



# Software Asset Management: Client Perspective

ILF ICT-juridiikkailta

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# Your Speaker



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**Manager, IT Advisory**

*"I have worked in various roles in the IT services space for 24 years (including Elisa, Fujitsu and SoftwareONE). My area of expertise is IT Asset Management and software licensing. In my current position at KPMG I am managing Software Asset Management (SAM) services."*

# KPMG Advisory Solution Offering

## Strategy

Growth strategy, Operations strategy and cost, CDD & ODD, Integration. Enterprise-wide transformation



## Responsible Investment and Sustainability Services

Integration of sustainability into business strategy and processes, sustainable finance services



## Public Sector

Leadership and organization development. Smart City. Evaluations and studies. Health and social services.



## Financial Services

Transformation, technology-driven innovation, strategy and operations. Compliance and regulation



## Financial Management

Next generation finance processes and reporting



## Governance Services

Internal audit, Risk management



## Deal Advisory

M&A and Valuation, Financial and Tax due diligence and Restructuring



Our professionals work with senior leadership across functional areas, applying our expertise and deep industry knowledge to develop innovative, technology-driven solutions to solve our clients' business challenges and help them grow and achieve financial results

## Forensic

Forensic advisory and investigations, Anti-money laundering, Forensic technology, Dispute advisory



## Lighthouse

Enabling new technology as artificial intelligence, intelligent automation and next generation data analytics



## CIO Advisory

Enabling digital enterprise, transformation into a customer-focused value-centric organization. IT M&A & integration and separation



## Digital Identity

Digital identity, digital customer identity, Identity access management



## Cyber Security

Cyber security assessment and development, Data privacy, Penetration testing



## Enterprise Architecture

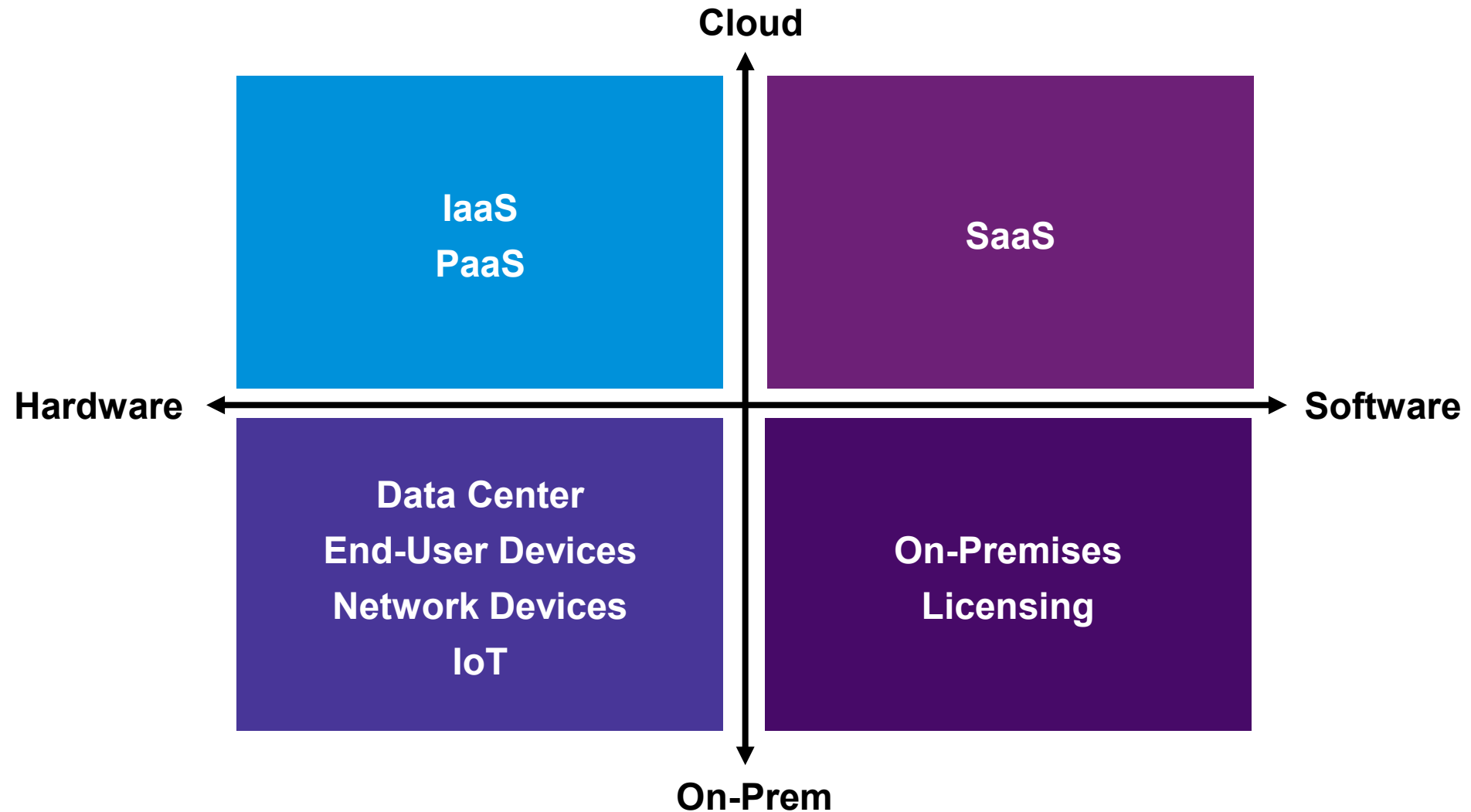
Ensuring alignment between IT, business and security. Enabling innovation, transformation and new technologies



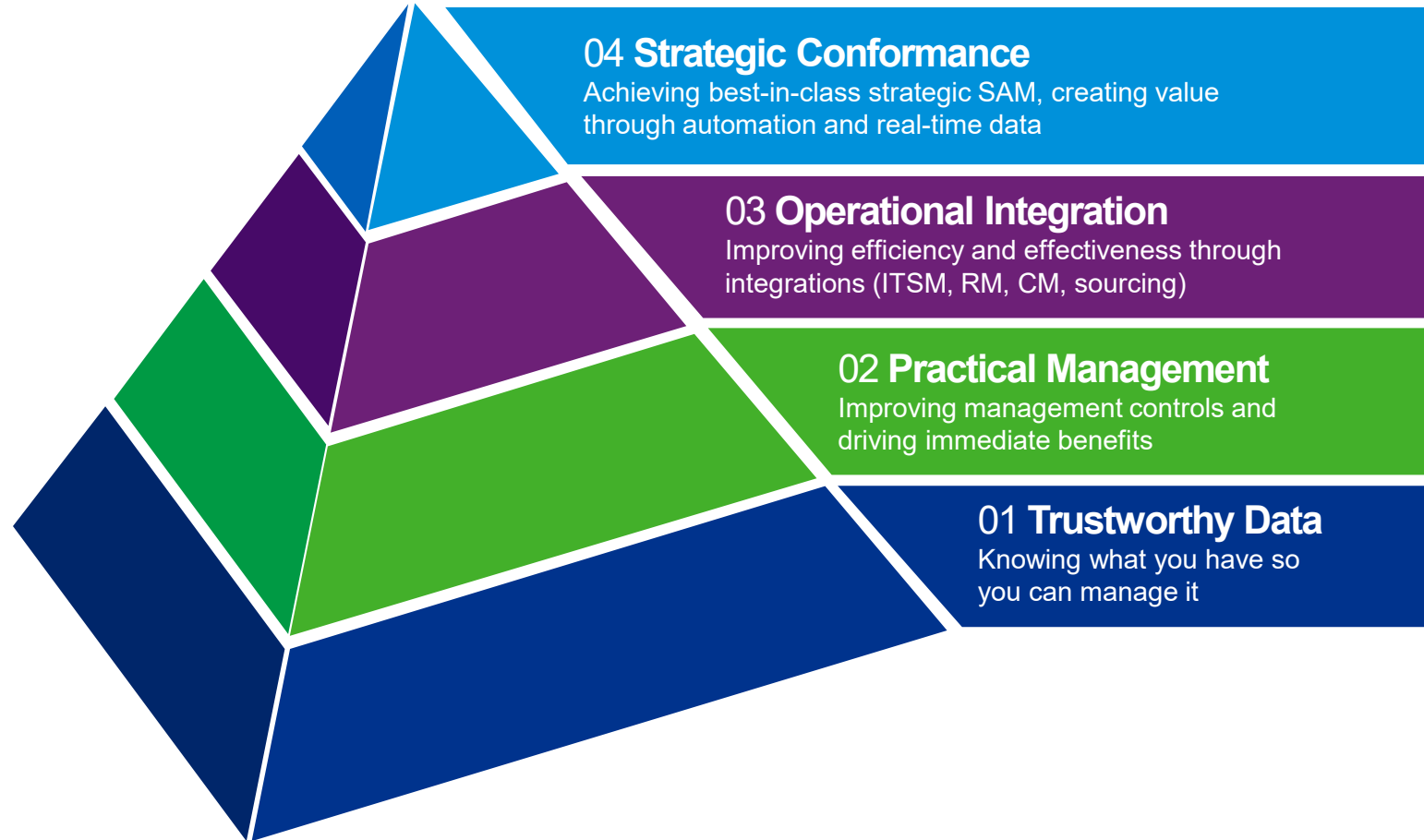
## IT Advisory and Transformation

Business transformation driven by technology, ERP Software Asset Management

# The Software Asset Management Landscape is changing



# SAM Capabilities: Foundation First



# Top 10 Reasons for IT and Software Overspend



**Inconsistent, decentralized or non-existing processes for asset management**



**Weak vendor management**



**Lack of planning against actual demand**



**Purchased products not fit for purpose**



**Failure to identify what you already own**



**SaaS and cloud capabilities not part of SAM**



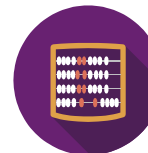
**Poor data quality in referential sources**



**Lack of ownership and policy enforcement**

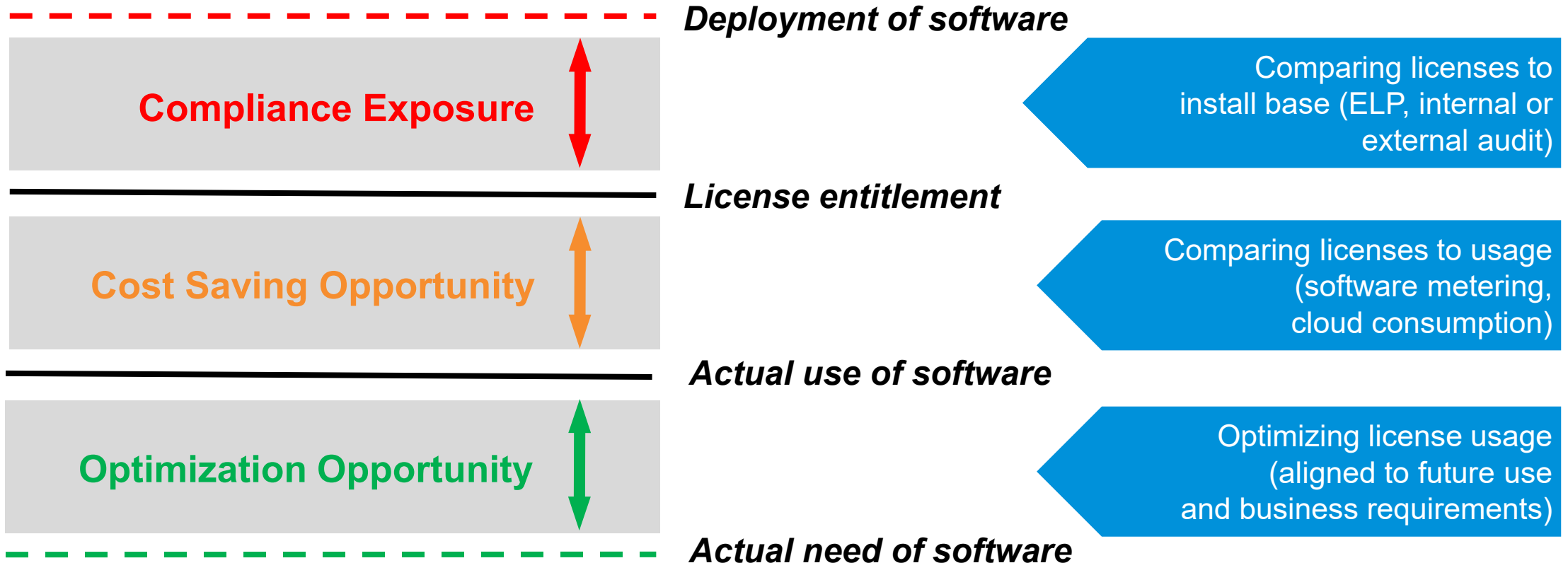


**Lack of resources, personal risk**



**Tool capabilities not current**

# Cost saving opportunities in Software Licensing

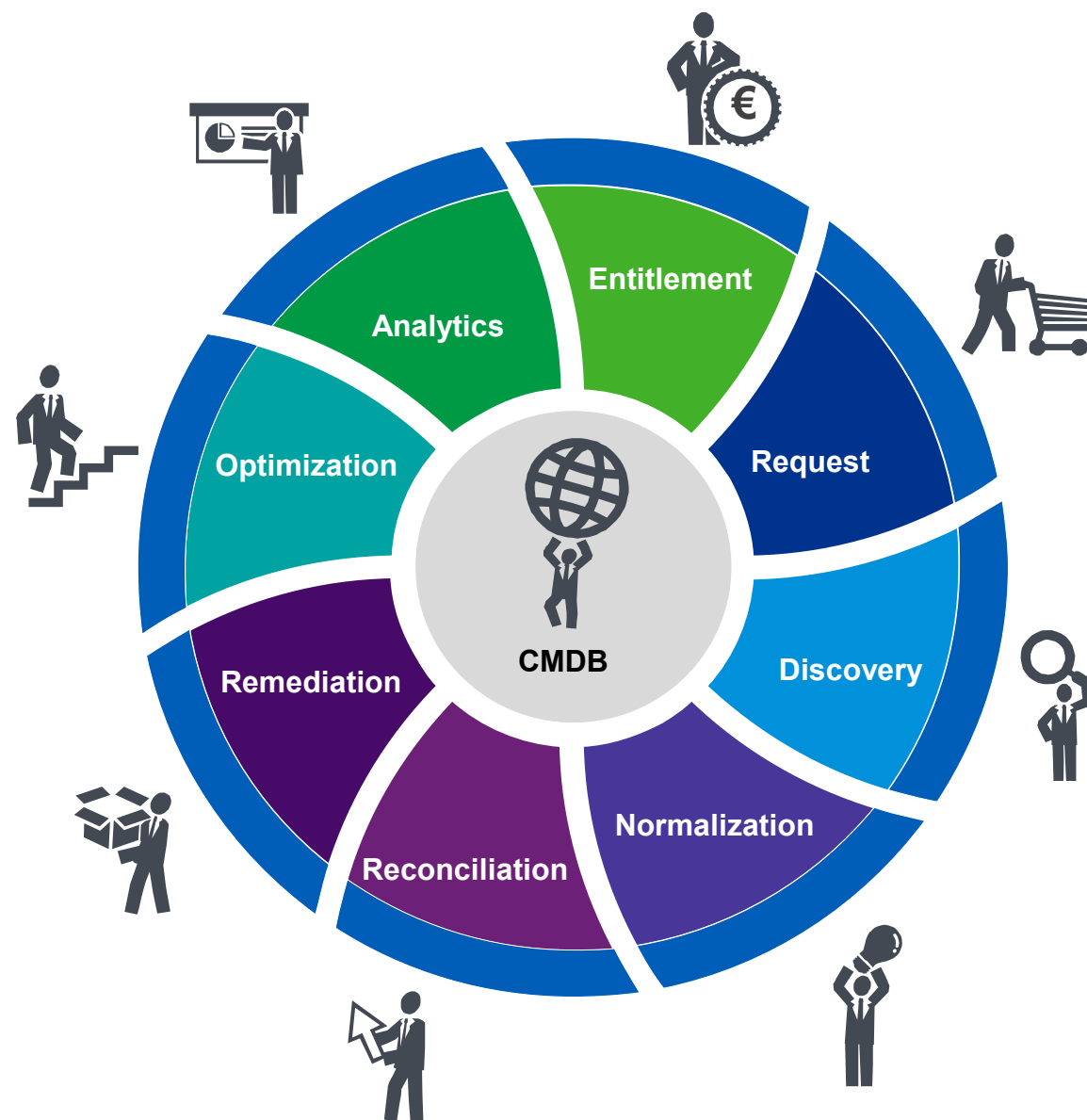




# Software Asset Management

## Key benefits of a Software Asset Management program

- **Financial**  
Visibility into IT spend and performance, improved license negotiation position
- **Operational**  
Reduced manual work, enhanced user and employee experience, ability to monitor and manage software and cloud cost
- **Risk Reduction**  
Proactive license compliance, minimized unbudgeted cost, mitigate unmonitored software deployments
- **Technological**  
Leverage automation and analytics capabilities, single source of truth based on a centralized CMDB





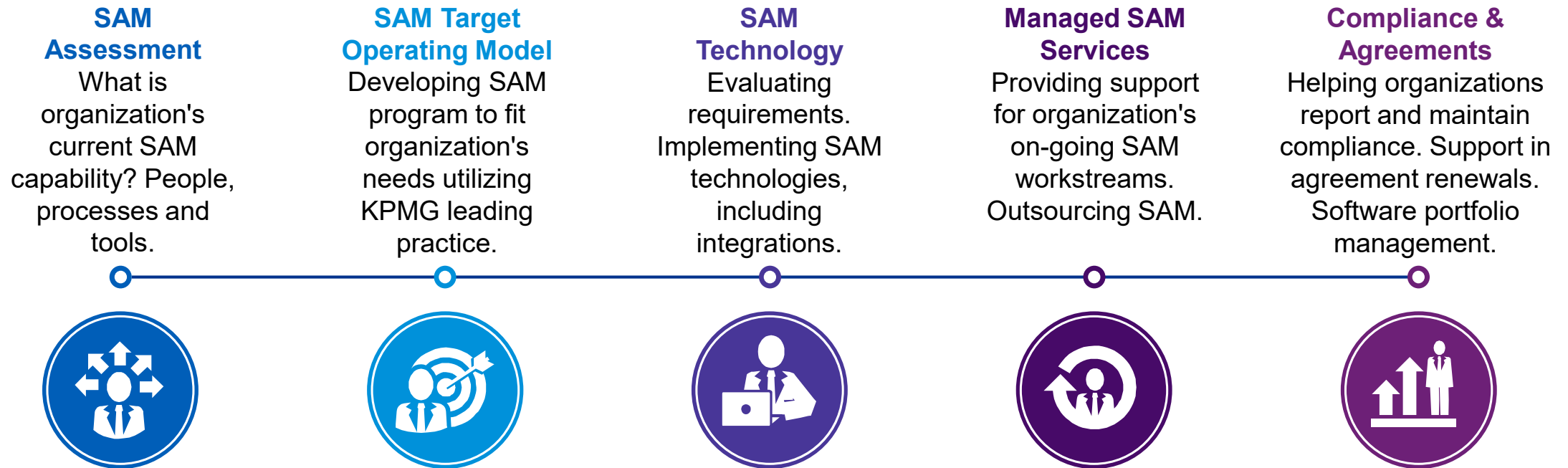
# Hot Topics in SAM

The initiatives that we most often engage with our clients. They are not all in scope for traditional **Software Asset Management**, but have a direct link to software licensing and **SAM** practice.

- The **SAP S/4HANA Journey**
- **Legacy Workflow Modernization**
- **Hybrid Cloud Management**
- **SaaS Cost Optimization**
- **Remote Workforce Enablement**
- **Application Consolidation**
- **Business Transformation**



# How KPMG helps organizations in SAM



# How to create value for SAM

## ✓ **Know what you own**

- ✓ Understand consumption
- ✓ Eliminate shelf ware
- ✓ Take control of SaaS
- ✓ Re-harvest licenses
- ✓ Maximize value
- ✓ Share SAM data
- ✓ Use SAM tools strategically

Gather information about your current and historical software license agreements to get full picture of your software portfolio.

Store entitlement data in structured way using a central repository that can be accessed by the people and processes that need this information.

# How to create value for SAM

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Track license consumption information for all license metrics, including user based licensing, virtualized environments and cloud (IaaS, PaaS, SaaS).

Manage usage data in a central repository that is able to reconcile licenses to usage.

# How to create value for SAM

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Deploy management tools that can measure actual usage of software, and not only how many copies are installed.

Stop renewing maintenance or subscription to licenses that are not used.

# How to create value for SAM

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- ✓ **Take control of SaaS**
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Create capability to understand your SaaS spending and meter its usage. This means more than just counting which team members have been assigned a SaaS subscription.

Not having visibility to your SaaS usage will lead to overspend and compliance issues ("Shadow IT")

# How to create value for SAM

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- ✓ Take control of SaaS
- ✓ **Re-harvest licenses**
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Create cost savings opportunities by recycling licenses between teams and users in your organization.

Make sure you can identify licenses that are available to re-use, and plan a process where they can be effectively consumed.



# How to create value for SAM

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- ✓ Take control of SaaS
- ✓ Re-harvest licenses
- ✓ **Maximize value**
- ✓ Share SAM data
- ✓ Use SAM tools strategically

Understand how you are entitled to use your purchased licenses and take full advantage of their capabilities.

Many softwares (e.g. Microsoft 365) contain a massive potential to work more efficiently and securely, but deploying them requires organizational change.

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- ✓ Maximize value
- ✓ **Share SAM data**
- ✓ Use SAM tools strategically

Data collected by SAM applications and processes benefits many teams. For instance change management and sec ops can use this data.

SAM does not equal simply counting license compliance, it's a broader practice.

# How to create value for SAM

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- ✓ Take control of SaaS
- ✓ Re-harvest licenses
- ✓ Maximize value
- ✓ Share SAM data
- ✓ **Use SAM tools strategically**

The automation and vendor specific optimization capabilities that specialist SAM tools offer are very valuable.

They do not, however, create value without effective roles and processes in place.

Also, they should support your overall workflows and reporting, and not be separate.



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