

# SOFTWARE ASSET MANAGEMENT SOLUTIONS

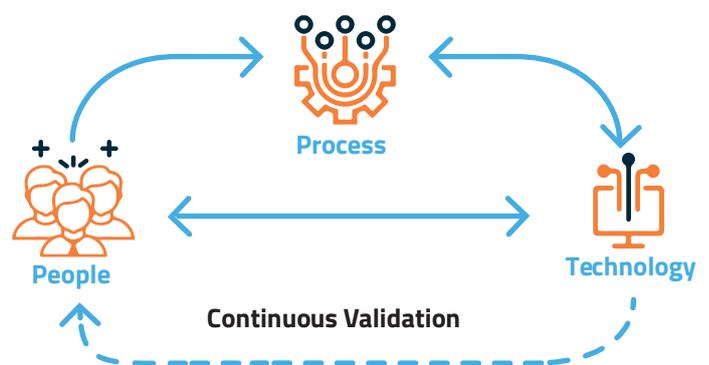
## Optimize Technology Spend with Comprehensive SAM Support

Most organizations rely too heavily on their Software Asset Management (SAM) tool — hoping it will completely eliminate all non-compliance exposure and magically optimize all IT software investments. Unfortunately, that is hardly ever the case as a successful SAM program goes beyond implementing SAM technology and simply pressing the “easy button.”

Through effective governance and repeatable processes, enterprises can enable their people to focus on proactively managing their software assets, which helps to avoid unplanned license and maintenance fees, along with costly shelfware. Common challenges that need to be strategically tackled can include:

- Building cross-functional alignment & executive support around program goals
- Securing sufficient resources & obtaining the skills necessary to successfully execute a SAM program
- Accurately identifying your software & hardware assets
- Tracking & managing vendor entitlements
- Navigating around competing IT priorities

## A Risk-based Approach to Software Asset Management



Connor offers Software Asset Management (SAM) services designed to help enterprises reduce IT vendor spend, optimize software licensing environments, and mitigate non-compliance risk. Instead of attempting to “boil the ocean” with SAM, we take a tailored, risk-based approach to ensure your program meets your business needs.



Our consultants have unparalleled expertise in thwarting vendors during an audit and instating internal processes that proactively mitigate IT supplier risk and drive material cost savings.

## Comprehensive Services, Expert Guidance

Our consultants have “walked in your shoes” and provide both a practitioner’s point of view, along with an auditor’s lens of effective SAM. Spanning all industries, we have elped to evaluate SAM programs and have conducted thousands of vendor audits on behalf of major publishers.



Evaluated hundreds of Software Asset Management programs



Evaluated hundreds of Software Asset Management programs



Evaluated hundreds of Software Asset Management programs

## Partnering with best-of-breed technologies

Connor is committed to providing the most comprehensive support for today’s leading Software Asset Management solution providers.



## Benefits you can measure

At Connor, our deep experience and proven track-record leading SAM departments for Fortune 100 companies is unmatched — resulting in SAM process and technology improvements that can tame IT vendor risks and maximize ROI on technology investments for the enterprise.v



Holistic View into Software Assets



Strategic Roadmap to Success



Mitigate Supplier & Security Risks



Realize Material Cost Savings