PwC
SAM I/O
Analytics

Software Asset Management (SAM)
CIO Advisory Switzerland
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

November 2020
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

<table>
<thead>
<tr>
<th>Account Management</th>
<th>Licensing challenges</th>
<th>Software reharvesting &amp; right-sizing</th>
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<tbody>
<tr>
<td>• Decentralized / reactive License and Service Management with limited ability to realize synergy potentials&lt;br&gt;• Reactive administration processes limit reusage of available use rights and lead to increasing operating costs&lt;br&gt;• Parallel usage of account roles by same user due to decentralized account authorization&lt;br&gt;• No or insufficiently defined SAM responsibilities between customer organization and external service providers (outsourcing / hosting)</td>
<td>• Allocation of user-based license roles to system or group accounts&lt;br&gt;• Parallel licensing through cloud + on premise product rights&lt;br&gt;• Allocation of user-based license roles to system or group accounts&lt;br&gt;• Complexity of licensing models&lt;br&gt;• Indirect Access Management for system accounts with 3rd party software&lt;br&gt;• No license coverage of on premise deployments (Adobe CS) by cloud accounts (Adobe CC)&lt;br&gt;• Parallel licensing through cloud + on premise product rights&lt;br&gt;• Partly complex licensing-service model (license roles and desired scope of use, transaction based measures)&lt;br&gt;• Combination of various software requirements and complexities (App-V, VDI, VDA, RDP CALs)&lt;br&gt;• Compliance with device- and user-based license terms of individual software vendors</td>
<td>• Identification and allocation of parallel user / account assignments&lt;br&gt;• Allocation of optimized software role licenses to dedicated user groups (external, internal, frontline worker)&lt;br&gt;• Determination of effectively used services and right-sizing of account authorization</td>
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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.
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**
   - Hardware
   - AD
   - Azure AD
   - Software
   - MS O365
   - Adobe CC
   - SAP
   - Citrix

   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.

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**I/O Process cycle**

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

How SAM I/O Analytics can be provisioned

Ranges for I/O process cycle:

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

**Ranges for I/O process cycle**

<table>
<thead>
<tr>
<th>Range 1</th>
<th>Range 2</th>
<th>Range 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1'000 IT users: CHF 10'000</td>
<td>1'000 – 5'000 IT users: CHF 20'000</td>
<td>5'001 – 10'000 IT users: CHF 30'000</td>
</tr>
</tbody>
</table>

**Vendors in scope for selection, per single tenant**

1. Microsoft: + CHF 4'000
2. SAP: + CHF 4'000
3. Adobe: + CHF 2'000

**Additional vendors**

1. Per add. vendor e.g. Salesforce: + CHF 5'000

**Reporting**

1. Provision of static report & interactive BI dashboards included

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**Client**

- Internal preparation: Data provision
- Provision of feedback & additional information (if needed)
- Preliminary result approval or alignment
- Result approval
- To be discussed

**PwC Switzerland**

- Project initiation: Project management
- To be discussed

**PwC Germany**

- Intro & Guidance: Provision of data requests
- SAM I/O Delivery (Data Analysis, Consolidation of Data Requests, Reporting etc.)
- To be discussed

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

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