



# Commercial Software Licensing

CHAPTER 10:

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## **IT Asset Management (ITAM) Software Asset Management (SAM)**

Prepared by DoD ESI | January 2013

- IT Asset Management (ITAM) and Software Asset Management (SAM) allow for a complete and accurate inventory of IT assets (including software).
- ITAM and SAM Best Practices focus on a centralized management of several data repositories including a record of contracts, receipts, deployments, and changes.
- ITAM and SAM help management create integrity of an IT environment, preventing unauthorized assets and redundant purchases.
- ITAM and SAM are important to reliable self audits of license quantity and user rights.
- ITIL and Change Management are important elements of any ITAM program.



# ITAM & SAM Defined

## ITAM

- ITAM is a set of policies and procedures for identifying, listing, inventorying, and managing all assets within the organization's IT environment.
- These assets include hardware, software, and other IT resources.
- The ultimate objective for some ITAM experts is the creation of a CMDB—Configuration Management Database—the illusive “single source of truth” regarding the entire inventory of IT assets in any organization.

## SAM

- SAM can be viewed as a subset of ITAM.
- For many organizations, SAM is an important first step toward ITAM.

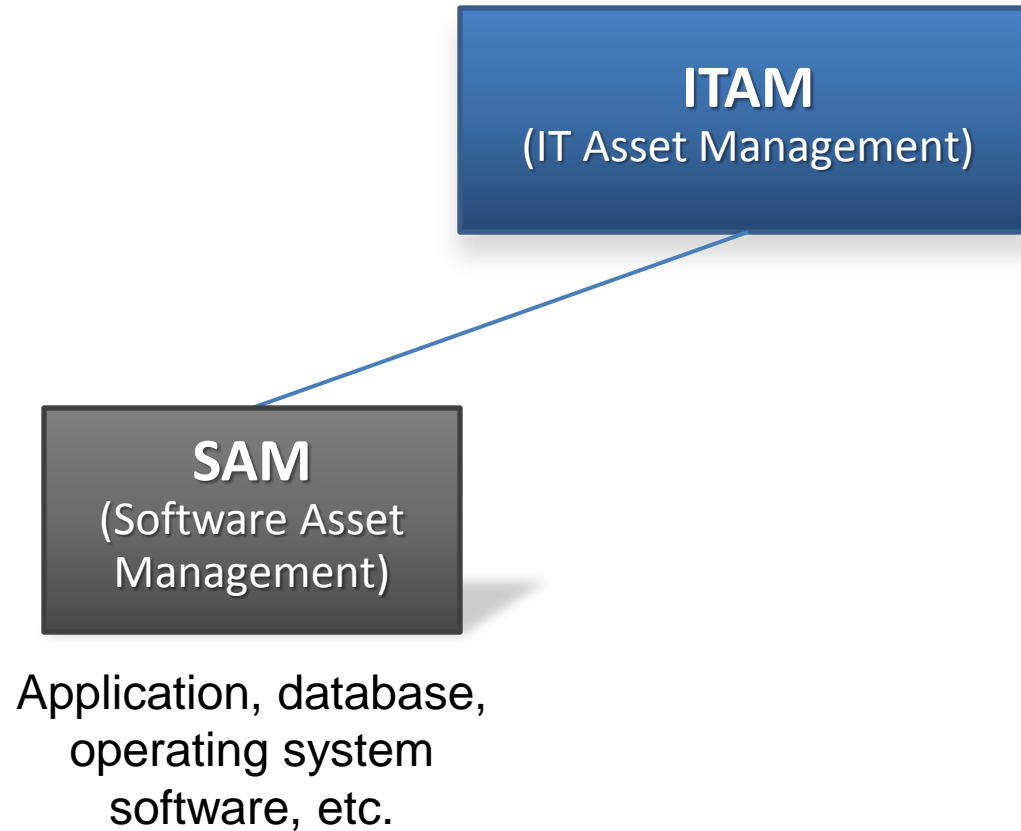


## ITAM (IT Asset Management)

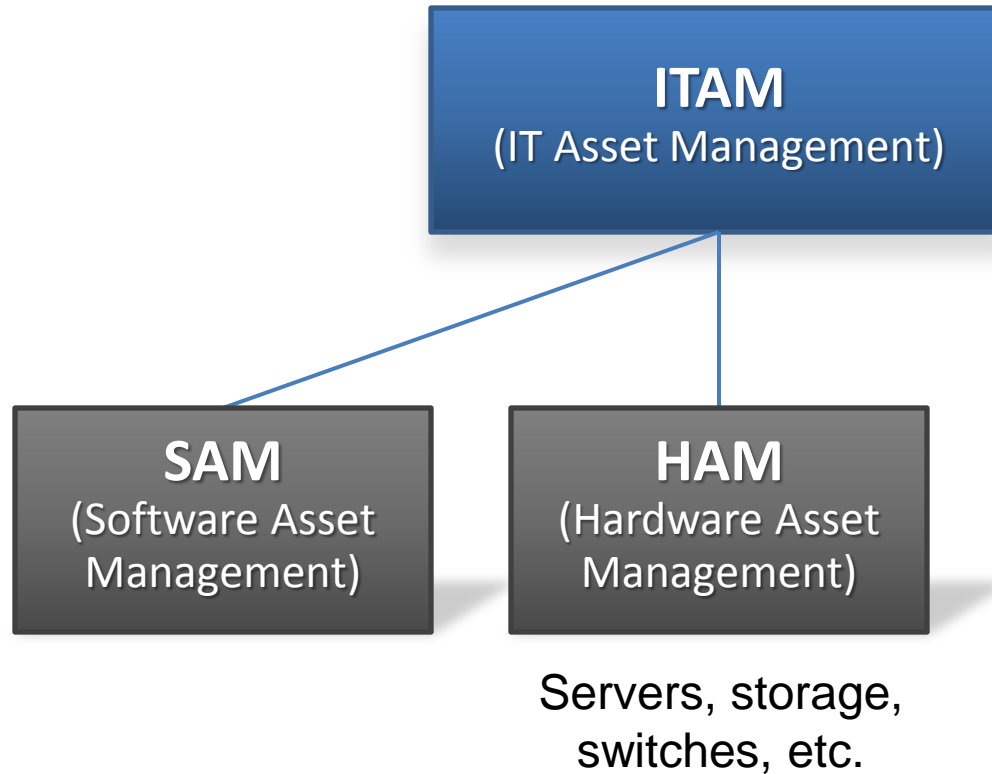
Covers all assets in  
the organization's  
IT environment.



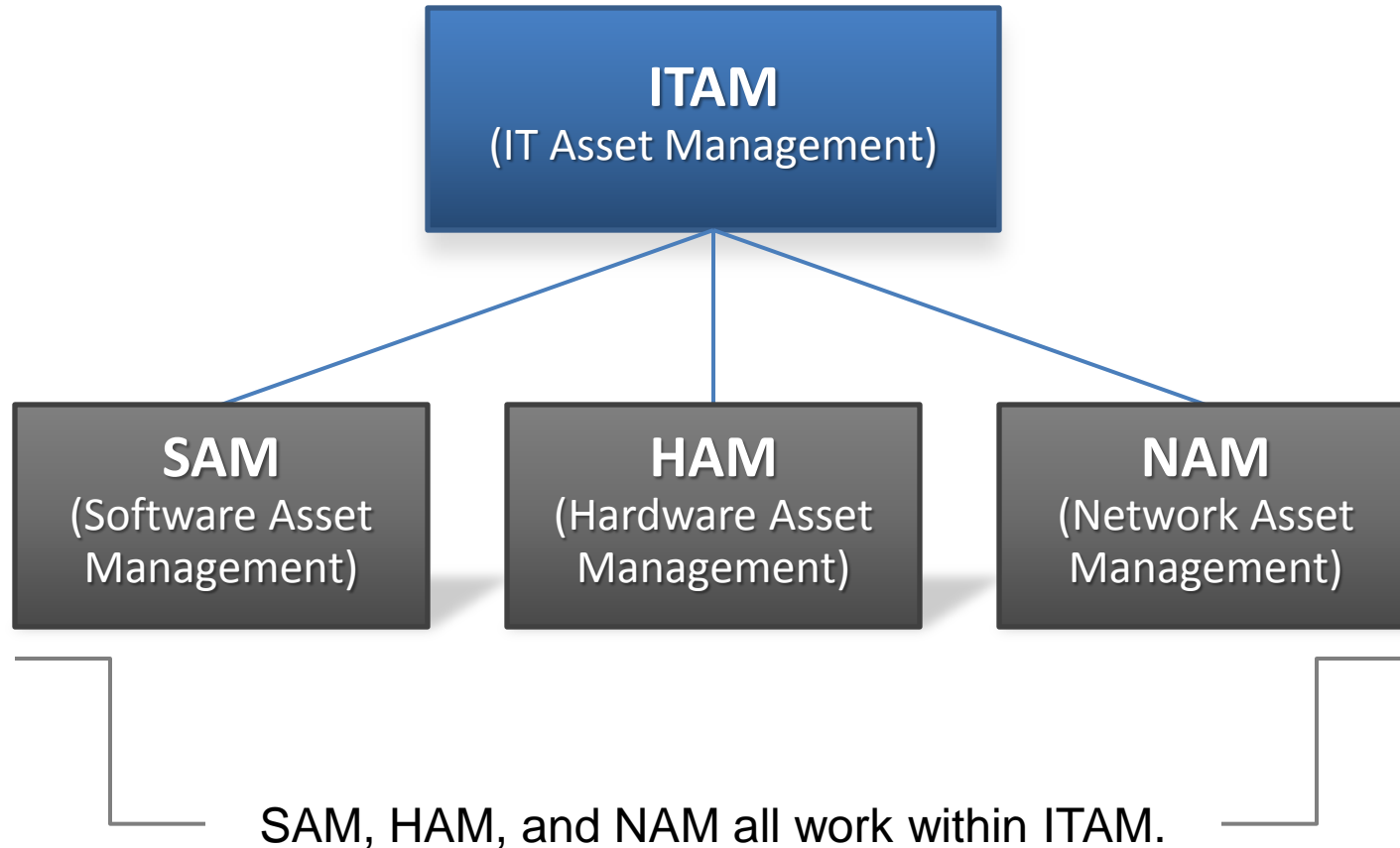
# ITAM & SAM Defined (cont.)



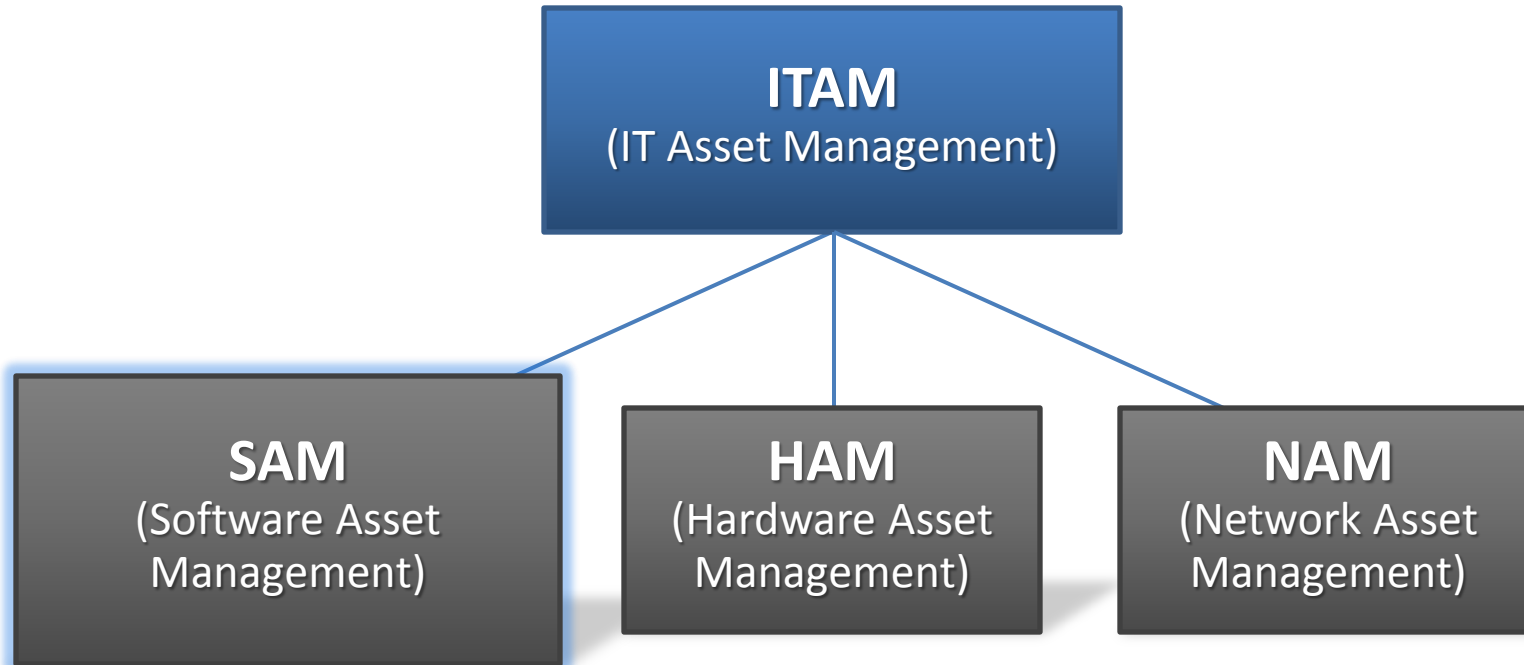
# ITAM & SAM Defined (cont.)



# ITAM & SAM Defined (cont.)



# ITAM & SAM Defined (cont.)



Policies/procedures for managing software assets in an IT environment can include license audits, upgrades, maintenance, etc.





- Top best practices in ITAM and SAM:
  - *Establish Centralized (DoD) Software Management Policies and Procedures.*
  - *Record Software Licenses and Use Rights.*
  - *Capture and Record Software Information at the Time of Receipt.*
  - *Employ ITIL Change Management Processes to Ensure IT Infrastructure Integrity.*
  - *Capture and Record Software Deployment Information at Time of Deployment.*
  - *Manage Compliance with Software Usage Rights Granted.*
  - *Conduct DoD Self-Audits as Necessary.*



# Why ITAM & SAM Are Important

Maintain Integrity of Operations



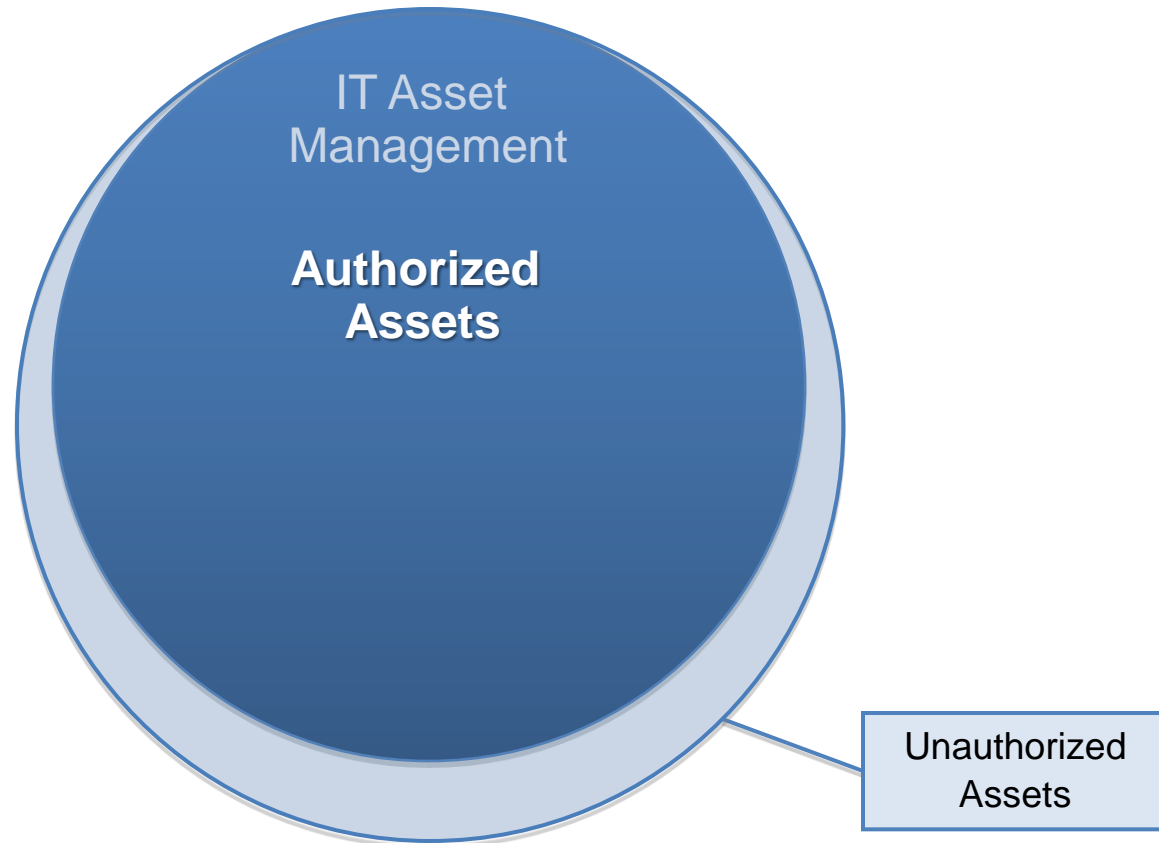
IT Asset  
Management



Your Preferred Source for  
IT Acquisition Across the DoD

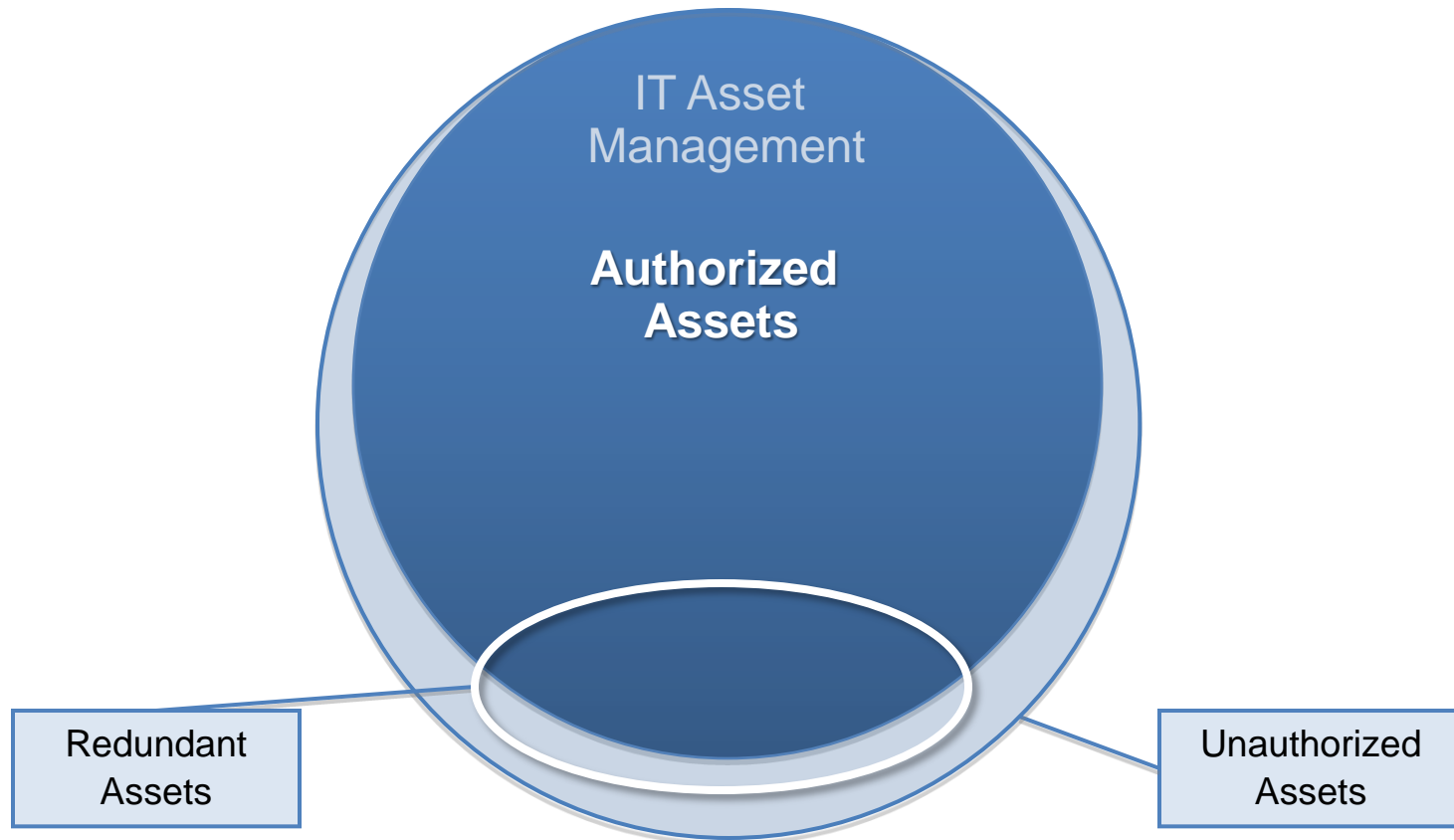
# Why ITAM & SAM Are Important

## Manage Authorized vs. Unauthorized Assets



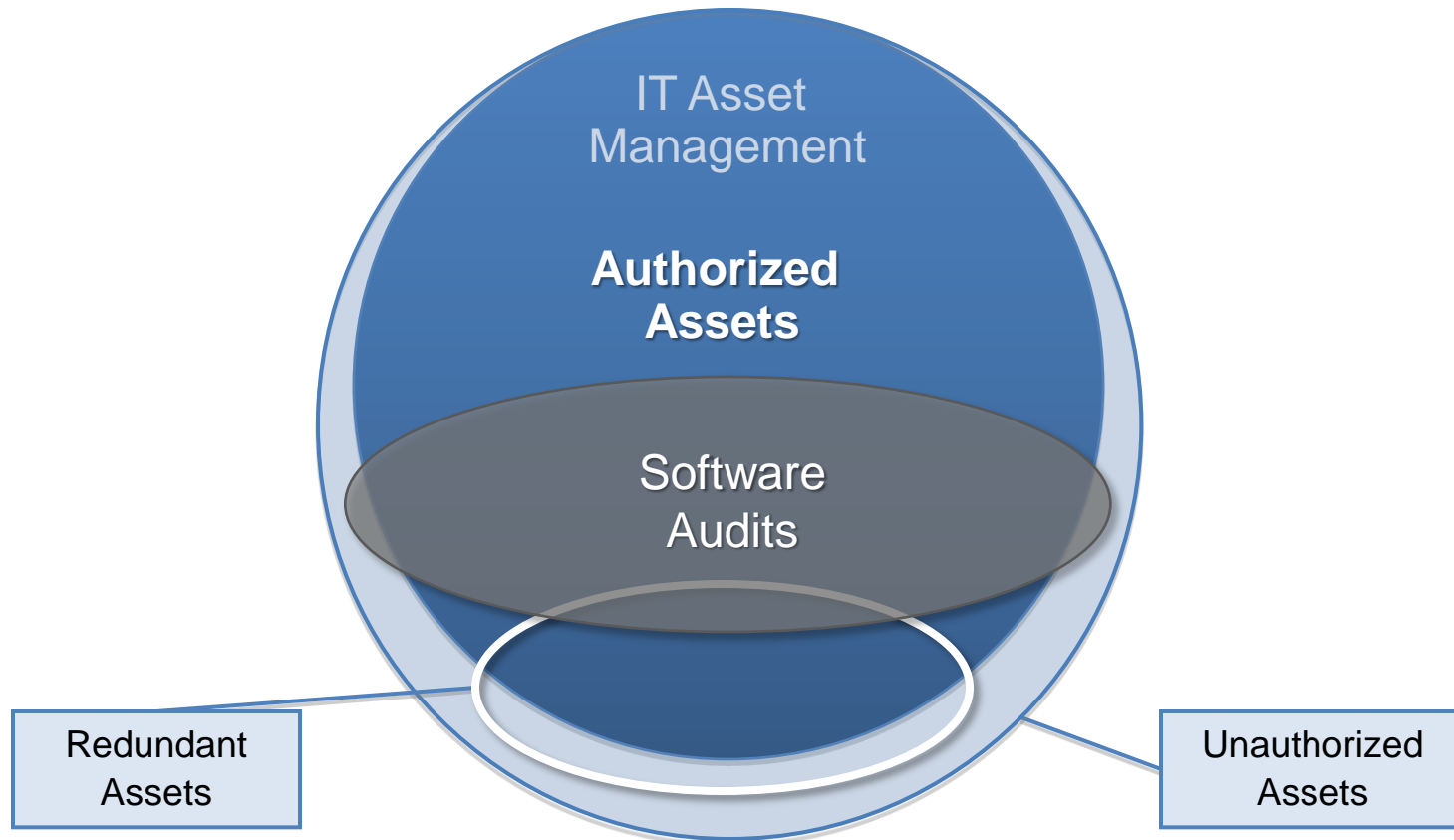
# Why ITAM & SAM Are Important

## Eliminate Redundant Expenditures

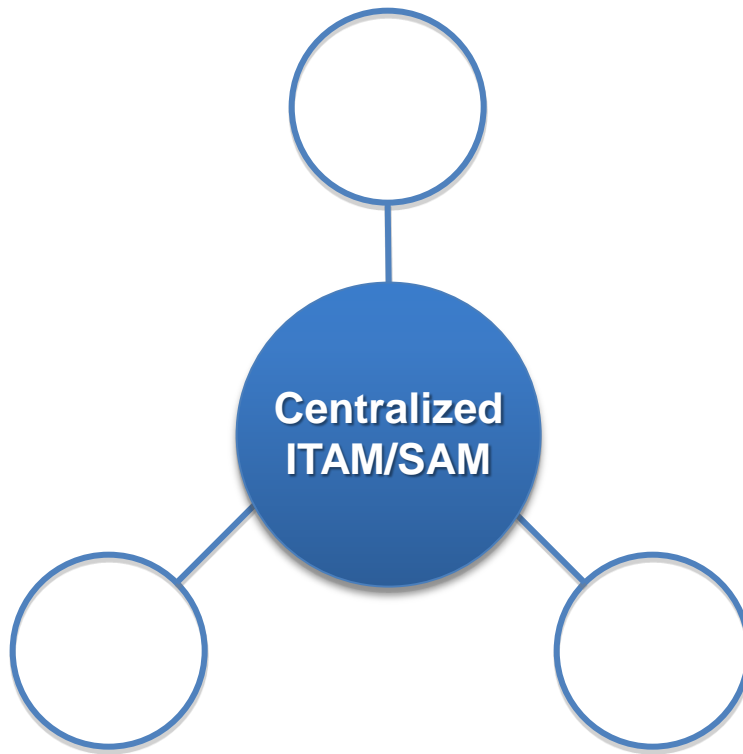


# Why ITAM & SAM Are Important

## Facilitate Software Audits



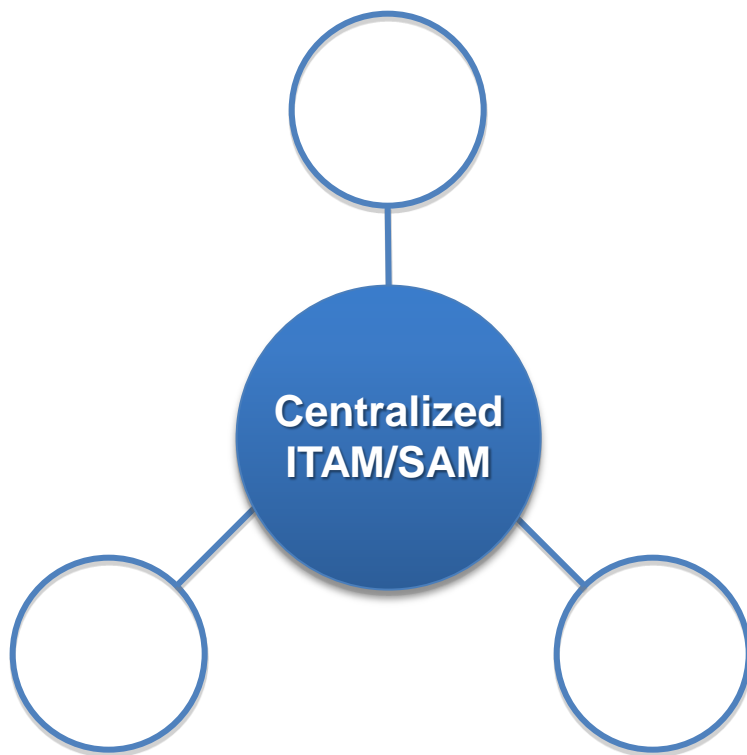
# Centralized vs. Decentralized Management



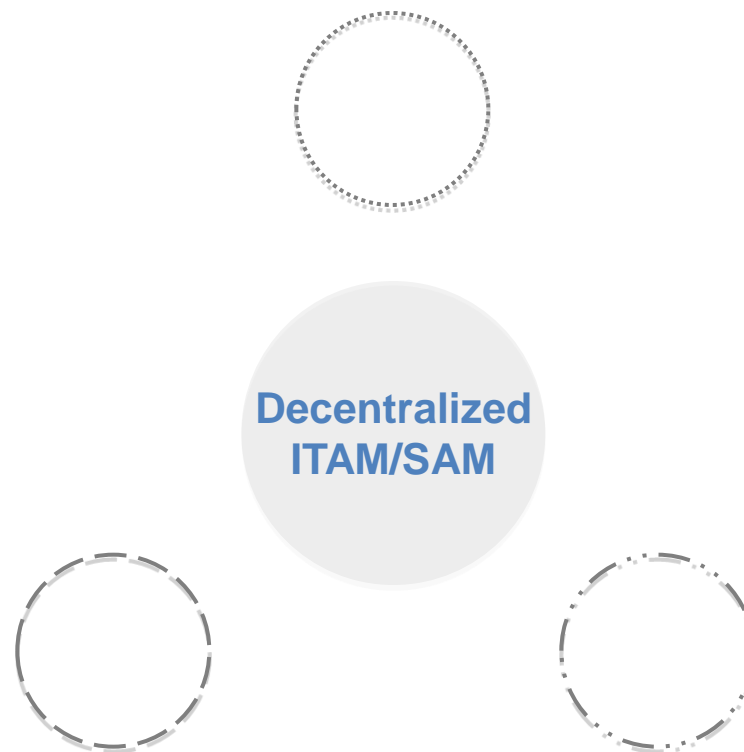
- DoD establishes common platform.
- Provides broadest view.
- Consistent application of policies.



# Centralized vs. Decentralized Management



- DoD establishes common platform.
- Provides broadest view.
- Consistent application of policies.



- Disjointed approach.
- Creates potential for unnecessary purchases.
- Inconsistent application of policies.

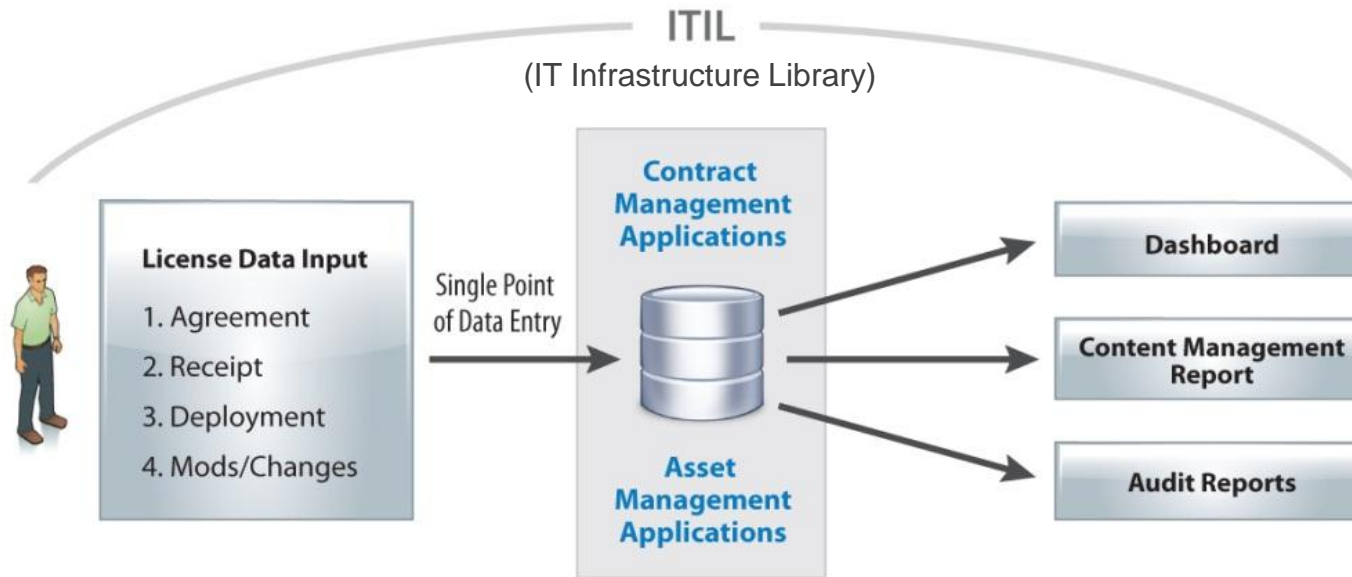


# ITAM/SAM Repositories & Data Requirements

Repositories	Agreement/Contract	Receipt	Deployment	Changes/ Modifications
<b>Summary</b>	Captures all appropriate license agreement data.	Captures all license receipt information comparing receipt with license agreement. Any discrepancies should be documented and resolved.	List server name or other device and location where software is deployed.	Captures details regarding software updates, patches, fixes, etc.
<b>Data Input Elements</b>	<ul style="list-style-type: none"> <li>• Product.</li> <li>• Version.</li> <li>• Publisher.</li> <li>• Vendor.</li> <li>• Agreement date.</li> <li>• Number of licenses.</li> </ul>	<ul style="list-style-type: none"> <li>• Date.</li> <li>• Quantity.</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Date.</li> <li>• Quantity.</li> <li>• Device.</li> <li>• location of software deployment.</li> </ul>	<ul style="list-style-type: none"> <li>• Date (due and actual).</li> <li>• Quantity.</li> <li>• Device.</li> <li>• Location of software changes.</li> </ul>







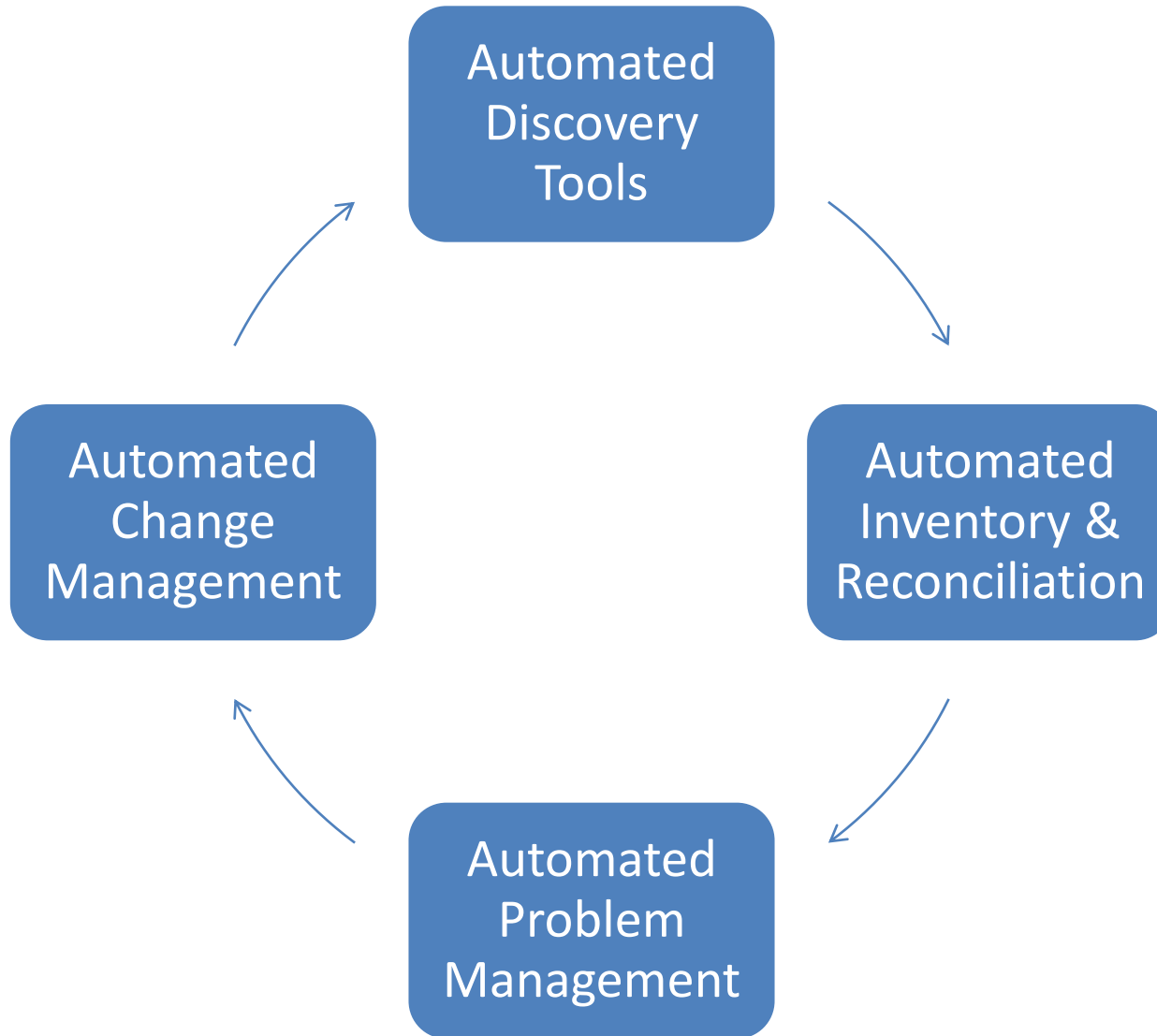
## Why Use ITIL?

- ITIL provides a comprehensive set of disciplines and processes for the orderly management of IT assets and services within an organization.

## Why Change Management?

- ITIL-based Change Management processes ensure changes to the IT infrastructure are authorized, tested, and deployed properly—thereby retaining environment integrity.

# Automated Tools for SAM



Discuss the relationships between ITAM and SAM.

List and discuss ITAM and SAM best practices.

Why are ITAM and SAM important to the Government?

Discuss the pros and cons of centralized versus decentralized management of IT.

List the critical data repositories of an IT environment and how they can be used to support ITAM and SAM processes.

What is ITIL and how does it impact ITAM and SAM?

What is change management within ITIL and what role does it play in ITAM and SAM?

Discuss the automated tools available to facilitate ITAM and SAM and describe their contributions.

