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WORK at LIGHTSPEED™

BRP4382 - Panel: Trends in Software Asset Management and Leveraging a Single-System-of-Action

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Agenda

- Welcome – 5 min
- Introductions – 5 min
- Panel Interviews & Discussion – 25 min
- Next Generation SAM - Jakarta – 10 min
- Closing Remarks – 5 min
  - Roundtable spotlights
  - Continue the conversation with your AE and have them reach out to us to schedule a demo

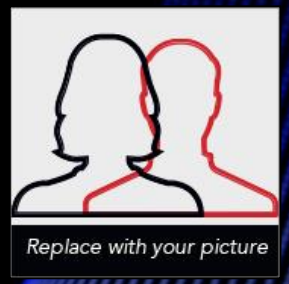
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Name: Tomer Mekhty

Title: Sr Director

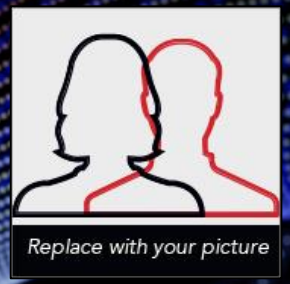
Company: ServiceNow



Name: Gina Addis

Title: ITAM

Company: Raymond James



Name: Kurt Lutz

Title: Analyst

Company: E&Y



Name: Craig Boyle

Title: Director

Company: CIBC



Name: Carleen Carter

Title: Director

Company: Acorio

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Session Overview



Objectives

- Unveil the journey behind Next Generation SAM



What You Will Learn

- You can decrease costs and licensing complexity
- You can improve your compliance position and avoid audit surprises
- You can harness the power of real-time analytics and a Single System of Action

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SAM Journey

1. Tell us about your experience with SAM and how did you personally get into this space?
2. Why is SAM a priority for your organization?
3. How did you address internal inertia in gaining support and funding for SAM?

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SAM Benefits

1. What cost savings components are you using to justify your ROI?
2. What early wins do you expect from adopting this solution? Inventory, re-harvesting, reconciliation, automation.
3. As you deliver your SAM Program, what have you defined as your measurements of success?

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Big Picture

1. What other functions in your organization would benefit from capturing the SW cost data with your SAM initiative?
2. How is SaaS and Cloud impacting you related to Software Licensing?
3. How has the power of the platform impacted your organization and what role do you see SAM playing in your roadmap?

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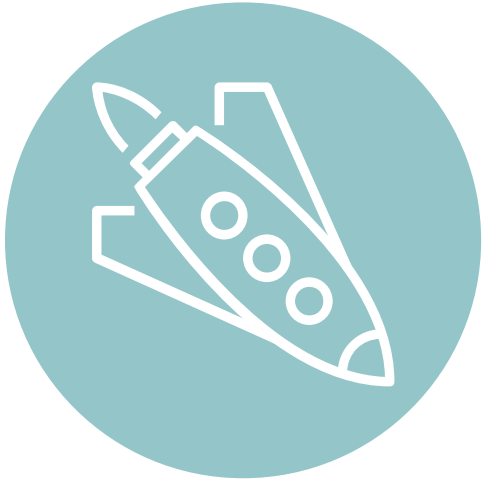
Summary - Licensing Complexity Drives Higher Risk and Cost



Uncertain Compliance Position



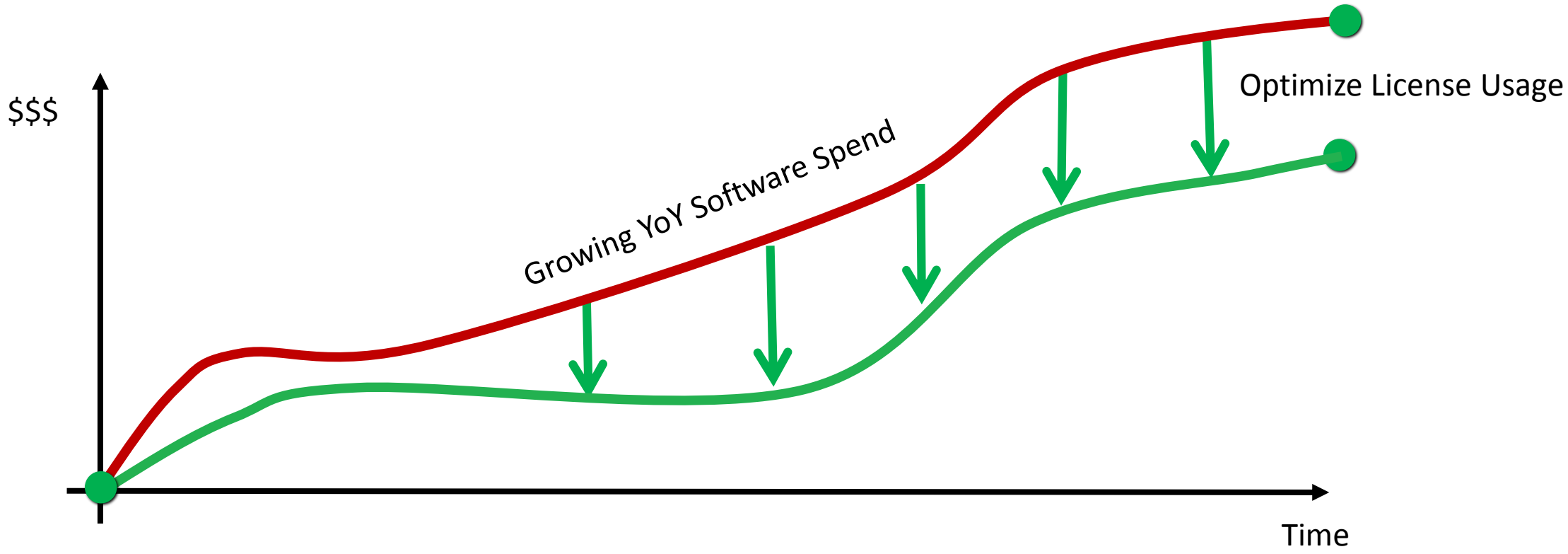
Underutilized License Capacity



Missed Opportunities with Traditional Tools

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Are you positively impacting software spend?

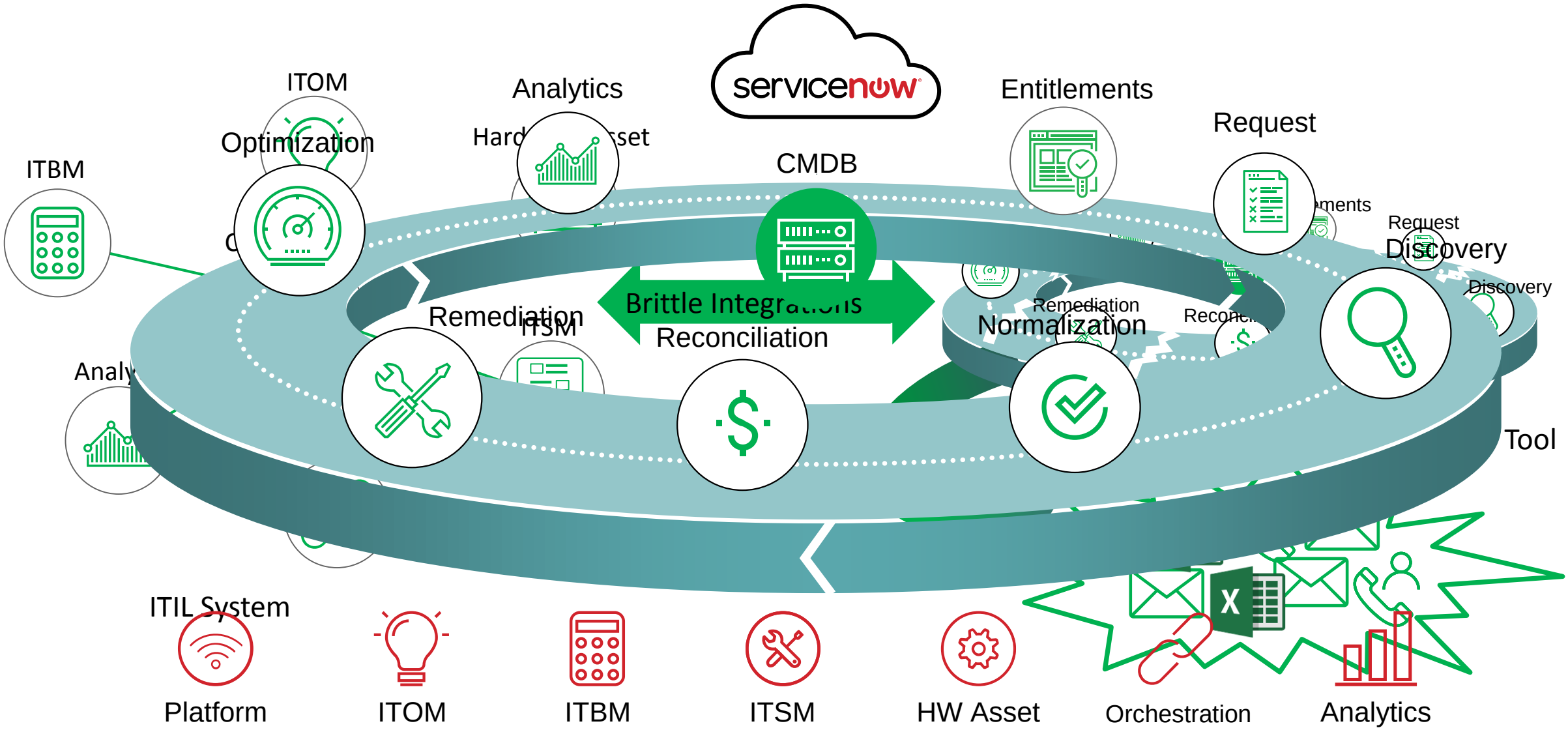


"Software licenses represent 21% of IT budgets. By 2018, 35% of organizations will have implemented a SAM optimization tool, up from 5% in 2014"

Gartner

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Traditional ITAM Tools Leave Opportunities Untapped



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Top Takeaways

1

SAM Leads to HARD DOLLAR Savings

2

Decrease impact of Audits

3

Drive efficiencies through Automation and Single System of Action

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Thank You

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Thank You

Steve Kuhn

Sr Director, GlobaL Sales

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