

# SAM Expert Training and Assessment



Software asset management (SAM) is of increasing importance to organisations. Software license audits are here to stay. The future holds only more audits, by more vendors, in higher frequency and with increased depth and aggressiveness. Adequate software asset management policies and procedures helps mitigate risk of non-compliance, minimizes the disruptive effect of software license audits and generates cost efficiencies.

In order to improve software asset management, organisations often appoint license managers or hire external software asset management consultants. The main question confronting these organisations: is our license manager or software asset manager consultant qualified and sufficiently equipped to raise our software asset management to the required standards? Bottom line is that, in order to make software asset management successful, organisations require knowledgeable, skilled and experienced resources: SAM Experts.

KPMG is familiar with the typical challenges associated with implementing and improving software asset management. Our experience has evolved from performing software license compliance engagements on behalf of software vendors to providing our clients with a wide range of software asset management services. KPMG now shares its experience and knowledge to help license managers and software asset management consultants by training them to reach the level of a SAM expert.

## **SAM Expert Training**

The KPMG SAM Expert training and assessment is based on the specifications from various internationally recognized software asset management methodologies and certifications.

The training session offered by KPMG takes 4 days plus an optional 4 hour final assessment. This provides SAM Experts with a quality warrant appreciated and recognized by organisations looking to implement or improve their software asset management.

## Objectives

The objectives of the SAM Expert Assessment are to train and assess the SAM Expert's:

- Response to the dynamic of IT
- Abilities to:
  - assess the SAM needs of organisations
  - organize and conduct SAM projects
  - identify and manage project risks
  - manage stakeholder expectations
  - document and communicate project results
- License knowledge
- Software Asset Management tool experience

The training and assessment takes place at the KPMG office in Amstelveen. KPMG provides the training material as a handout to all SAM Experts participating in the training.

## Assessment

The SAM Experts round off the training with a 4 hour assessment that consists of two parts:

- Part 1: 50 multiple choice questions
- Part 2: 4 case studies

The SAM Expert has only accomplished the SAM Expert Assessment if a result of at least 75 percent is obtained for each part.

After completion of the assessment the results will be communicated within 4 weeks including information on any deficiencies. In case of failure the assessment can be retaken (once) for free within 3 months after the first assessment.

With the successful completion of the SAM Expert Assessment the respective SAM Expert will be allowed to make reference, both within and outside of his organisation, to the conduct of the KPMG SAM Expert Assessment for a period of 2 years. The SAM Expert Assessment has to be repeated after 2 years at the latest if the respective SAM Expert wants to continue referencing to the KPMG SAM Expert Assessment.

## Timing and costs

The costs for attending the training will be EUR 3.500 (excl. VAT). The training will be held when a minimum number of 5 participants is reached.

## The SAM Expert training covers the following topics:

Introduction	<ul style="list-style-type: none"><li>• SAM retrospect</li><li>• IT megatrends and SAM prospect</li><li>• SAM in an organisation</li></ul>
IT Solutions	<ul style="list-style-type: none"><li>• From strategy to business processes</li><li>• Business processes and IT</li><li>• IT strategy and IT services</li></ul>
Project Management	<ul style="list-style-type: none"><li>• Project setup</li><li>• Stakeholder management</li><li>• Risk management</li></ul>
SAM Implementation	<ul style="list-style-type: none"><li>• Conceptual framework</li><li>• Project phases, milestones and deliverables</li></ul>
Optimisation	<ul style="list-style-type: none"><li>• Licensing optimisation</li><li>• Process optimisation</li><li>• Strategy optimisation</li></ul>
Vendor Management	<ul style="list-style-type: none"><li>• Basics and maturity model</li><li>• Sourcing process</li><li>• Contract and financial management</li></ul>
Software Licensing	<ul style="list-style-type: none"><li>• License agreements</li><li>• Commonly used terms and metrics</li><li>• Licensing scenarios</li></ul>
SAM Tools	<ul style="list-style-type: none"><li>• Types of tools</li><li>• Tools implementation</li></ul>

## Registration

You can register for this training by sending an email with your contact details to Ron Keur, [keur.ron@kpmg.nl](mailto:keur.ron@kpmg.nl)

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