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Understanding the SAM maturity of your customer and implement the tools to provide ongoing visibility and optimisation

Raji Sharma
Software Asset Manager
Microsoft Australia

Speaker Introductions

Raji Sharma
Software Asset Manager
Microsoft Australia

Stephen Dillon
Senior Consultant MCS
Microsoft Australia

Filipa Preston
CEO
Software Optimisation
Services (SOS)



SAM Maturity Model
and Tools



Microsoft Consulting
Services – a recent
engagement



Partner's view of SAM
maturity

SAM Lifecycle

SAM Baseline

Inventory of deployed Microsoft assets, review of corresponding customer license documentation, virtual, hosted, or cloud-based solutions, and identification of any opportunities for improvement.

SAM Assessment

Review of customer's existing processes against SAM Optimization Model framework, identifying improvement opportunities and associated ROI.

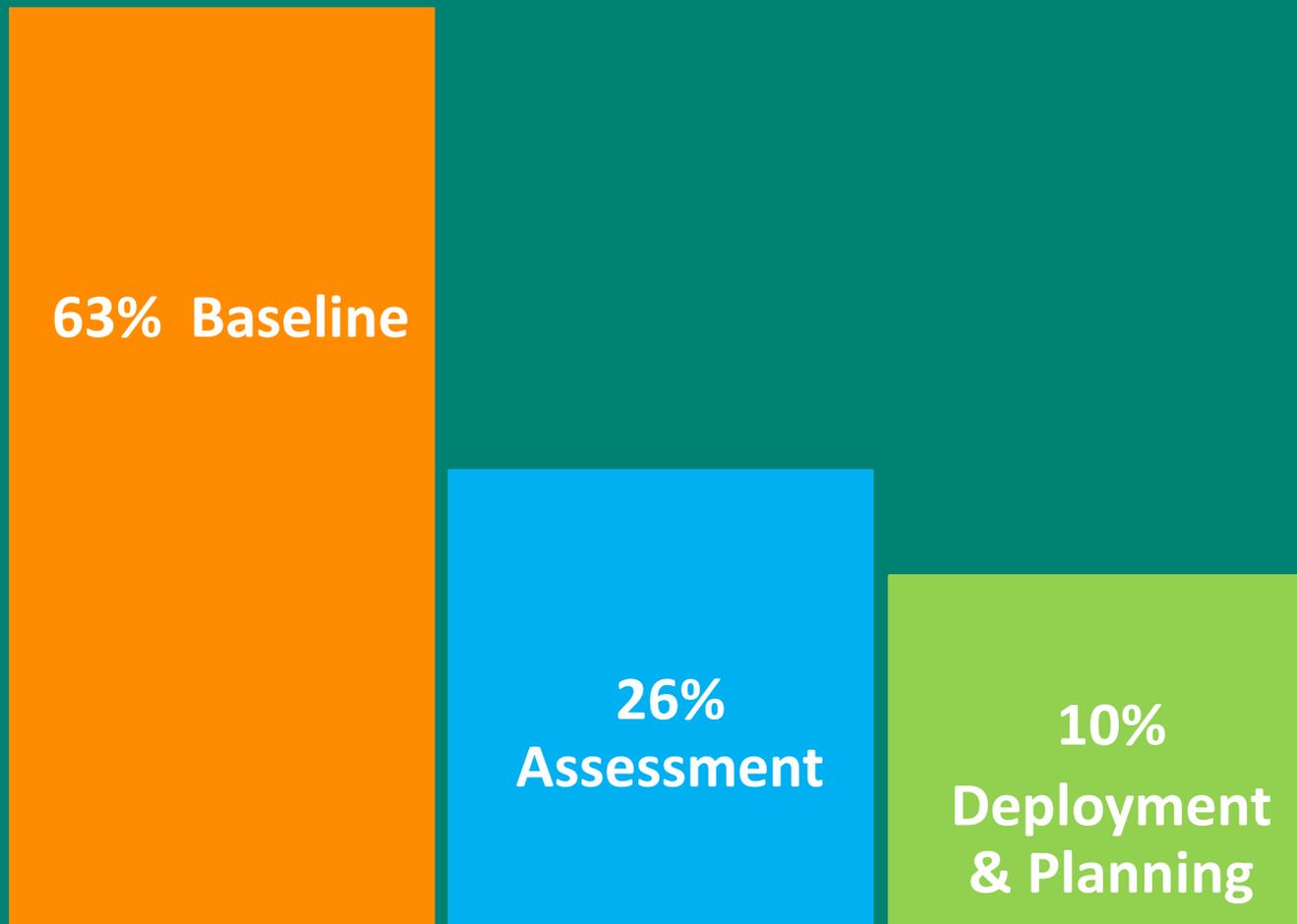


SAM
SOFTWARE ASSET MANAGEMENT

SAM Deployment Planning

Provides deployment planning for SAM capabilities relating to deployment, metering, inventory and control through a proof of concept using System Center, Windows Intune or MAP.

SAM Incentives in FY13

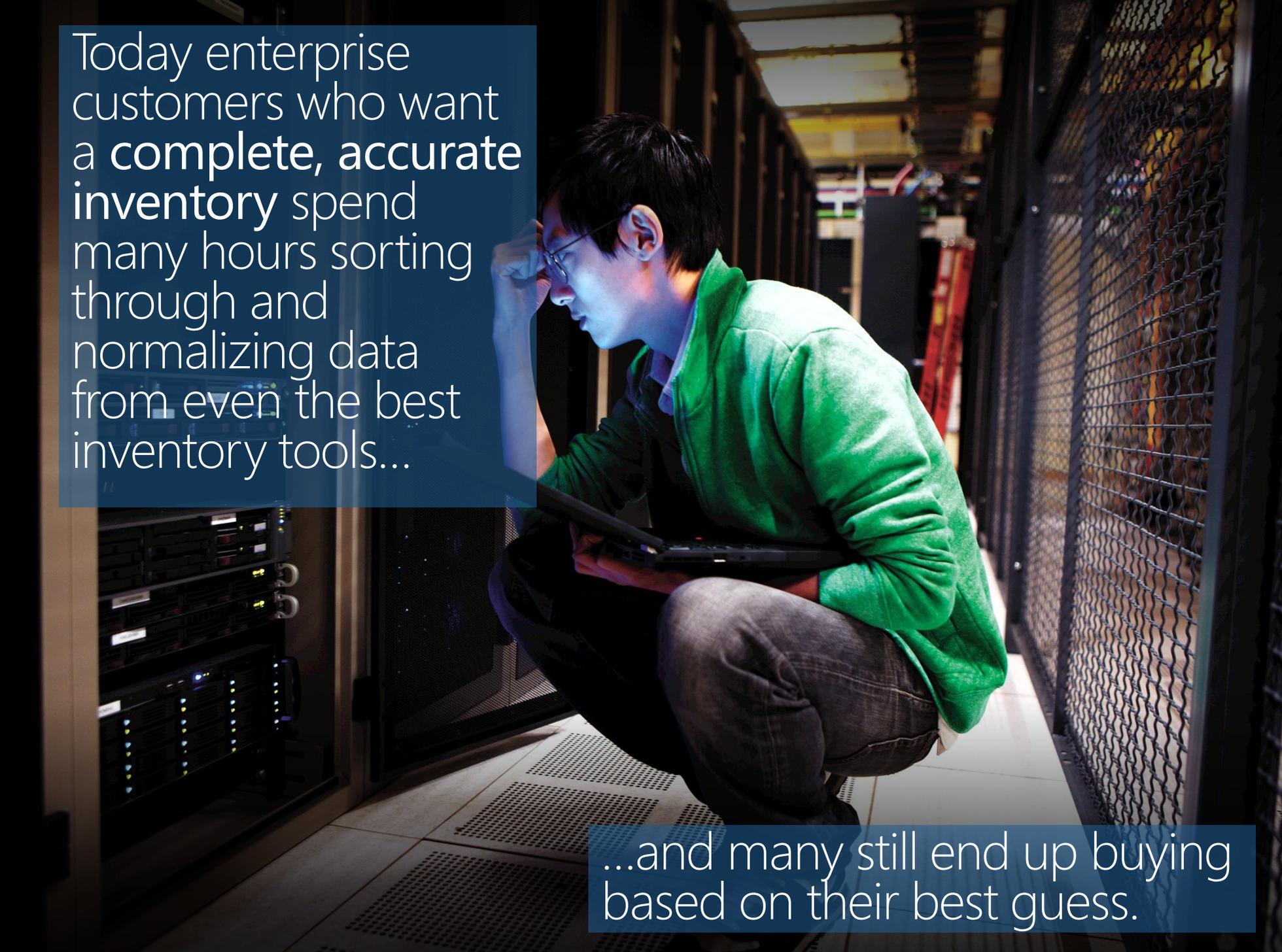


SAM Maturity model

Instead of defaulting to a traditional audit approach, Microsoft's view around SAM ..

- Customer-centric approach designed with flexibility to honor the unique circumstances of each of our customers.
- Designed to start building best practices for SAM in organizations.
- We supply the technology and expertise to help customers get results efficiently and accurately.
- Our valued SAM partners provide knowledge transfer, so customers can make short-term adjustments to achieve better results today, as well as replicate the processes in the future.

	BASIC	STANDARDIZED	RATIONALIZED	DYNAMIC
SAM Throughout Organization	Project Manager assigned but SAM roles & responsibilities are not defined	Direct SAM responsibility is defined throughout organization	Each functional group actively manages SAM	SAM responsibilities defined in job descriptions across organization
SAM Improvement Plan	No SAM development or communication plan	SAM plan is defined and approved	SAM improvement is demonstrated	SAM goals part of executive scorecard; reviewed regularly
Hardware & Software Inventory	No centralized inventory or < 68% assets in central inventory	> 68% - 92% of assets in inventory	> 95% - 98% of assets in inventory	> 99% of assets in inventory
Accuracy of Inventory	Manual inventory no discovery tools	Inventory sources reconciled annually	Inventory sources reconciled quarterly	Dynamic discovery tools provide near real-time deployment details
License Entitlement Records	Procurement manages contracts; not accessed by IT managers	Complete entitlement records exist across organization	Entitlement records reconciled with vendor records	SAM entitlement system interfaces with vendor entitlement to track usage
Periodic Evaluation	IT operations managed on ad-hoc basis	Annual sign-off on SAM reports	Quarterly sign-off on SAM reports	System reconciliations and TAM reportable on demand
SAM Operations Mgmt & Interfaces	SAM not considered part of MBA risk plans and company integration	Operations manages ad-hoc asset inventories	Operations manages associated asset inventory	All business units follow the same strategy, process & technology for SAM
Acquisition Process	Assets purchased on a per project basis without a review of current capability	Software purchases use approved vendors	Software purchases based on deployment entitlement reconciliation	All purchases are made using a pre-defined asset catalog based on material usage
Deployment Process	Assets deployed by end-users in distributed locations no centralized IT	Only approved software is deployed	Software deployment reports are accessible to stakeholders	Software is dynamically available to users on demand
Retirement Process	Software is retired with hardware and is not tracked or reusable	Unused software is tracked via the license atlas and tracked when a central controlled inventory	Centrally controlled inventory of unused licenses is maintained & a release for reuse, deployment & license record are updated	Automated process w/ centralized control & tracking of all installed software; license到期, internal reassignment and disposal

A man with glasses and a green hoodie is crouching in a server room. He is looking at a laptop with a frustrated expression, his hand on his forehead. The room is filled with server racks and a metal mesh fence. The lighting is dim, with some blue and green hues.

Today enterprise customers who want a **complete, accurate inventory** spend many hours sorting through and normalizing data from even the best inventory tools...

...and many still end up buying based on their best guess.

Power of Tools



- Provide guidance to tune SCCM tool to manage Microsoft software deployments and licensing responsibilities, current and future state
- Give customers a head start on building best SAM practices with the right tools to gain control over their environment and maximizing their software investments
- Help customers buy what they need when they need it, ensuring not only compliance but optimized use of budgets and resources.



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Software Asset Management – Lessons learnt in the real world

Stephen Dillon
Senior Consultant
Microsoft Consulting Services



Establishing the SAM Vision

“Delivering clarity of all software assets and licenses across xxx”



Project Objectives and Meeting These

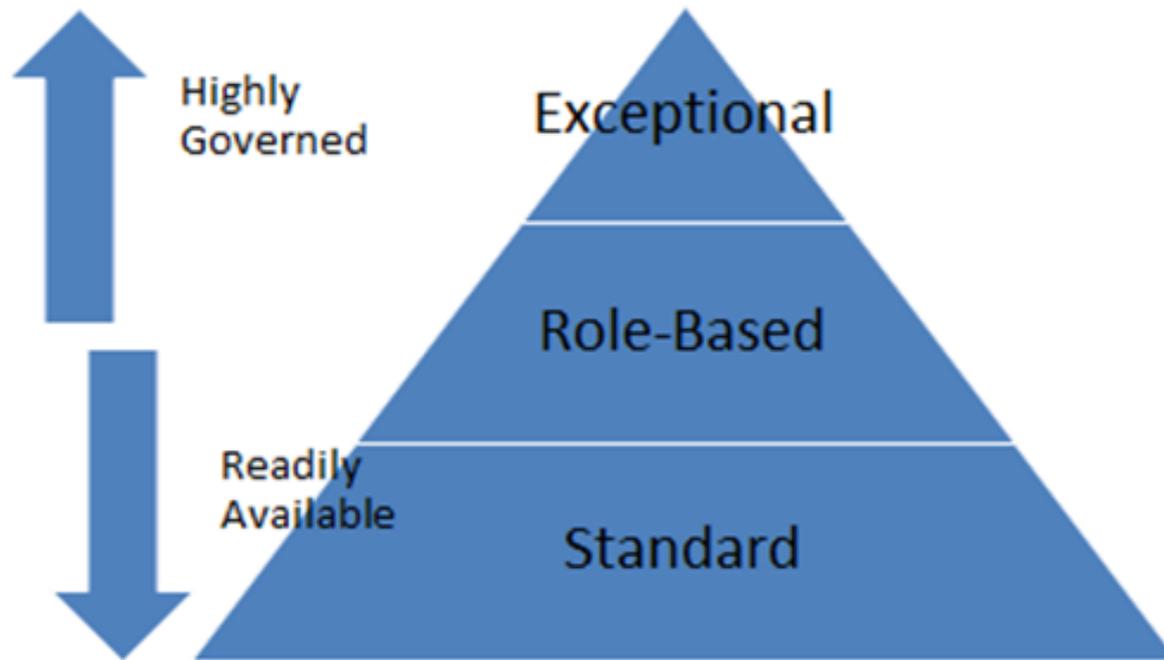
Objective	Proposed Method
Automated discovery of software assets	System Center Configuration Manager, MAP
Reporting for allocation and usage of software	SSRS & MAP reports, Software Metering
Tracking installed software	SSRS reports
Reports of software assets and budgeting	Reports based on business unit
License validation of third party software licenses	Process to include 3 rd party asset reports
Management of software license compliance	SharePoint SAM Portal
End user self-selection of nominated software products where appropriate	Software Catalog for authorised packaged software
Custom Asset Intelligence Reports	Custom SSRS reports
Count of products managed by software licensing	SSRS Reports
Microsoft Volume Licensing Reconciliation report to manage the True-up process to Microsoft	True-up guidance and process diagrams, MAP and SSRS Reports
Client Access License (CAL) usage summary	MAP and SSRS Reports
Enable the Asset Management team to access the solution to run Asset intelligence reports and manage assets in the software library	Delegation and governance recommendations, Provision of SharePoint SAM portal
Instruction and operational processes to add to and maintain software assets	SharePoint SAM portal

SAM Framework

- The current approach to SAM
- The key challenges with SAM
- Assessment and review of SAM 'as is' baseline
- Summary of software deployment and tools in place, software licence management approaches and license true-up guidance

	BASIC	STANDARDIZED	RATIONALIZED	DYNAMIC
SAM Throughout Organization	Project Manager assigned but SAM roles & responsibilities not defined	Direct SAM responsibility identified throughout organization	Each functional group actively manages SAM	SAM responsibilities defined in job descriptions across organization
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SAM Operations Mgmt & Interfaces	SAM not considered part of MBA risk plan and company integration	Operations manages separate asset inventories	Operations manages associated asset inventory	All business units follow the same strategy, process & technology for SAM
Acquisition Process	Assets purchased on a per project basis; without a review of current availability	Software purchases use approved vendors	Software purchases based on deployment/entitlement reconciliation	All purchases are made using a pre-defined asset catalog; based on metered usage
Deployment Process	Assets deployed by end-users in distributed locations; no centralized IT	Only approved software is deployed	Software deployment reports are accessible to stakeholders	Software is dynamically available to users on demand
Retirement Process	Software is retired with hardware and is not harvested or reassigned	Unused software is harvested (where the license allows) and tracked within a centrally controlled inventory	Centrally controlled inventory of harvested licenses is maintained & available for reuse. Deployment & license records are updated	Automated process w/ centralized control & tracking of all installed software; harvest options, internal reassignment and disposal

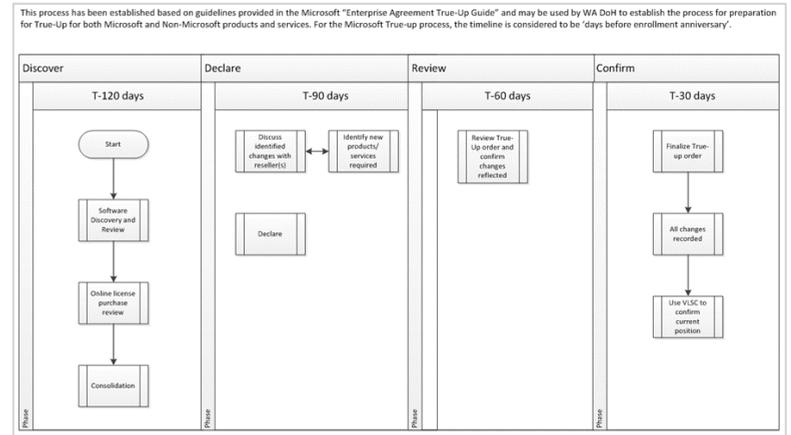
Software Deployment Process and Governance



License Management

Reactive vs. Proactive
Licensing Strategies

Microsoft True-up
Guidance



Asset Intelligence Reporting

- How Asset Intelligence (AI) Reports can help the SAM process
- Dependencies for AI Reporting
- The AI Catalog (and Third Party imports)
- Software Categories

Name	Publisher	Version	Language	EffectiveQuantity	PONumber (Optional)	ResellerName (Optional)	DateOfPurchase (Optional)	SupportPurchased (Optional)	SupportExpirationDate (Optional)
Adobe Reader 9.1.1	Adobe Systems Incorporated	9.1.1	English	100	SRU123xxx	Software-R-US	1/01/2009	0	12/31/2014
Adobe Flash Player	Adobe Systems Incorporated	10.0.22.87	German	1000	SRU12xxx	Software-R-US	1/01/2009	1	8/13/2012
Adobe Air	Adobe Systems Inc.	1.5.5.7220	English	10	SRU1xxx	Software-R-US	1/01/2009	0	2/28/2011

Table 9: Recording non-Microsoft software for import to AI Catalog

Note:

See **REC33** in the Summary of Recommendations section

Software Metering

- What Software metering can be used for:
- Specific examples to discover redundant software versions
- For license harvesting (re-use) for a product that is installed but not being used
- A specific scenario that reaped immediate benefits-
 - Attachmate licenses not being used, but licensed for

- Run an Asset Intelligence report to create a list of where the software is installed (e.g. Attachmate). Use this as a focus point to target additional investigation
 - **Asset Intelligence 09a** – Infrequently used software
 - **Software Metering (120):**
Computers that have a metered program installed, but have not run the program since a specified date

MAP Toolkit 8.0

- The requirements for Microsoft Assessment and Planning (MAP) 8.0
- The benefit of this agent-less tool
- Complements the AI and Software Metering approaches
- A list of reports, significance
- MAP 8.0 usage scenarios, discovery methods
- Analysis of reports

MAP Report Package Name	Description	Significance to the Agency Software Asset Management Project	When to run
Exchange Server Usage Tracking Report	Provides details about roles and versions of each inventoried Microsoft Exchange Server, as well as details about Exchange mailboxes and enterprise features enabled for each mailbox	How many users and devices need to be licensed for Exchange Server	True-Up for Exchange
System Center Configuration Manager Usage Tracking Report	Provides details on each SCCM and SMS 2003 server and their management tools, as well as a list of agents discovered in your environment	How many users and devices need to be licensed for System Center Configuration Manager	True-Up for SCCM
Lync Usage Tracking Report	Provides details about Lync servers detected in your environment, roles, and devices and users that may require Client Access Licenses	How many users and devices need to be licensed for Lync Server	True-Up for Lync

Software Restrictions

- How AD software restriction policies can inhibit the use of specific software
- The options for white-listing and black-listing approaches

Knowledge Management

- The need for a centralised, holistic approach to SAM
- Improved knowledge management for all stakeholders
 - Includes license consumers (users)
- A SharePoint 2010 SAM Portal was implemented
 - This Assisted during the engagement
 - Considered Invaluable resource post-engagement

Knowledge Management – The SAM Portal

Site Actions Browse Page

SAM Site Home Page
Site created by Stephen Dillon as proof of concept for managing software assets

Search this site...

SAM - Software Asset Management Portal

This is a work-in-progress Proof of Concept knowledge management portal to assist with the SAM processes- licensing, procurement and asset intelligence.

WADoH Vision for SAM:

'Delivering clarity of ALL software assets and licenses across [redacted]'

Objectives

- To provide guidance regarding Software Asset Intelligence processes, policies and procedures
- Deliver a Enhance with a product-based solution using System Center 2012 Configuration Manager and MAP

SAM Framework

[redacted] are developing a Software Asset Management (SAM) framework in order to realize the following benefits:

- Software asset tracking from procurement to disposal
- Validation of financial reports for the reconciliation of supplier invoices, budget reporting and compliance
- More effective Contract Management of outsourced services including processing, software license and support requirements
- Ability to develop a chargeback solution for hardware and software based on actual usage so that each Business Area can manage the budget impact
- Provide accurate reports on chargeback to enable more effective budget management
- Effective management of software licensing to minimise costs
- Minimise the risk of non-compliance in software licensing
- To centralise information relating to hardware and software assets

Software Procurement Process

Local intranet 115%

Policies and Compliance

The screenshot shows a web browser window titled "SAM Site - Policies" with the URL "http://www.health.wa.gov.au/sam/policies". The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a search bar, and a navigation pane on the left. The main content area features a header "SAM Site - Policies" and a sub-header "Site created by Stephen Dillon as proof of concept for managing software assets". A search bar is located in the top right of the content area.

Policy Compliance:
The following extracts are of relevance for all users, and should be adhered to at all times. Please be advised that this is not an exhaustive list of policies and procedures. The Standards, Policies and Forms web site is available here: Standards, policies and forms: [redacted]

Concerning Software License Management:
From the policy document: "Software License Management [redacted] is proprietary and has restrictions on its use, copying or modification. Software Compliance requires a license is purchased for the legal use of proprietary software and harsh penalties exist in law for non-compliance. [redacted] ethical standards dictate that software compliance is mandatory and enforceable.

This requires [redacted] as to:

1. Develop a comprehensive and accurate record keeping system to enable tracking of software assets.
2. Actually understand the terms of license for installed software.
3. Actually comply with proprietary software license requirements. This includes buying the number of licenses required by the terms of the license agreement.

Concerning Acceptable Use:
From the document: "[redacted] Computing & Communications [redacted]"

Staff must not use WA Health computer facilities:

- "...To infringe others' intellectual property rights"
- "Misuse or inappropriate personal use of [redacted] computing resources includes: The intentional unauthorised acquisition, transmission, or distribution of any controlled information including computer software and data that includes [redacted]"

The left-hand navigation pane includes the following items: Recently Modified, Policies, Home, SAM Home Page, SAM Site, Home Page, Policies (highlighted), Document Libraries, License Reports, MAP Reports, SSRS Reports, Insight & Knowledge, Useful Links, Recommendations, Custom Views, and Asset Intelligence Views.

License Reports

The screenshot shows a SharePoint site titled "SAM Site" with a breadcrumb path: "SAM Site > License Reports > 2013 > All Documents". Below the breadcrumb is a description: "Document repository for reports collected from elsewhere. To be organised by year".

A left-hand navigation menu includes the following items: "SAM Site", "SAM Site", "Home Page", "Policies", "Document Libraries", "License Reports" (highlighted), "MAP Reports", "SSRS Reports", and "Insight & Knowledge".

The main content area displays a list of documents with the following columns: "Type", "Name", "Modified", and "Modified By".

Type	Name	Modified	Modified By
	ConfigurationItem_SoftwareLicenses_ALL	4/11/2013 2:07 PM	Dillon, Stephen
	LicenseSummary_2013325	4/11/2013 2:07 PM	Dillon, Stephen
	LicenseSummary_2013325Perpetual	4/11/2013 2:07 PM	Dillon, Stephen
	Microsoft_EA_Forecasting_Estimate_v0.95	4/11/2013 2:11 PM	Dillon, Stephen
	MS_EA_Software_Distribution_Year1	4/11/2013 2:12 PM	Dillon, Stephen
	[REDACTED]_EA_Subscripion_Pricing_Customer_Ready_2012_amended	4/11/2013 2:11 PM	Dillon, Stephen
	[REDACTED]_Subscription2011_2013	4/11/2013 2:13 PM	Dillon, Stephen

At the bottom of the list, there is a link labeled "Add document" with a green plus icon.

MAP Reports

SAM Site > MAP Reports > All Documents

Location to store output from MAP. These need to be copied from the MAP server each time the MAP tool is run.

Search this site...

Modified

Modified By

Created : 4/16/2013 (13)

Created : 5/9/2013 (7)

Type	Name	Created	Modified	Modified By
	InventoryResults-05-09-2013-16h19m54s	5/9/2013 4:38 PM	Dillon, Stephen	
	LegacyWindowsServerInventory-05-09-2013-16h37m54s	5/9/2013 4:39 PM	Dillon, Stephen	
	Office2010Assessment-05-09-2013-16h33m14s	5/9/2013 4:38 PM	Dillon, Stephen	
	Office2010Proposal-05-09-2013-16h30m55s	5/9/2013 4:38 PM	Dillon, Stephen	
	Office2013Assessment-05-09-2013-16h25m13s	5/9/2013 4:38 PM	Dillon, Stephen	
	Windows8Assessment-05-09-2013-16h22m10s	5/9/2013 4:38 PM	Dillon, Stephen	
	Windows8Proposal-05-09-2013-16h20m29s	5/9/2013 4:38 PM	Dillon, Stephen	

Add document

Local intranet

115%

SSRS Reports

SAM Site > SSRS Reports > All Documents

SAM Site

SAM Site
Home Page
Policies
Document Libraries
License Reports
MAP Reports
SSRS Reports
Insight & Knowledge
Useful Links
Recommendations
Custom Views
Asset Intelligence Views
AI License Reports
License View
Attachmate cleanup
SAM Processes
SAM Check List

Search this site...

Type	Name	Modified	Modified By
	Attachmate Bunde - 90 days	5/9/2013 3:15 PM	Dillon, Stephen
	Attachmate Extra - 90 days	5/9/2013 3:16 PM	Dillon, Stephen

[Add document](#)

Local intranet 115%

Asset Intelligence Views

SAM Site » Asset Intelligence Views » All Items »

SAM Site Search this site...

View	Description	Related Views	Run Schedule	Category
<p>Category : AI (30)</p> <p>Category : AIStatus (1)</p> <p>v_INSTALLED_SOFTWARE_DATA_Summary</p>				
	Lists the count of the installed software applications on Configuration Manager clients found through Asset Intelligence. This view contains the same source information as the v_GS_INSTALLED_SOFTWARE view, but it provides summary information instead of listing the individual system resources.	It is unlikely that this view will be joined to other views		AIStatus
<p>Category : HINV (13)</p> <p>Category : Software Meter (6)</p> <p>Category : S'Ware Meter Status (3)</p>				
v_FileUsageSummary NEW	Lists software metering summary status information for file usage by site.	The view can be joined to other views by using the FileID column.		S'Ware Meter Status
v_FileUsageSummaryIntervals NEW	Lists software metering summary interval information for file usage.	It is unlikely that this view will be joined to other views.		S'Ware Meter Status
v_MonthlyUsageSummary NEW	Lists the Configuration Manager client computers, by ResourceID, and the usage summary for metered files, as well as the logged-on user name, usage time, and time of last usage.	The view can be joined to other views by using the ResourceID, FileID, and MeteredUserID columns.		S'Ware Meter Status
<p>Add new item</p>				

javascript: Local intranet 100%

Links

SAM Site > Useful Links > All Links

Search this site...

SAM Site

- SAM Site
- Home Page
- Policies
- Document Libraries
- License Reports
- MAP Reports
- SSRS Reports
- Insight & Knowledge
- Useful Links**
- Recommendations

Type	Edit	URL	Notes
<input type="checkbox"/>		MAP 8 requirements	This is access controlled
<input type="checkbox"/>		SSRS Reports Server	

[Add new link](#)

Recommendations Status

The screenshot shows a web application interface for 'SAM Site'. The main heading is 'SAM Site Recommendation List All Tasks'. A left sidebar contains navigation links: SAM Site, Home Page, Policies, Document Libraries, License Reports, MAP Reports, SSRS Reports, Insight & Knowledge, Useful Links, Recommendations (highlighted), Custom Views, Asset Intelligence Views, AI License Reports, License View, Attachmate cleanup, SAM Processes, and SAM Check List. The main content area displays a table of recommendations with columns: Description, Recommendation, Assigned To, Status, Priority, Due Date, % Complete, Start Date, and Predecessors. Two recommendations are listed: Rec1 and Rec2.

Description	Recommendation	Assigned To	Status	Priority	Due Date	% Complete	Start Date	Predecessors
<input type="checkbox"/> It is recommended that the proposed SAM Solution provides an authoritative source and single point of validation of assets. This may be further augmented in a future phase to provide a data feed into the Department's Configuration Management Database (CMDB), currently hosted in HP OpenView	Rec1	Dillon, Stephen	In Progress	(1) High		25 %	4/11/2013	
<input type="checkbox"/> If the Department's vision is to be realized, a succinct and concise "Software license management policy" needs to be included on the Department's Software Asset Management portal. This may be	Rec2	Dillon, Stephen	Not Started	(1) High		50 %	4/11/2013	

At the bottom of the browser window, the address bar shows 'Local intranet' and the zoom level is set to 115%.

Entitlements (Filtered)

The screenshot shows a web-based interface for license management. The main content area displays a table of entitlements with columns for Version, Effective Quantity, Unresolved Quantity, Active SA Quantity, and LicenseType. A dropdown menu is open over the table, showing options like 'All Items', 'CALs', 'Unresolved Quantity', 'Modify this View', 'Create View', and 'Configure Views for This Location'. The 'Unresolved Quantity' option is highlighted in orange. The table contains 15 rows of data, all with 'Perpetual' license types. The interface includes a search bar at the top right and a sidebar on the left with navigation links.

Version	Effective Quantity	Unresolved Quantity	Active SA Quantity	LicenseType
2007	58	0	0	Perpetual
2003	48	0	0	Perpetual
2002	8	0	0	Perpetual
2000	49	0	0	Perpetual
2010	6	0	0	Perpetual
2007	13	0	0	Perpetual
2000	5	0	0	Perpetual
4	10	0	0	Perpetual
2007	2	0	0	Perpetual
2007	25	0	0	Perpetual
Plus 2010	666	0	0	Perpetual
Plus 2007	1,311	0	0	Perpetual
2003	42	0	0	Perpetual
XP	464	0	0	Perpetual
2000	76	0	0	Perpetual

Unused software (licensed)

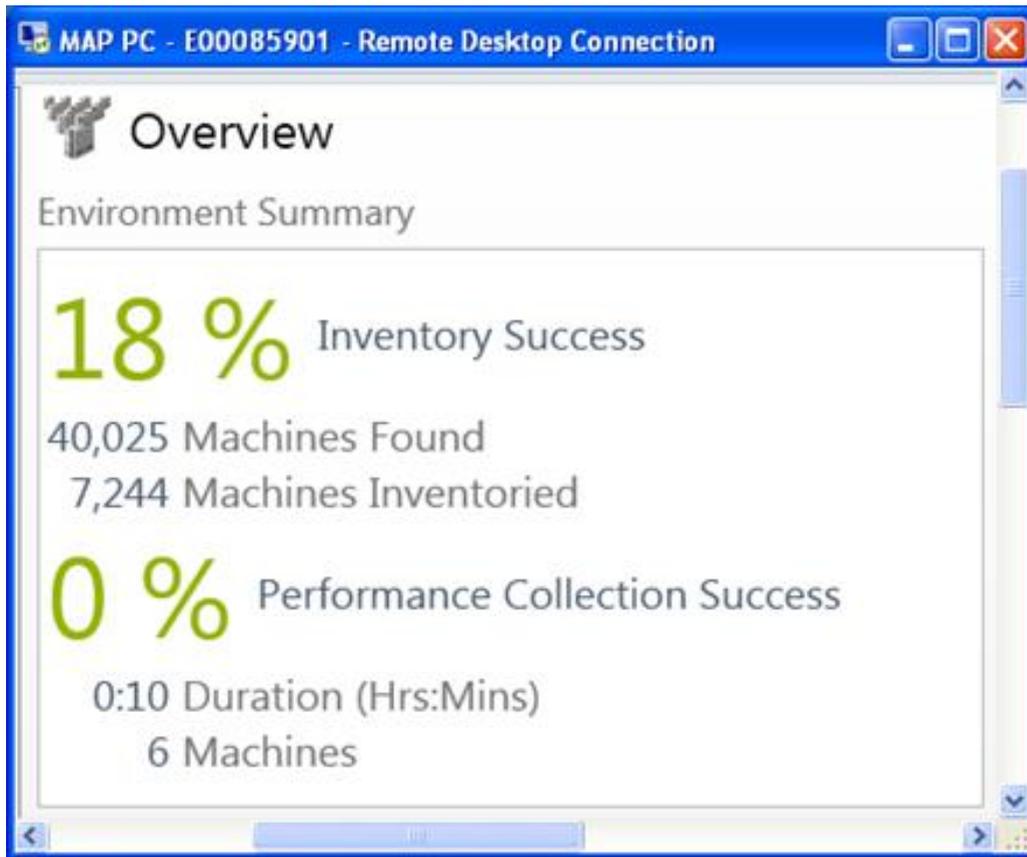
The screenshot shows a web-based interface for software management. The breadcrumb navigation indicates the current view is 'SAM Site > Attachmate cleanup > Status View'. A search bar is located at the top right. The main content area displays a table of software licenses. The table has columns for 'Computer Name', 'Status', 'Product Name', 'Publisher', and 'Product Version'. The 'Status' column shows '(805)' for all items, indicating they are unused. The 'Product Name' column lists 'EXTRA! Bundle for TCP/IP' for all entries. The 'Publisher' column lists 'Attachmate' for all entries. The 'Product Version' column lists '6.4' for all entries. The 'Computer Name' column lists various identifiers such as A02093, AH81346-NB, AKXPREC160, AKXPREC215, AKXPREC236, BL212110, BLE00101047, BLE00101053, BLE00111417, and e00090206. A sidebar on the left contains navigation links for 'SAM Site', 'Home Page', 'Policies', 'Document Libraries', 'License Reports', 'MAP Reports', 'SSRS Reports', 'Insight & Knowledge', 'Useful Links', 'Recommendations', 'Custom Views', 'Asset Intelligence Views', 'AI License Reports', 'License View', 'Attachmate cleanup', and 'SAM Processes'. The bottom of the interface shows a pagination control '1 - 10' and an 'Add new item' button. The system tray at the bottom right indicates 'Local intranet'.

Computer Name	Status	Product Name	Publisher	Product Version
A02093	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
AH81346-NB	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
AKXPREC160	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
AKXPREC215	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
AKXPREC236	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
BL212110	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
BLE00101047	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
BLE00101053	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
BLE00111417	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4
e00090206	(805)	EXTRA! Bundle for TCP/IP	Attachmate	6.4

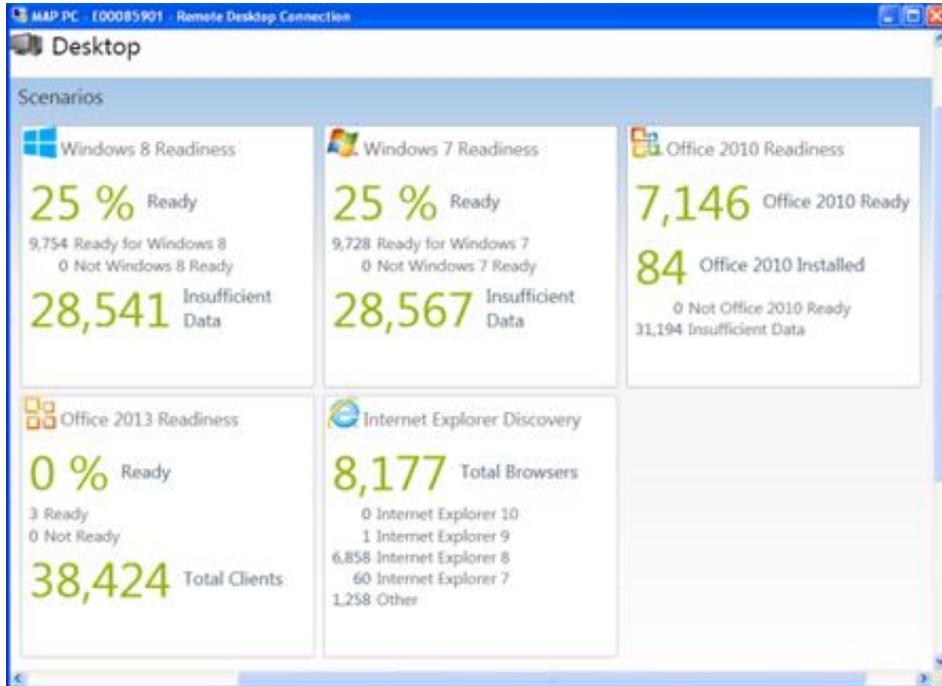
Reports Consolidation

Table 1: Output from SCCM Report using Parameter: Microsoft Office

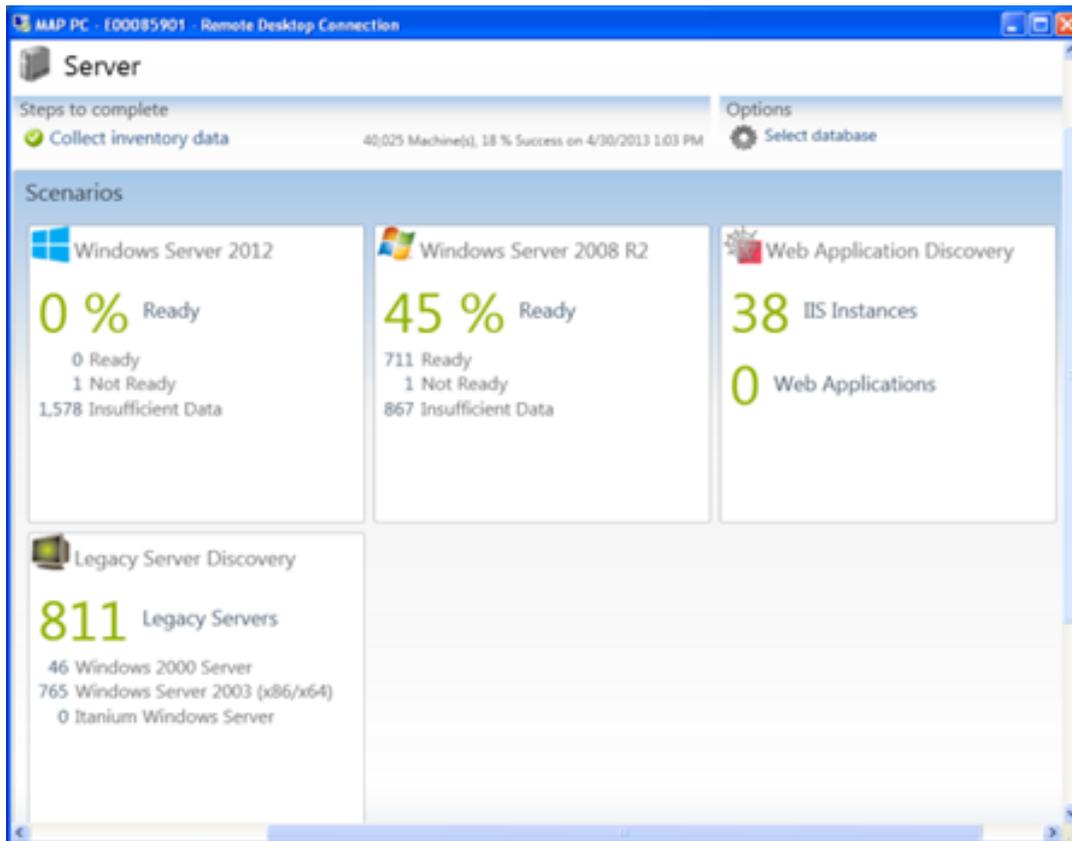
Product ID	Product Name	Product Version	Count
18.1.2 Output from MAP			
Table 23: Output from MAP Report			
Application	Product Type	Software Version	Number of Installed Copies
Microsoft Office Professional Plus 2010	Office Suite	14.0.4763.1000	2
Microsoft Office Project Professional 2010	Individual Office product	14.0.4763.1000	1
Microsoft Office Project Standard 2010	Individual Office product	14.0.4763.1000	1
Microsoft Office Proof (Arabic) 2010	Individual Office product	14.0.4763.1000	1
Microsoft Office Proof (Dutch) 2010	Individual Office product	14.0.4763.1000	1
Microsoft Office Proof (English) 2010	Individual Office product	14.0.4763.1000	4
263	Microsoft Office 2010	14.0.6022.1000	2478
3574	Microsoft Office 2010	14.0.6023.1000	204
35	Microsoft Office 2010	14.0.6024.1000	2316



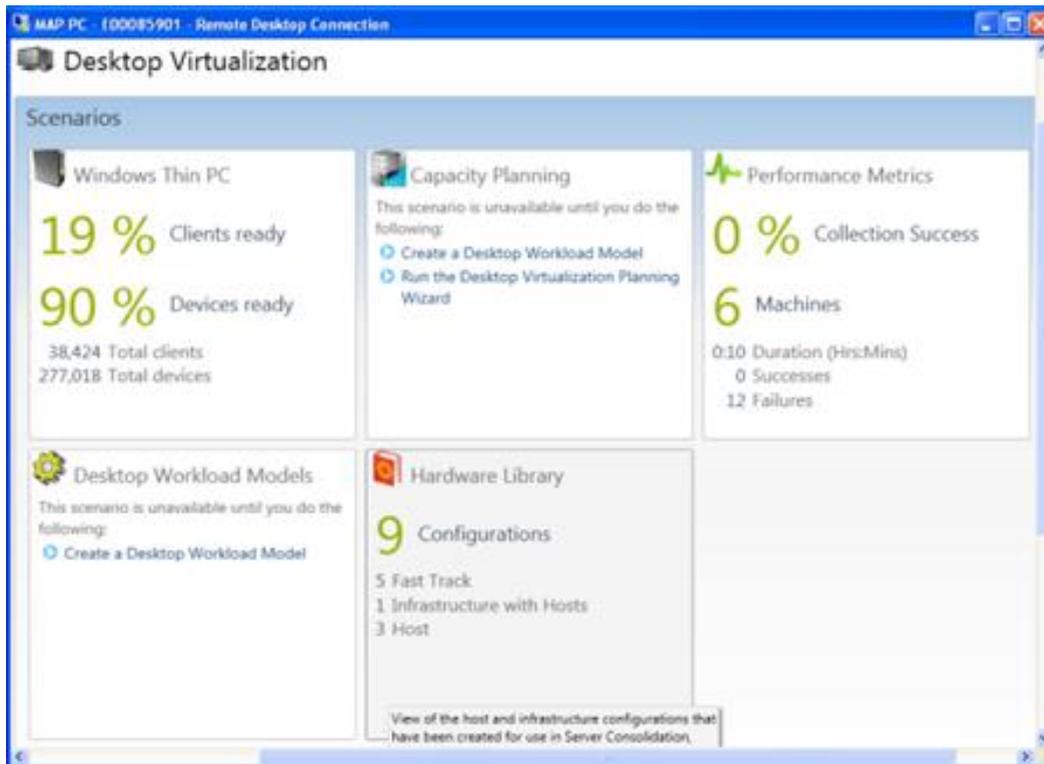
- Reliability can be further improved by using an account(s) with higher level of permissions/rights on the workstations and servers being queried.
- 'Completeness' can be improved by including Windows network protocol discovery method for non-domain computers



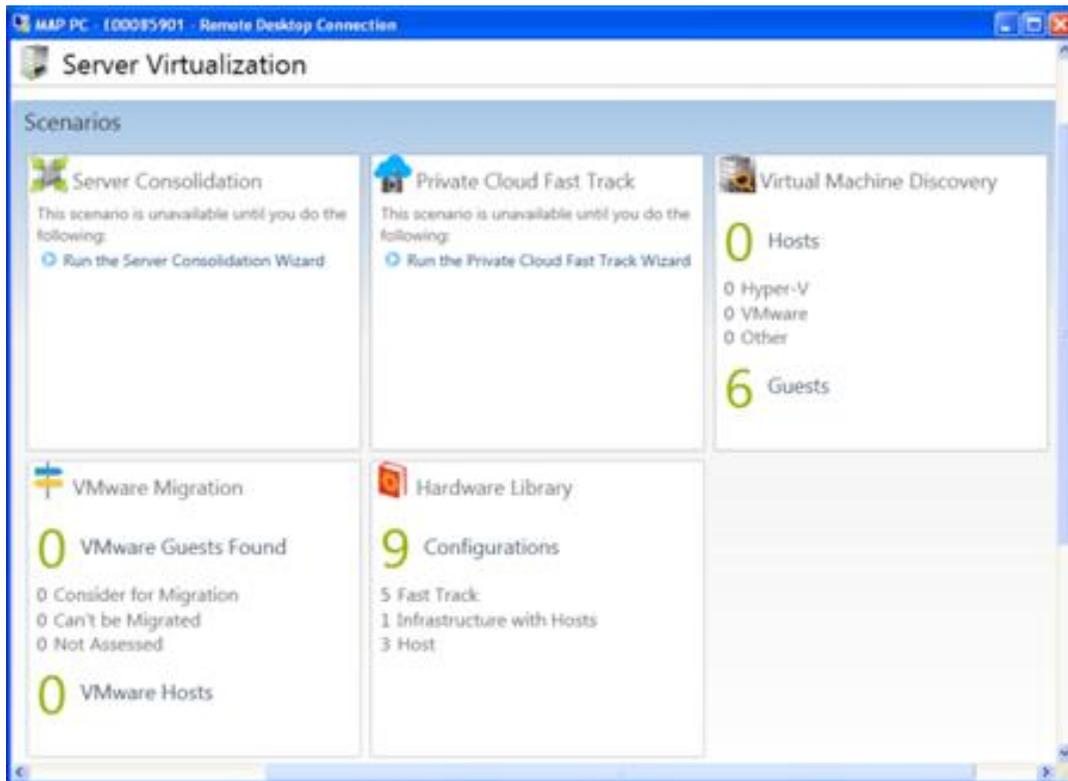
- Further investigation revealed that 130 desktops required hardware upgrades or free disk space to enable them to be upgraded to Windows 8, but the majority of those discovered are currently upgradable to Windows 7 OR Windows 8.
- These reports also provide detailed analysis of software versions installed on discovered computers



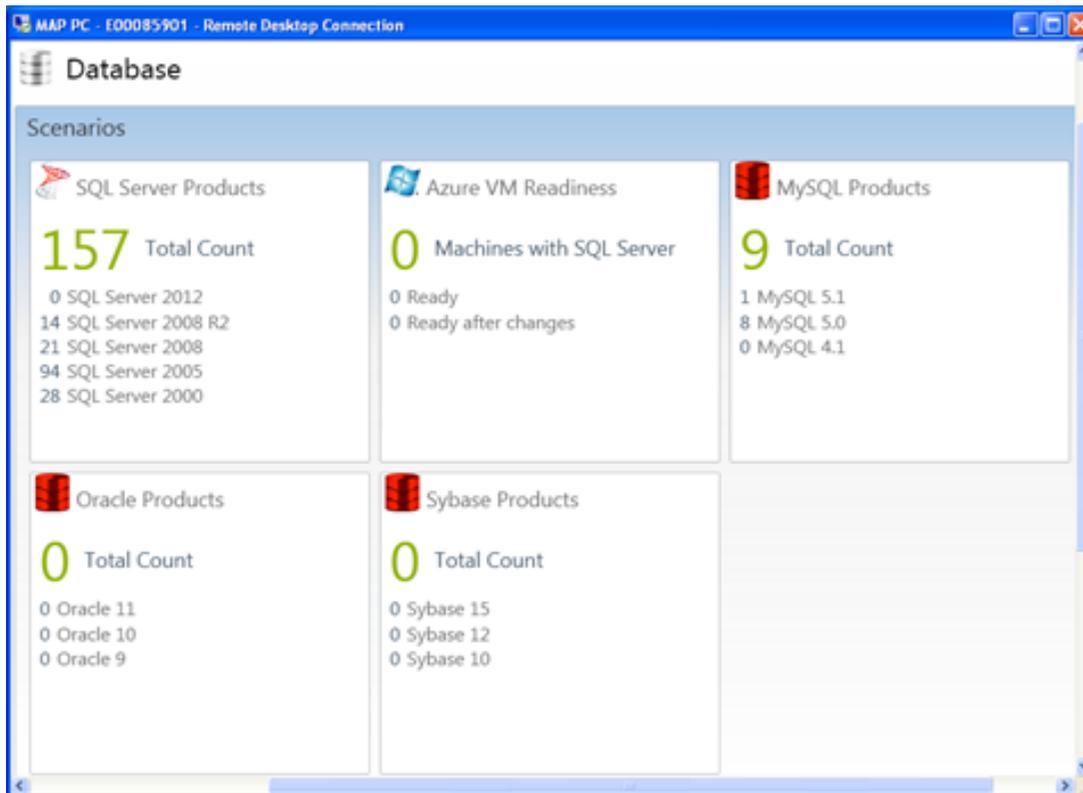
- This summary shows that 811 legacy servers were discovered. The majority of these may be upgradable to Windows Server 2008 R2 at least.
- The lack of detail concerning the IIS web applications may be due to permissions constraints.



- Desktop virtualization may reduce the number of licenses in specific cases
- This was not the focus of the engagement so these reports were not investigated or analyzed



- Running the server consolidation wizard would allow the Agency to engage on a server consolidation program to reduce the number of server licenses



- 157 Instances of Microsoft SQL Server and 9 instances of MySQL were discovered
- The majority of the SQL Server products are on SQL Server 2005 or earlier

SQL Server Discovery

157 Total Count

0 SQL Server 2012
14 SQL Server 2008 R2
21 SQL Server 2008
94 SQL Server 2005
28 SQL Server 2000

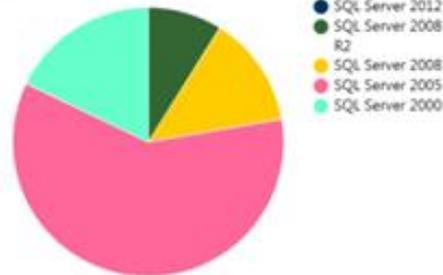
14 Licensed Editions

1 Enterprise
0 Enterprise Core
0 Data Center
5 Standard
0 Web
0 Business Intelligence
0 Workgroup
8 Unknown

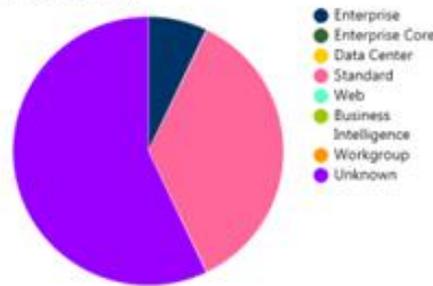
143 Developer and Free Editions

0 Evaluation
118 Express
19 Desktop
6 Developer

SQL Server Products



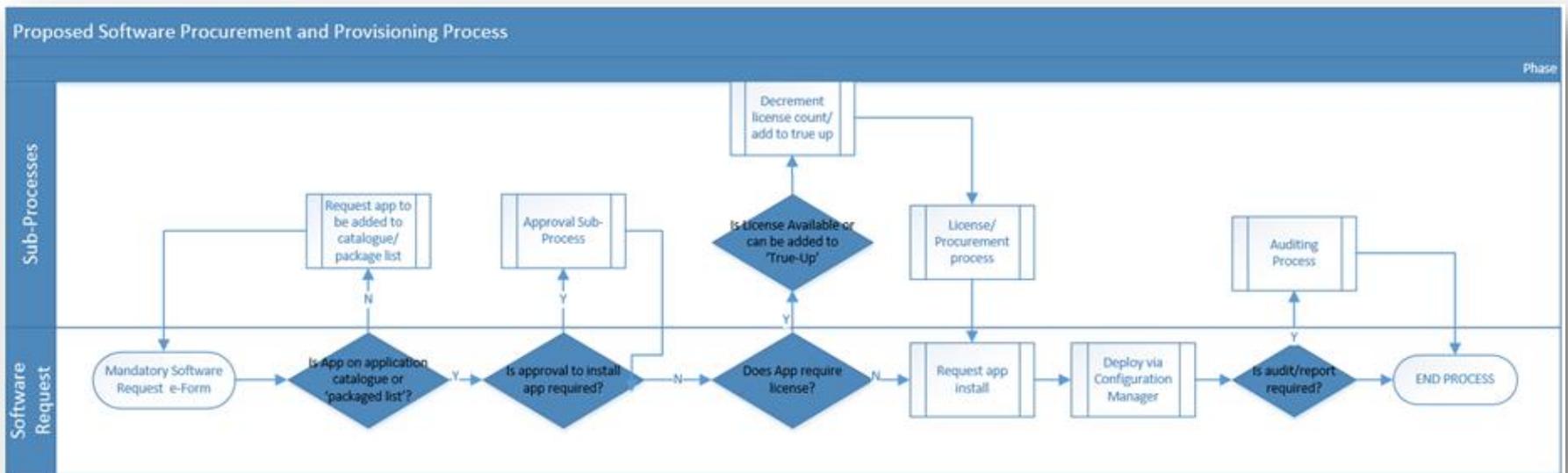
Licensed Editions



- This is broken down into further detail in the SQL Server Usage tracking spreadsheet:-
- Microsoft SQL Server 2008 R2 Developer x 2
- Microsoft SQL Server 2008 R2 Enterprise x 1
- Microsoft SQL Server 2008 R2 Express x 9
- Microsoft SQL Server 2008 R2 Standard x 2
- Note: Interestingly, 3/5 of the standard and the single Enterprise edition of SQL Server were 'stopped' at the time of writing

Next Steps

- The next steps and recommendations made by Microsoft Services
- Focus on 4 Ps
 - Process, People, Policies and Products





2013
Australia
Partner
Conference

MAP Toolkit 8.5 – What's New

Stephen Dillon
Senior Consultant
Microsoft Consulting Services

What's new in MAP 8.5

Usage tracking updates

Supports Lync 2013, SharePoint 2013, and Exchange 2013

Leverages new usage tracking capabilities

Virtual machine discovery enhancements

Improves virtual machine discovery and report capabilities

Enumerates virtual machines tied to host machines (Hyper-V, and VMware)

Volume license assessments

Solves validating Windows 8 machines without a COA sticker

Assesses client machines to help determine volume license upgrade compliance

Utilizes licensing information supplied by OEMs

Usage tracking updates

Lync 2013, Exchange 2013, SharePoint 2013

Collects usage data for the latest versions of these products.

Improves summaries and reports

Leverages new usage tracking capabilities

Significantly simplifies collection of usage data

Increases accuracy of end-user and device usage

Log parsing not required, but is optional

Virtual machine discovery enhancements

Support for highly virtualized environments

Enhances virtual machine discovery and reporting capabilities

Provides detailed host and guest reports

Increases reliability with multiple bug fixes

Support for both Hyper-V and VMware

Provides information for both Hyper-V and VMware

Separates Hyper-V and VMware information

Better view of license compliance

Summarizes the number of Hyper-V 2012 Standard servers that have more than 2 VM's

Inventory & Reports

Inventory Scenarios

Run once inventory scenario at a time is not required, but easier to troubleshoot

Run the SQL Server Inventory Scenario first

Once a single run success rate is acceptable, run additional scenarios

Discovery

Run one discovery method at a time which reduces duplication and time to complete

Clean up your Active Directory - "Days Since Domain Account Update"

Common WMI status failures

Leverage Multiple Databases

Always get a fresh start with new databases

Plan out your targeted scenarios

Best Practices - Troubleshooting

Where To Start

Review the Inventory Results report

Group by WMI connection failure type

Use the Wiki article to help interpret failure types (<http://aka.ms/MAPWiki>)

MAP vs. The User's Environment

Use WBEMTEST to test the WMI connection

Use a browser to test the VMware connections

Verify that credentials are entered as domain\user or user@domain

Check the DNS forward and reverse lookup configuration, especially FQDN

MAP Community Resources



MAP Wiki

<http://aka.ms/MAPWiki>



MAP Forums

<http://social.technet.microsoft.com/forums/en-us/map>



MAP FAQ

<http://aka.ms/N2h5tv>



MAP Feedback Alias

mapfdbk@microsoft.com



MAP on Twitter

<https://twitter.com/mapblog>



MAP on Facebook

<https://www.facebook.com/MapToolkit>



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A Partner's view of SAM Maturity

Fillipa Preston
CEO



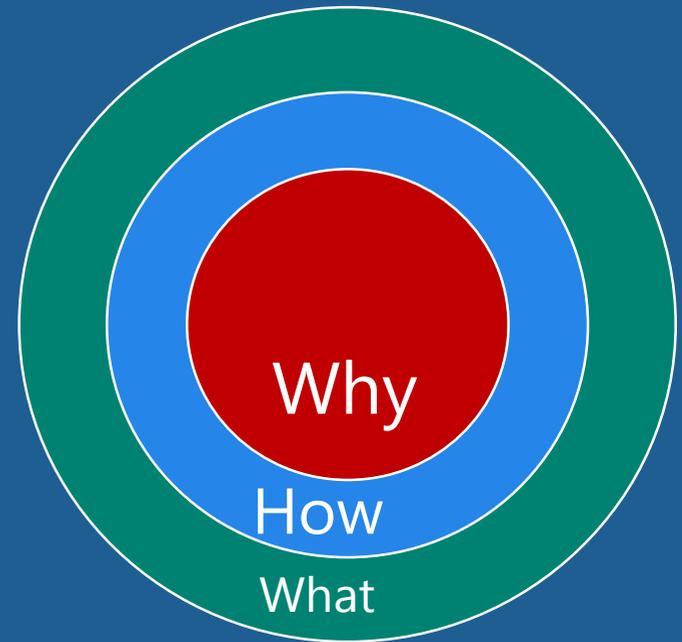
Software Optimisation Services

Microsoft Partner
Gold Software Asset Management



"People don't buy WHAT
you do, they buy WHY
you do it."

Simon Sinek



Why Conduct SAM Assessment:

- Provides you with great “Intel” about the organisations IT environment;

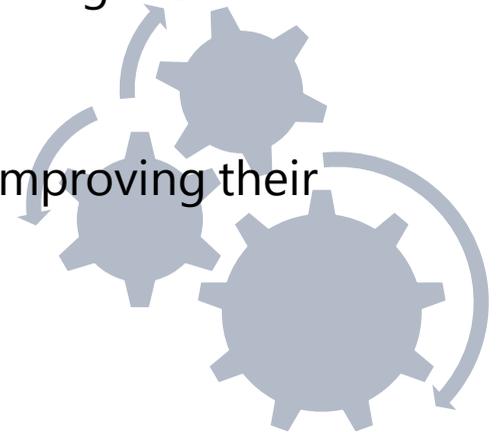
Knowledge is fuel for Action!

- Stating the problem has a value... Fixing the problem has an even greater value;
- Highlights how far behind or in rare cases how close to the curve an organisation is in managing their SAM estate
- Provides a clear picture of where organisations stand and a vision and roadmap of where you want to eventually be.
- Provides a place to start, benchmark against a simple, recognised reference model.



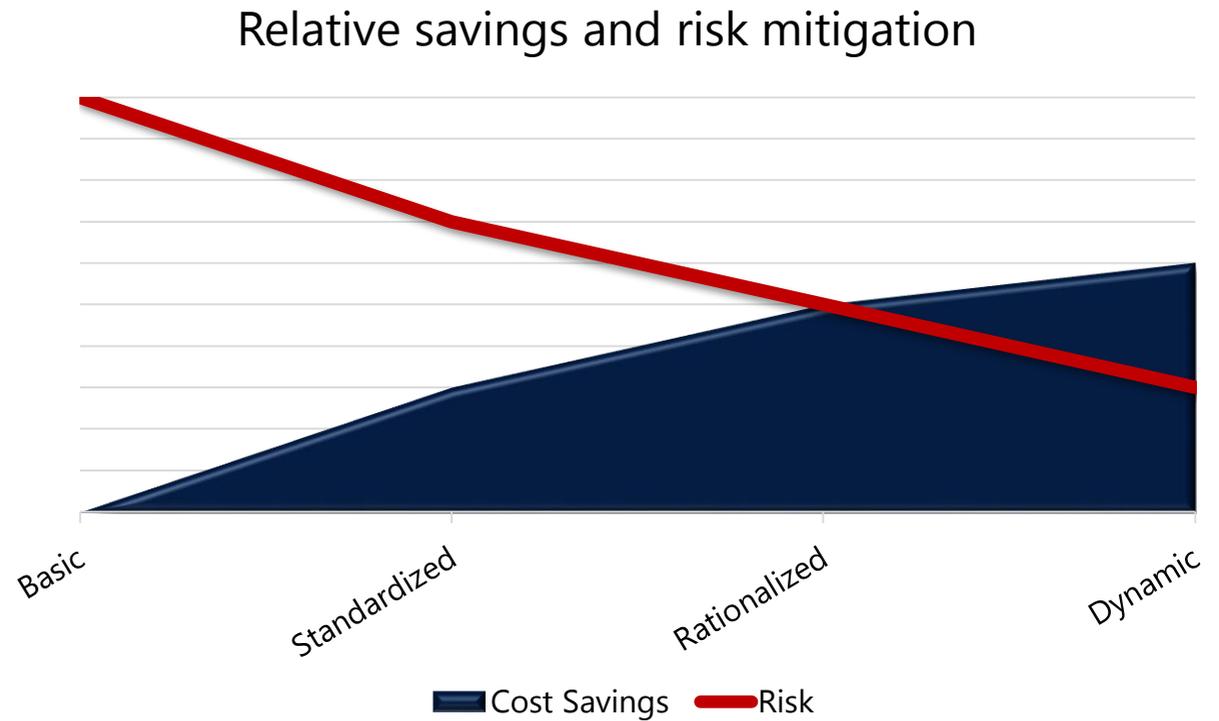
Why Conduct SAM Assessment:

- Focuses on the Top 10, most critical processes, a company needs to have for an effective SAM program;
- Provides greater value to your SAM Baseline engagement or opportunity to onsell SAM Assessment service;
- Helps determine SAM priorities;
- Provides an opportunity to re-visit to check that processes are still working, and working within acceptable performance limits;
- Opportunity to offer guidance on improving their level of process maturity;



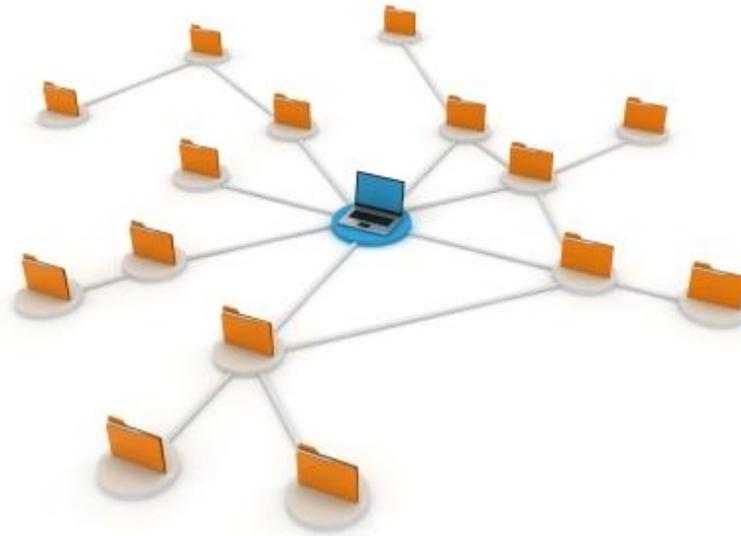
Why Financial Value

Organisations will finally have a standardized methodology from which to benchmark the cost versus value of implementing a SAM program.



Why – Recognised, reference model

- The SAM optimisation Model provides a strong reference model that can be used for current and future SAM program implementations.
- Can be used for any software publisher's products, not just Microsoft's.
- Utilising the SAM optimisation Model, with its set of KPIs and metrics, enables organisations to determine their maturity level based on a defined common reference model.



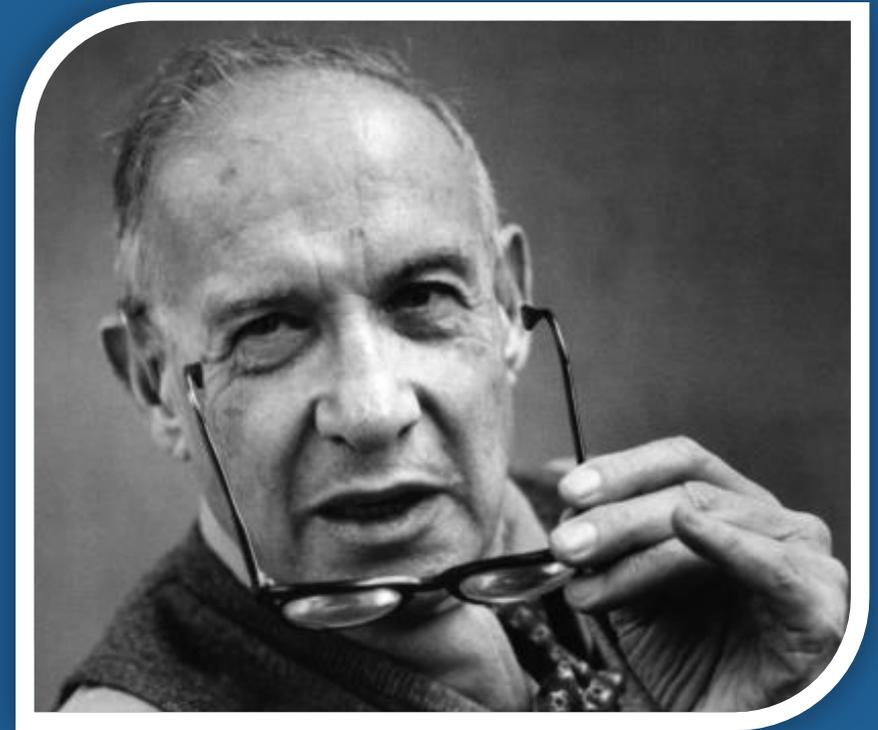
Why – Measurement for Executive Sponsor

The SAM optimisation Model provides the metrics that can be applied to a SAM program so an executive sponsor can gauge its progress toward achieving an effective SAM program.

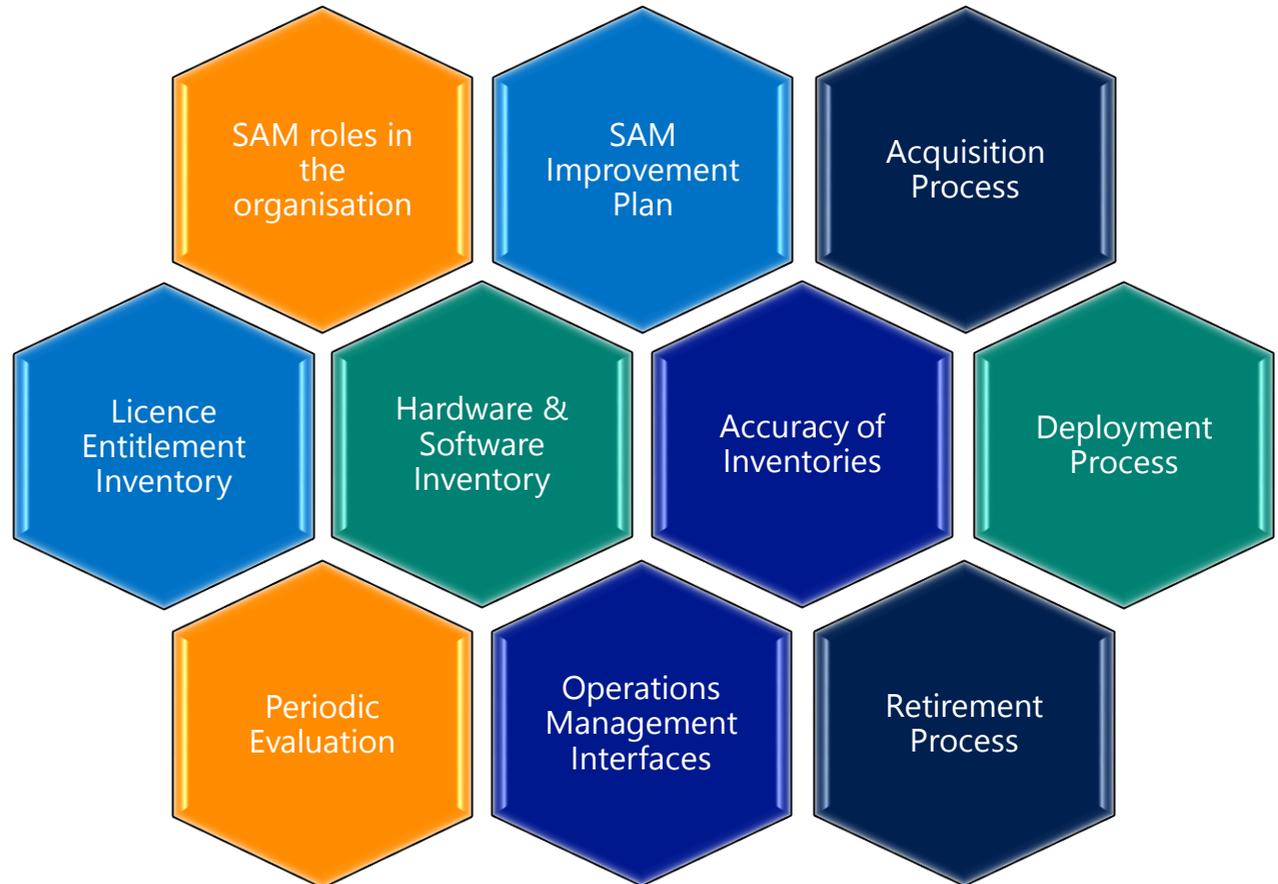


"If you can't measure it,
you can't manage it."

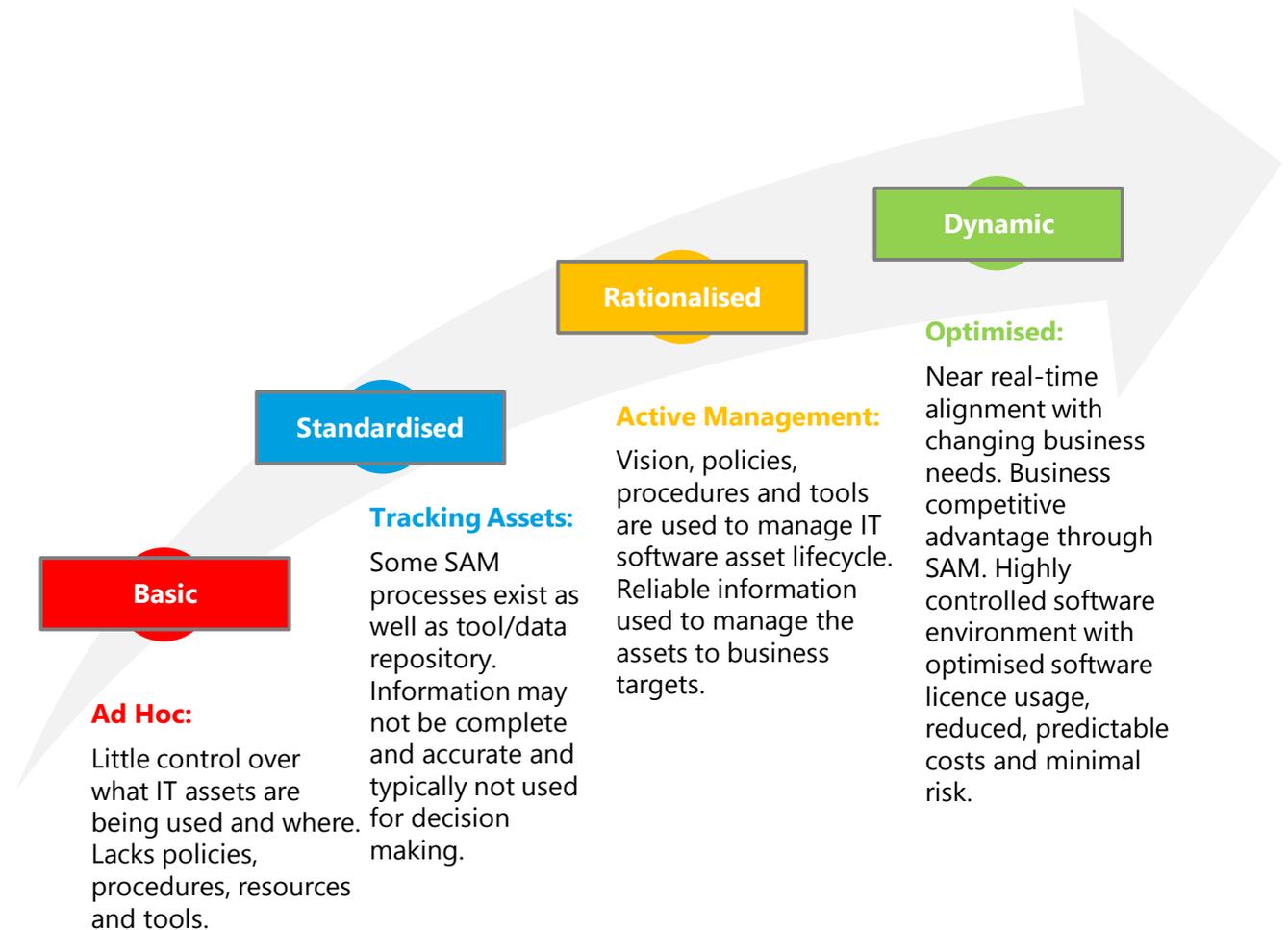
Peter Drucker,
Management Consultant



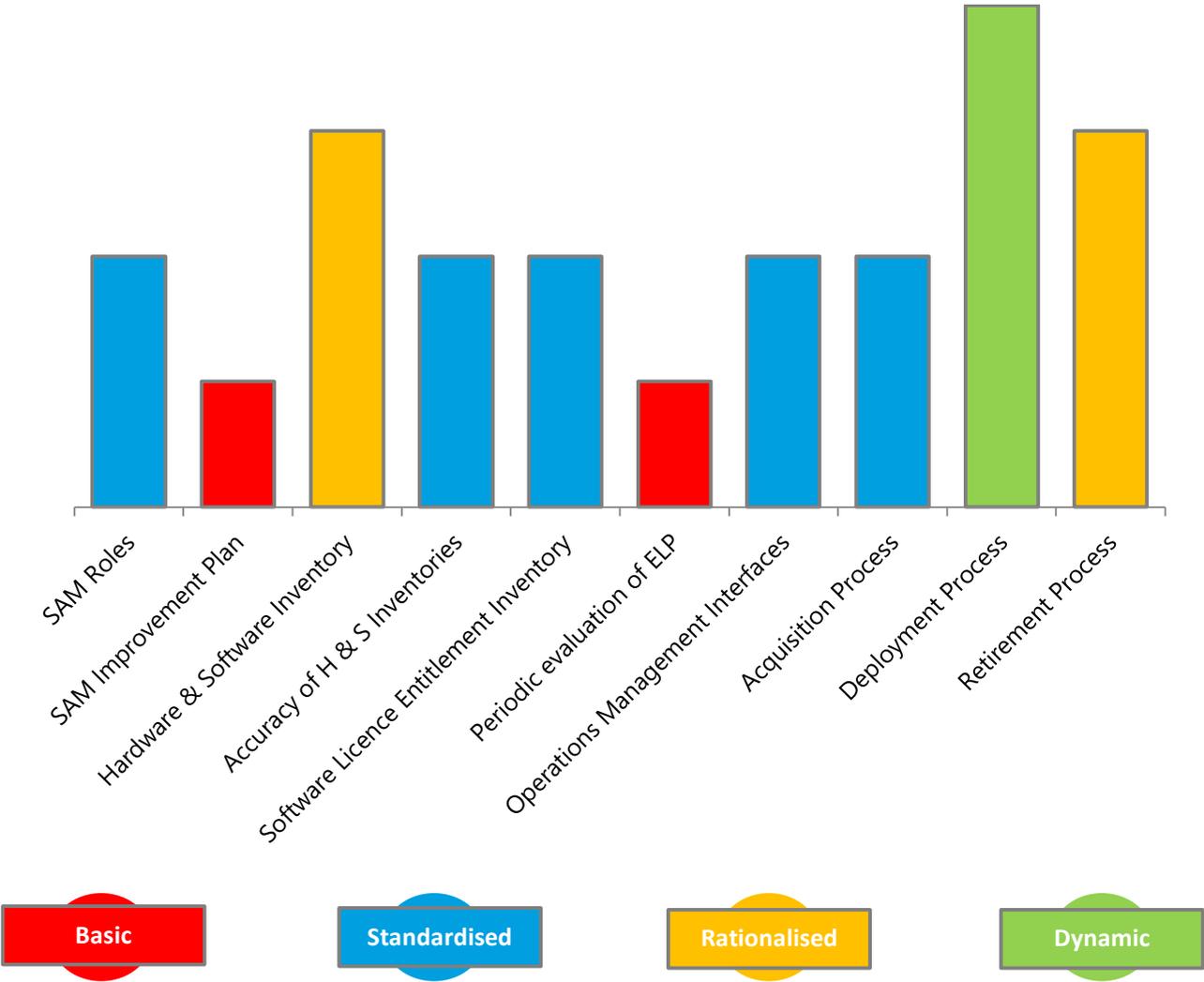
Key Competencies



SAM Optimisation Maturity Levels



Results



Key Approaches and Takeaways

1. **Stating** the problem has a value... **Fixing** the problem has an even greater value.
2. Correct **processes** are the **cure**; whereas true ups are the **fix**.
3. A process review in its own right should **not** be something that is given away.
4. Interview stakeholders and collect as much information **early** and during the engagement -not at the end of the engagement.
5. If you're not using the data, don't do assessment

Questions?

