



Unlocking the Strategic Potential of your SAM Program

A GUIDE TO ISAM'S SAM MATURITY SERVICE

ISAM

What is SAM Maturity?

SAM Maturity is the level of maturity that an organization has reached in terms of its Software Asset Management practices and processes. Our service benchmarks an organization's SAM program against industry best practices and frameworks, with the ultimate goal of maximizing its efficiency and effectiveness. By using a proven maturity model, our experts assess your organization's people, processes, and technology, providing tailored recommendations and ongoing support to help you succeed on your SAM journey.

Maximizing Strategic Business Impact

Our goal is to help the SAM program drive strategic business impact by providing valuable insights into costs, security status, and compliance. With our expert guidance, organizations can ensure firm executive commitment and necessary knowledge and interactions to succeed.

SAM Maturity Levels

REACTIVE	PROACTIVE	DYNAMIC	OPTIMIZED
Ad hoc SAM practices, lacking formal program and staff training, resulting in poorly managed software usage and compliance.	Developing SAM program, focused on optimizing software usage and reducing costs, with governance being established and enterprise tools in place.	Documented and effective SAM practices and governance, proficient staff, central reporting repository, and continuous improvement with integration into overall business strategy.	Fully optimized and integrated SAM practices, aligned with overall business strategy and reporting to CIO-CTO, with SAM data used to inform business decisions.



ISAM's SAM Maturity Process

- 1** Conduct a comprehensive review of current SAM practices across 7 functional areas and organizational synergy.
- 2** Conduct executive and subject matter expert interviews.
- 3** Review existing policies and processes.
- 4** Conduct a multiple-choice questionnaire with comment section.
- 5** Deliver detailed assessment report, presentation to interviewed parties and leadership team, and actionable executive recommendations.
- 6** Build a roadmap for implementing recommendations.
- 7** Provide ISAM's commitment to working with you every step of the way.
- 8** Ensure SAM success.

SAM Maturity: The Path to Better Business Decisions

An effective ITAM-SAM Maturity Practice depends on strong executive sponsorship, structured practices, and staffed accordingly. The failure of an ITAM-SAM Practice to show desired ROI is often related to the absence of a proper supporting framework. Ultimately, the goal is to use ITAM-SAM data to make better business decisions, reduce costs, and demonstrate the value of the investment. At ISAM, we can help you establish a SAM Program that delivers tangible results and business impact.



See how ISAM can help solve your Software Asset Management puzzle
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