PwC SAM I/O Analytics

Software Asset Management (SAM)
CIO Advisory Switzerland

pwc

IT Efficiency & Cost Optimization with SAM I/O Analytics

Combine your data inventories and make improved decisions in order to save money.
Create a BI solution based on the data you already own.

Challenges

- **Determining optimization potentials** within complex IT infrastructures although on premise, hybrid or SaaS environments
- **Deriving data on effective usage of IT** to deduce an effective software license position, account cleansing assessments, risk valuation of unauthorized/non-supported application, cost optimization or contract negotiation preparation
- **Assessing IT Asset inventory** in the course of M&A transactions (due diligence, carve-out, PMI)
- **Analyzing IT utilization efficiency** within complex IT structures and/or multiple data management sources

Complexities

- **Passively managed** and/or branched *Active Directories*
- **Strongly demarcated competencies or responsibilities** between Account Management and Service Management
- **Passive** or limited User **Account Management** / controlling
- **Decentralized** Software Asset Management competencies or **responsibilities**
- Missing or rather **limited expertise** for pointing out relevant risk factors and/or potentials

PwC Solution Approach

With the „**SAM I/O Analytics**“ technique we present an innovative approach to cope with your challenges and data complexities. In particular, our solution is characterized by the following features:

- **Target-orientated & efficient**
  Our approach delivers data-based answers to crucial issues and thereby saves efforts of internal resources
- **Agile & flexible**
  The technique can be applied quickly, whereby the base logic allows for seamless adaption to customer individual circumstances and data input model
- **SAM Excellence**
  Our long-term experienced consultants apply the technique, interpret the results and support you with deriving appropriate measures

Common challenges of SaaS / On Premise IT Software usages

Multilayered decentralized software environments with their individual and heterogeneous account structures require a flexible approach to realize cost- / benefit potentials

Microsoft SAP Adobe salesforce CITRIX

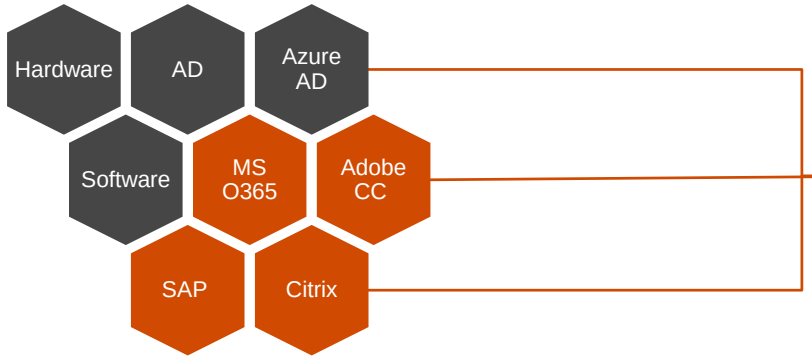
Nowadays, user-based software services present one of the largest cost drivers within the software portfolio. Standardized SAM tools tackle these complex dependencies solely to a limited extent and/or with high administrative efforts.

Account Management	• Decentralized / reactive License and Service Management with limited ability to realize synergy potentials • Reactive administration processes limit reusage of available use rights and lead to increasing operating costs • Parallel usage of account roles by same user due to decentralized account authorization • No or insufficiently defined SAM responsibilities between customer organization and external service providers (outsourcing / hosting)				
Licensing challenges	• Allocation of user-based license roles to system or group accounts • Parallel licensing through cloud + on premise product rights	• Allocation of user-based license roles to system or group accounts • Complexity of licensing models • Indirect Access Management for system accounts with 3rd party software	• No license coverage of on premise deployments (Adobe CS) by cloud accounts (Adobe CC) • Parallel licensing through cloud + on premise product rights	• Partly complex licensing-service model (license roles and desired scope of use, transaction based measures)	• Combination of various software requirements and complexities (App-V, VDI, VDA, RDP CALs) • Compliance with device- and user-based license terms of individual software vendors
Software reharvesting & right-sizing	• Identification and allocation of parallel user / account assignments • Allocation of optimized software role licenses to dedicated user groups (external, internal, frontline worker) • Determination of effectively used services and right-sizing of account authorization				

Three stages towards Business Intelligence

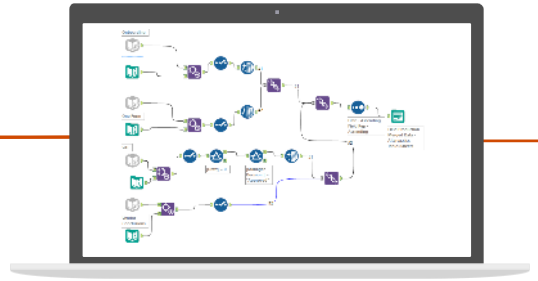
The scalable analysis of large datasets from multi data source systems is executed by latest techniques and SAM know-how – determining optimization potentials regarding cost and usage

1. Inventory



Elevation of Software Asset Management data from standard IT technology

2. Analysis Workflow



Streamlined and flexible data analysis workflows structure, standardize the incoming mass data

3. Visualization & Reporting

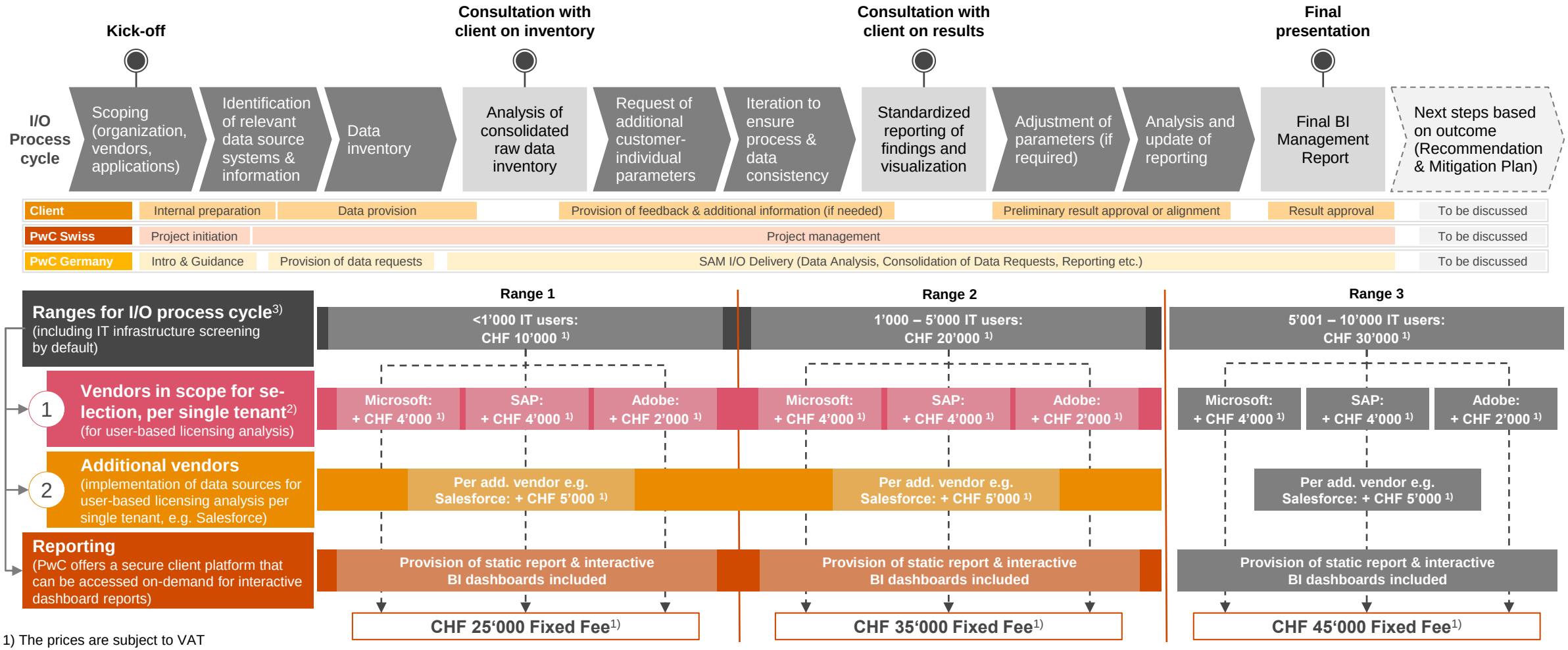
Insights from data analysis are prepared in visually appealing and management satisfying dashboards, as well as structured data reports for further working steps

I/O Process cycle

- **Kick-off**
  - Scoping (organization, vendors, applications)
  - Identification of relevant data source systems & information
  - Data inventory
- **Consultation with client on inventory**
  - Analysis of consolidated raw data inventory
  - Request of additional customer-individual parameters
  - Iteration to ensure process & data consistency
- **Consultation with client on results**
  - Standardized reporting of findings and visualization
  - Adjustment of parameters (if required)
  - Analysis and update of reporting
- **Final presentation**
  - Final BI Management Report
  - Next steps based on outcome (Recommendation & Mitigation Plan)

Pricing Model

How SAM I/O Analytics can be provisioned



1) The prices are subject to VAT
2) Tenant is a single access management authority environment to a software service (e.g. active directory domain)
3) Individual fixed fee pricing for larger companies: for organizations with more than 10'000 IT users will be determined via a joint pre-scoping, in order to estimate the data gathering and analysis efforts

We are at your disposal for any questions and concerns you may have

Rejhan Fazlic

Director – Head of CIO Advisory

T +41 58 792 11 48
rejhan.fazlic@ch.pwc.com

PwC, Birchstrasse 160, 8050 Zürich
+41 58 792 44 00

Andreas Bauch

Manager

T +41 58 792 46 75
andreas.bauch@ch.pwc.com

PwC, Birchstrasse 160, 8050 Zürich
+41 58 792 44 00

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