accurate and timely vendor reporting