



# Achieve Cost Savings & Optimize Software Usage

A GUIDE TO ISAM'S BENCHMARK SERVICE

ISAM

## What is Benchmarking?

Benchmarking refers to the process of evaluating and comparing an organization's SAM practices against industry best practices or established standards. Benchmarking is not about copying what others are doing, it is about understanding what works and adapting it to a company's own unique needs. The benchmarking process can provide valuable insights into areas where an organization can improve its cost optimization.

## Don't Overpay for Software

ISAM has created an industry recognized benchmark utilizing its proprietary Greenbook<sup>SM</sup> tool. Greenbook<sup>SM</sup> tracks over 100 million data points, providing information on average and best-in-class costs for software vendors, helping organizations optimize usage and compare their costs to others of similar size. ISAM's benchmarking data includes unit cost, vendor count, product count, categorized detail, and alternatives. The service helps organizations achieve cost savings, optimize software license usage, and enhance business efficiency.

## Isam's Benchmark Process

ISAM's team of industry-leading experts will use Greenbook<sup>SM</sup>, which tracks more than 100 million data points covering software costs, product usage, and categorization, to compare your software licensing costs and expenses.

The benchmarking service will assess your software costs against average and best-in-class pricing and discounts using Greenbook<sup>SM</sup> normalized, standardized, and objective approach.

Based on the benchmarking results, ISAM will provide recommendations for improving costs through contract events such as true-ups, renewals, and new contract negotiations.

The benchmarking service will provide valuable insights into your software asset management practices and performance, procurement, infrastructure management, and license deployment.

ISAM's approach and benefits will enable you to identify areas for cost improvement, negotiate better contract terms, and reduce your overall software costs.



## Benefits of ISAM's Benchmark Service

1

Gain valuable insights into your SAM practices.

2

Identify areas for cost improvement.

3

Strengthen your negotiating position with vendors.

4

Achieve more favorable contract terms.

5

Optimize software license usage.

6

Reduce software license costs.

7

Enhance overall business efficiency and effectiveness.