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

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Speaker Introductions

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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

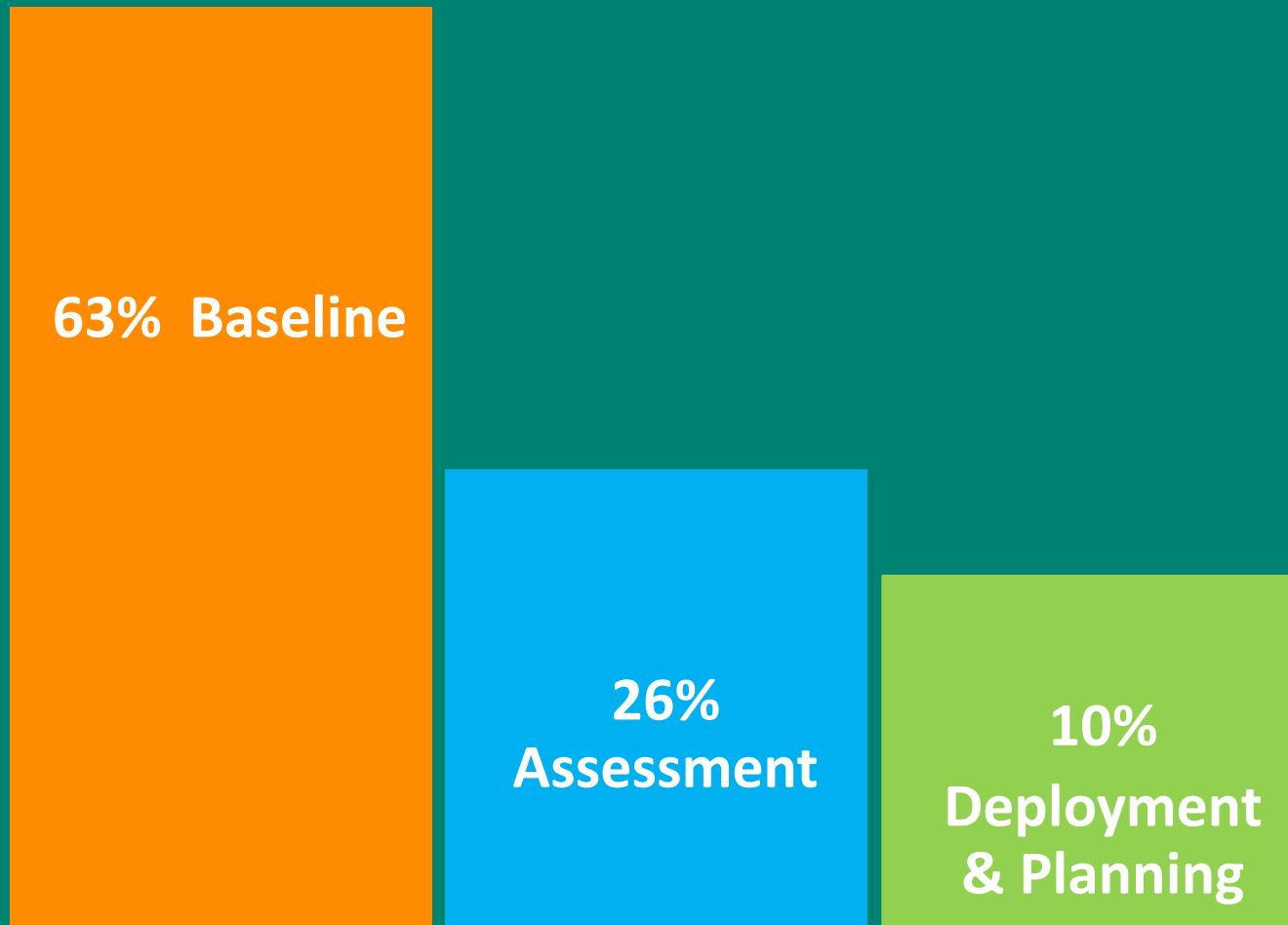
Review of customer's existing processes against SAM Optimization Model framework, identifying improvement opportunities and associated ROI.



SAM 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

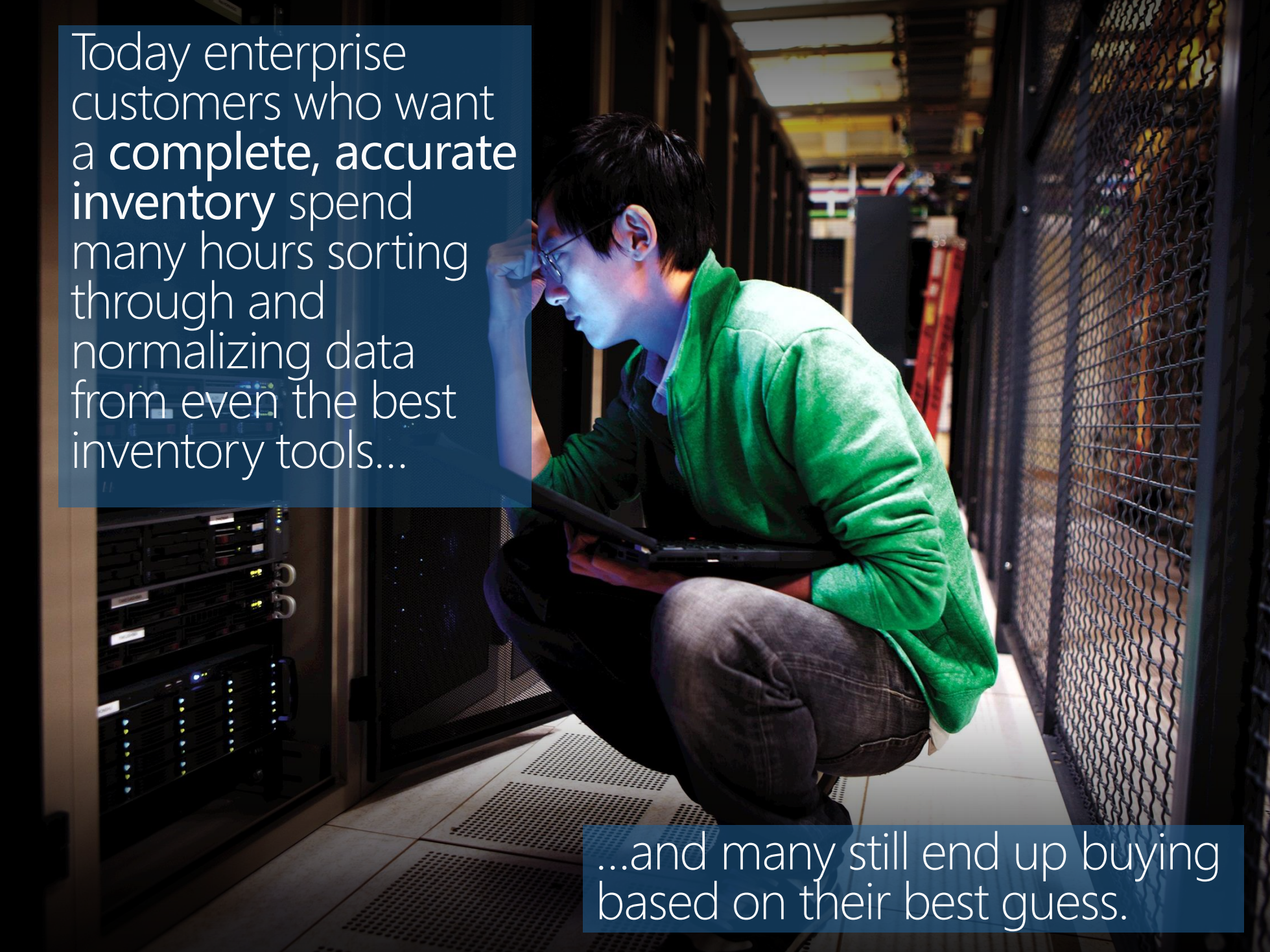


SAM Maturity model

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

	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 < 60% assets in central inventory	> 60% - 90% of assets in inventory	> 90% - 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 report available on demand
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 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 reassigned	Unused software is tracked where the license allows and tracked within a centrally controlled inventory	Centrally controlled inventory of retracted licenses is maintained & a release for reuse, deployment & license record date update	Automated process w/ centralized control & tracking of all installed software; license options, license reassignment and disposal

- 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.

A man with dark hair and glasses, wearing a bright green hoodie and dark jeans, is crouching in a server room. He is looking down at a laptop he is holding, with his right hand resting on his forehead in a gesture of frustration or stress. The server room is dimly lit, with blue light emanating from the server racks. The racks are filled with various electronic components and cables. The floor is made of perforated metal tiles. The background shows more server racks and a chain-link fence.

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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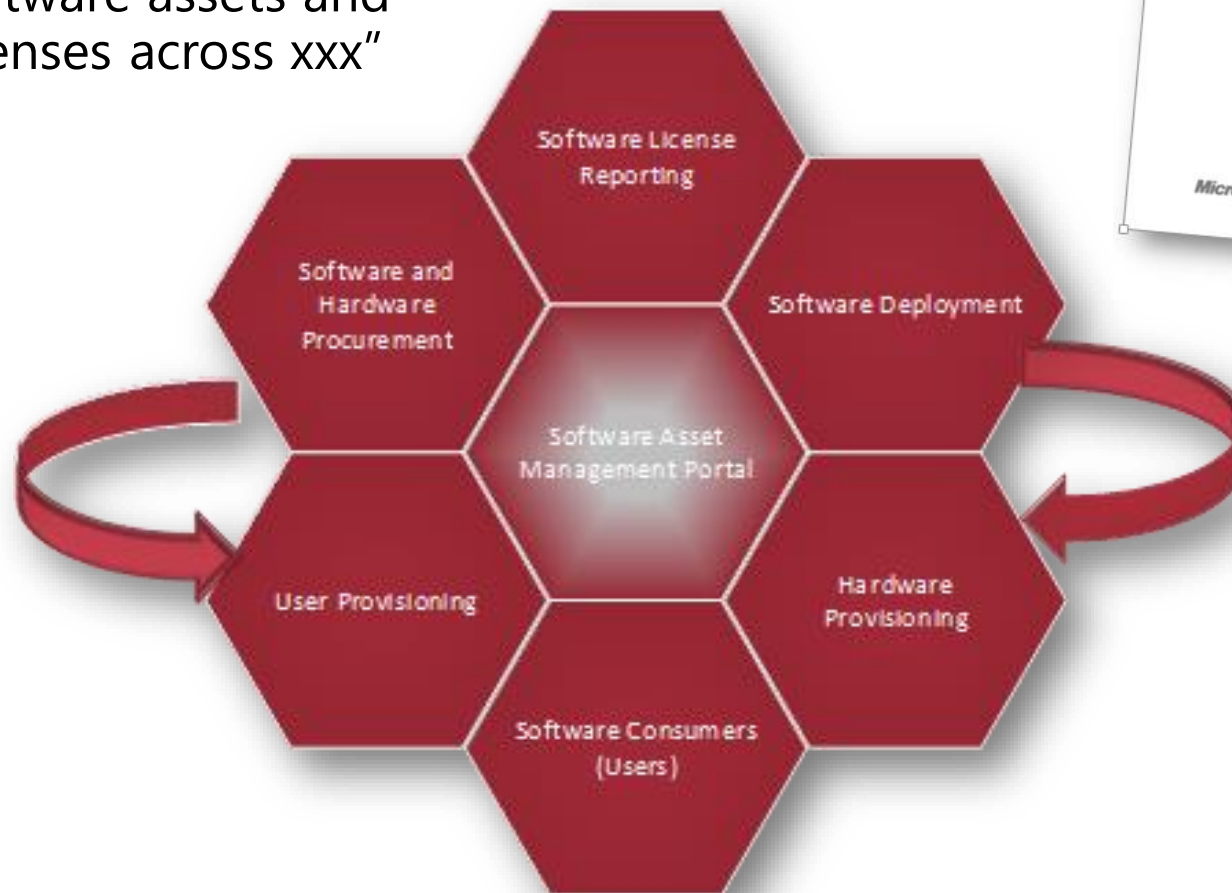
Software Asset Management – Lessons learnt in the real world

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

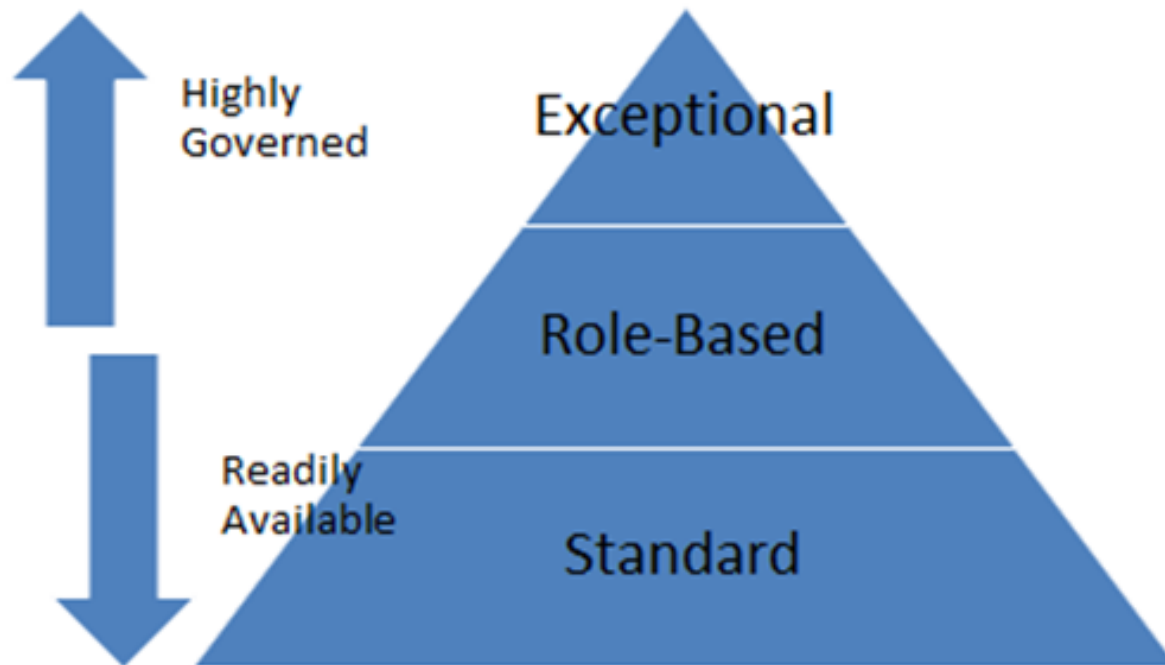
Objective	Proposed Method
Automated discovery of software assets	System Center Configuration Manager, MAP
Reporting for allocation and usage of software	SSRS & MAP reports, Software Metering
Tracking installed software	SSRS reports
Reports of software assets and budgeting	Reports based on business unit
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
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% - 95% 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 ITAM report available on demand
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

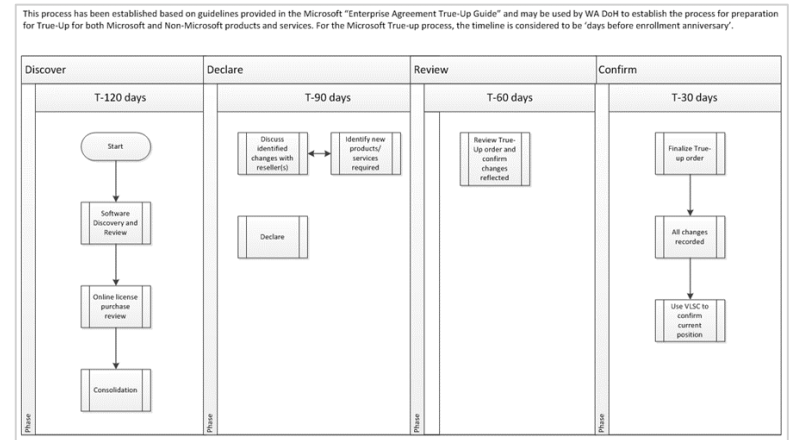
Software Deployment Process and Governance



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

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

Search this site...

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
- Process Diagrams
- Recycle Bin
- All Site Content

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

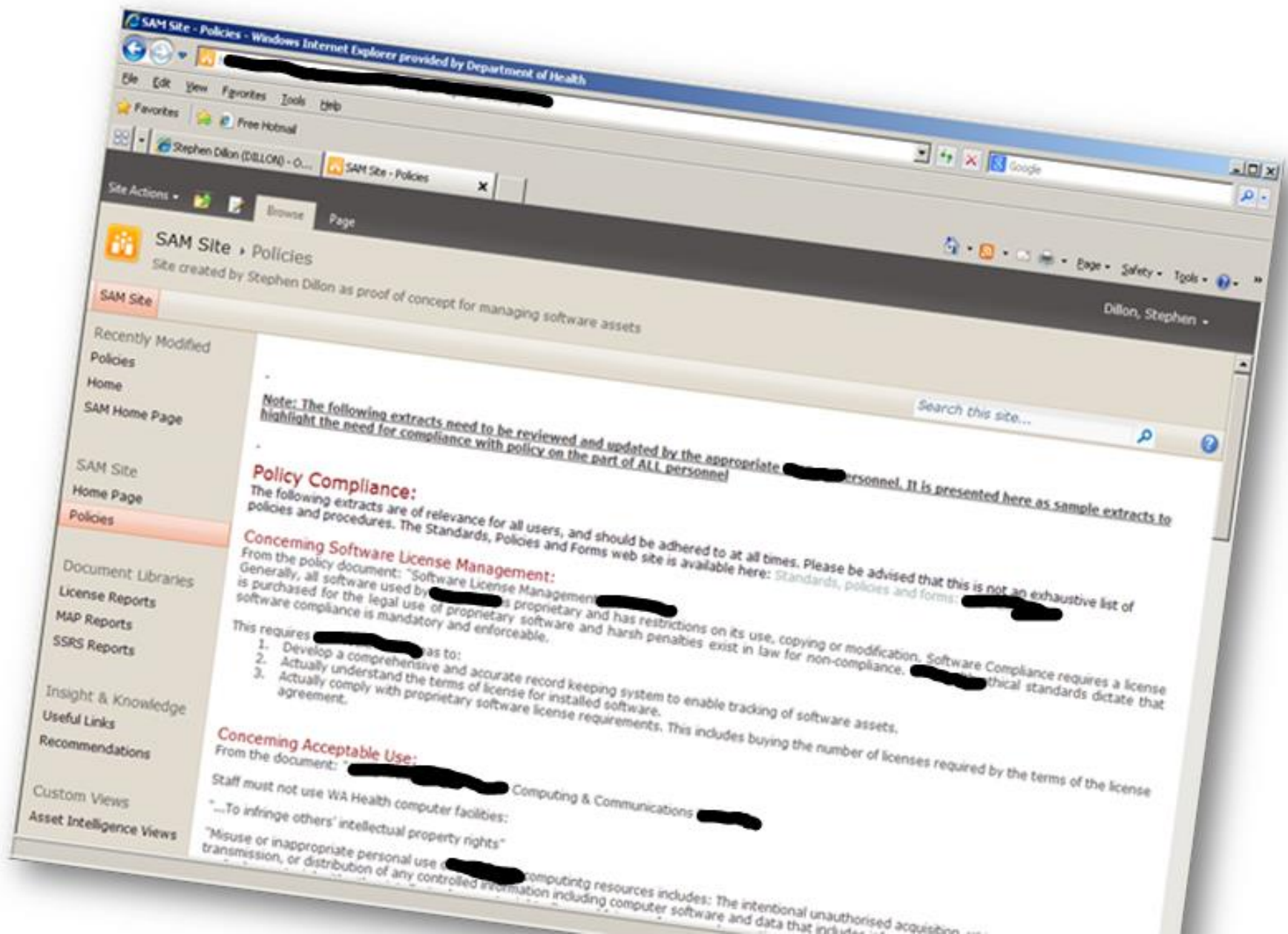
[redacted] are developing a Software Asset Management (SAM) framework in order to realize the following benefits:

- 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

```
graph TD
    SR[Software Request] --> SP[Software Purchase]
    SA[Software Approval] --> SP
    SP --> SI[Software Installation]
    SI --> SC[Software Configuration]
    SC --> SM[Software Maintenance]
    SM --> SS[Software Support]
    SS --> SD[Software Decommission]
    SS --> SU[Software Upgrade]
    SU --> SRP[Software Replacement]
    SRP --> SD
    SP --> SPOL[Software Policy]
    SP --> STAN[Software Standards]
```


Policies and Compliance



License Reports

The screenshot shows a SharePoint web interface for a site named 'SAM Site'. The breadcrumb navigation indicates the current location is 'License Reports > 2013 > All Documents'. A search bar is located in the top right corner. On the left, a navigation menu lists various site components, with 'License Reports' currently selected. The main content area displays a table of documents. The table has columns for 'Type', 'Name', 'Modified', and 'Modified By'. The documents listed are all dated 4/11/2013 and were modified by 'Dillon, Stephen'. Some document names are redacted with black boxes.

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_Subscription_Pricing_Customer_Ready_2012_amended	4/11/2013 2:11 PM	Dillon, Stephen
	[REDACTED]_Subscription2011_2013	4/11/2013 2:13 PM	Dillon, Stephen

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.

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

Created : 4/16/2013 (13)

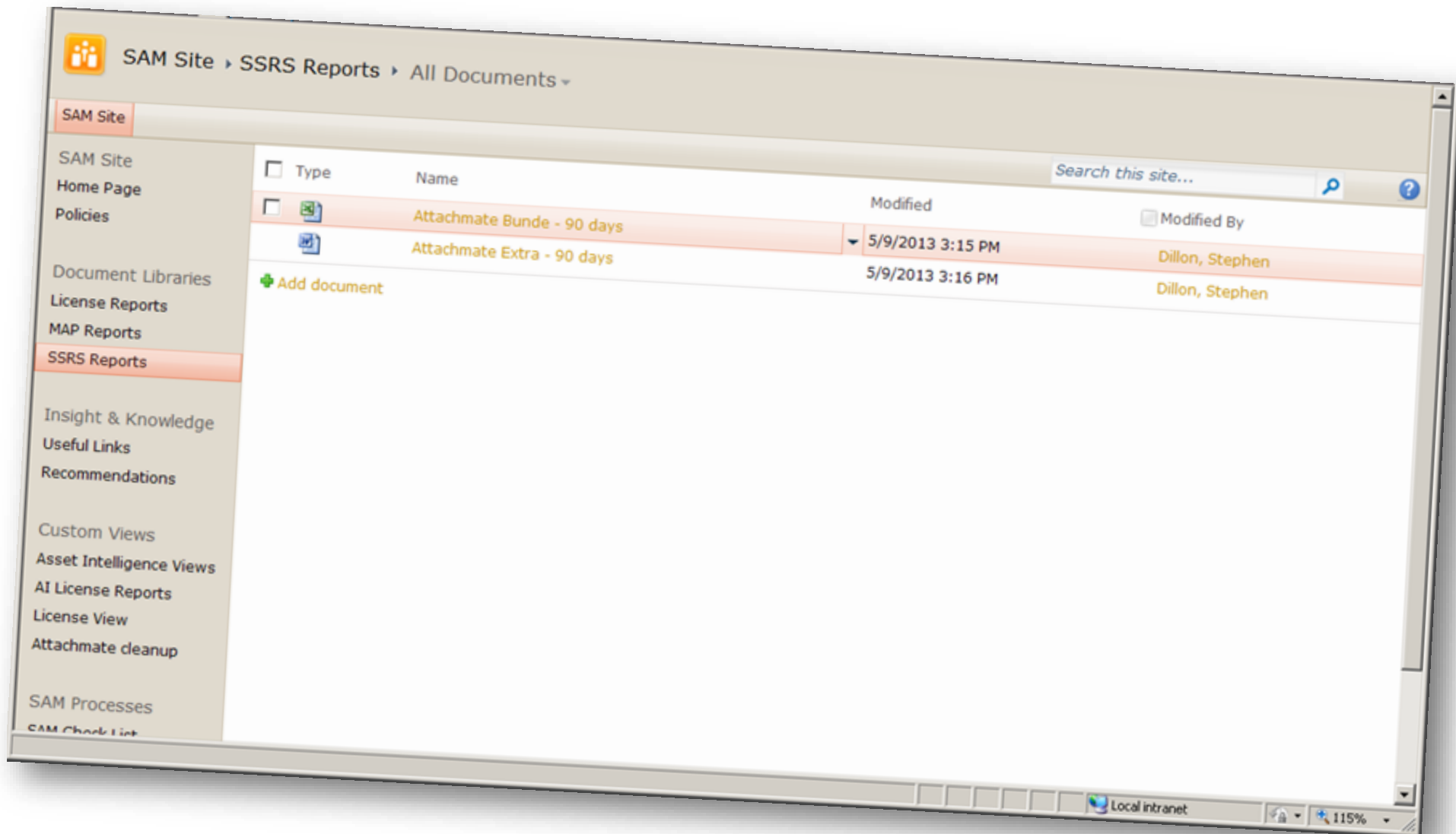
Created : 5/9/2013 (7)

Type	Name	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



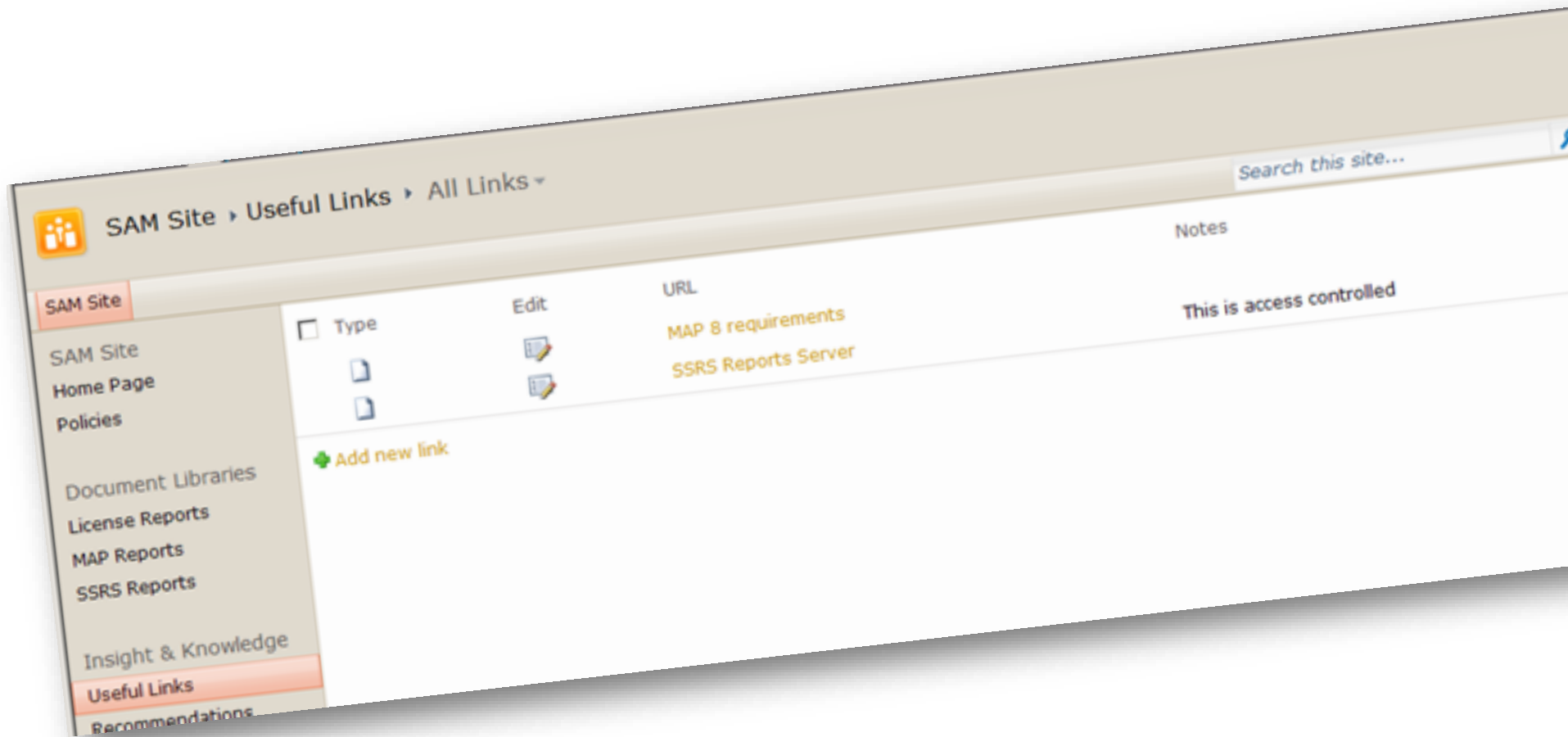
Asset Intelligence Views

The screenshot displays the 'SAM Site' interface, specifically the 'Asset Intelligence Views' section. The left sidebar contains navigation links: Home Page, Policies, Document Libraries, License Reports, MAP Reports, Insight & Knowledge, Useful Links, Recommendations, Custom Views, Asset Intelligence Views (highlighted), AI License Reports, License View, SAM Processes, SAM Check List, Process Diagrams, Recycle Bin, and All Site Content. The main content area shows a table of views with columns: View, Description, Related Views, Run Schedule, and Category. The views are grouped by category: AI (30), AIStatus (1), HINV (13), Software Meter (6), and S'Ware Meter Status (3). The 'v_INSTALLED_SOFTWARE_DATA_Summary' view is highlighted. The 'v_FileUsageSummary' view is marked as 'NEW'.

View	Description	Related Views	Run Schedule	Category
Category : AI (30)				
Category : AIStatus (1)				
v_INSTALLED_SOFTWARE_DATA_Summary	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
Category : HINV (13)				
Category : Software Meter (6)				
Category : S'Ware Meter Status (3)				
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
Add new item				

javascript: Local intranet 100%

Links



Recommendations Status

The screenshot shows a web application interface for managing recommendations. The breadcrumb navigation at the top reads "SAM Site > Recommendation List > All Tasks". A left-hand sidebar contains a menu with items: "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. The table has columns for "Description", "Recommendation", "Assigned To", "Status", "Priority", "Due Date", "% Complete", "Start Date", and "Predecessors". There is a search bar labeled "Search this site..." in the top right of the table area.

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	

The bottom of the browser window shows a taskbar with a "Local intranet" address bar and a system tray indicating 115% zoom.

Entitlements (Filtered)

The screenshot displays the 'SAM Site' interface, specifically the 'License View' section. A dropdown menu is open, showing options for filtering the view. The main table lists various applications and their entitlements, including 'Access', 'Excel', 'Expression Studio Web Professional', 'Office Enterprise', 'Office Professional', and 'Office Professional XP'. The table columns are 'Version', 'Effective Quantity', 'Unresolved Quantity', 'Active SA Quantity', and 'LicenseType'. The 'LicenseType' column shows 'Perpetual' for all entries.

Filtering Options:

- All Items
- CALs
- Unresolved Quantity
- Modify this View
- Create View
- Configure Views for This Location

Table Data:

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
Plus 2010	25	0	0	Perpetual
Plus 2007	666	0	0	Perpetual
2003	1,311	0	0	Perpetual
XP	42	0	0	Perpetual
2000	464	0	0	Perpetual
	76	0	0	Perpetual

Navigation and Search:

- Search this site...
- 1 - 15
- Local intranet
- 115%

Unused software (licensed)

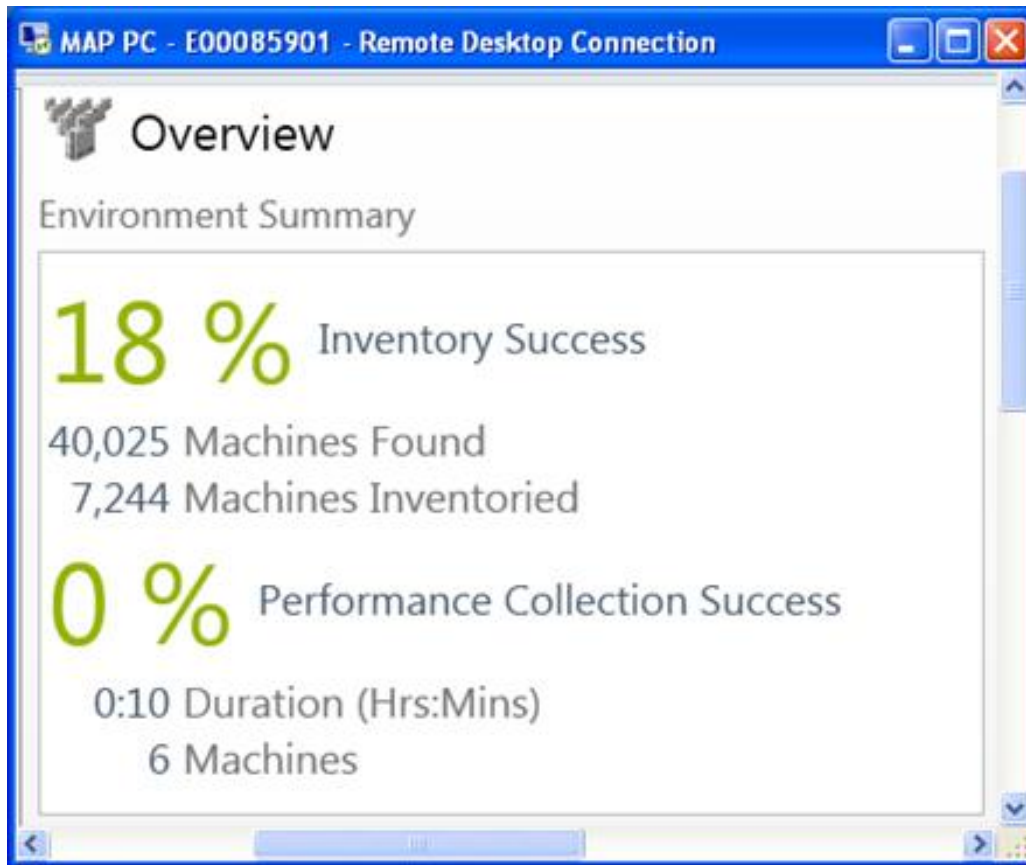
The screenshot displays the 'SAM Site' interface, specifically the 'Attachmate cleanup' section in 'Status View'. The left sidebar contains a navigation menu with options like 'Home Page', 'Policies', 'Document Libraries', 'License Reports', 'MAP Reports', 'SSRS Reports', 'Insight & Knowledge', 'Useful Links', 'Recommendations', 'Custom Views', 'Asset Intelligence Views', 'AI License Reports', 'License View', 'Attachmate cleanup', and 'SAM Processes'. The main content area shows a table of software licenses with columns for 'Computer Name', 'Status', 'Product Name', 'Publisher', and 'Product Version'. A search bar at the top right allows searching the site. The table lists several 'EXTRA! Bundle for TCP/IP' products from 'Attachmate', all with version '6.4'. A status indicator shows '(805)' items. At the bottom, there is a link to 'Add new item' and a status bar indicating '1 - 10' items.

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

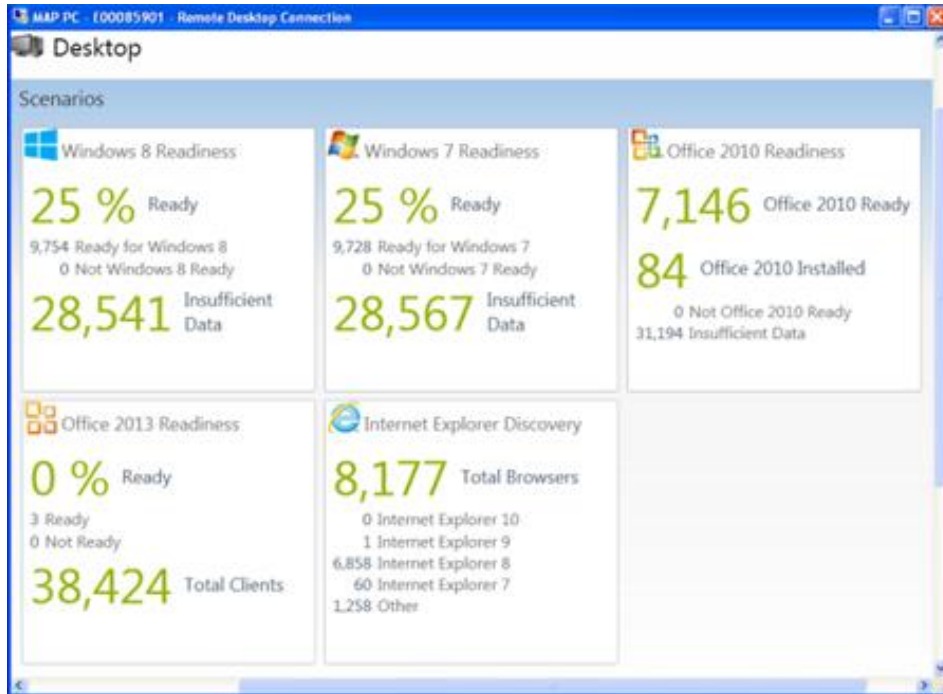
Reports Consolidation

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

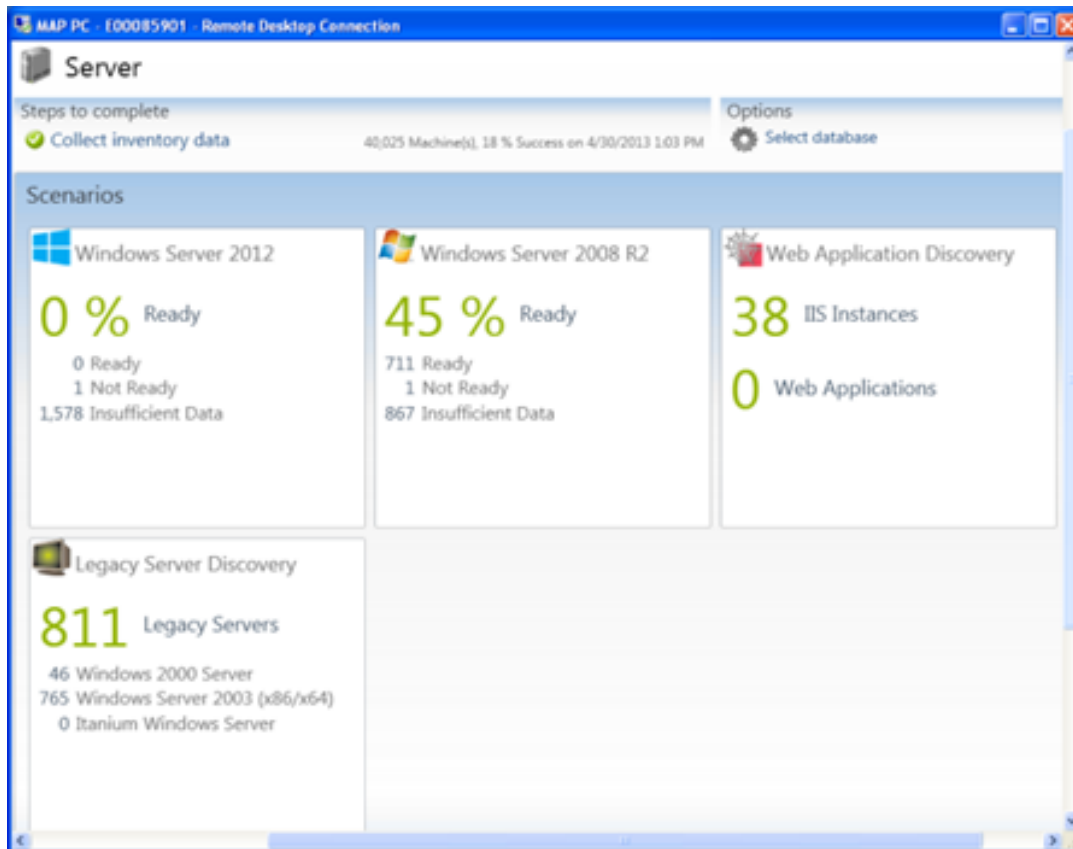
Product ID	Product Name	Product Version	Count
18.1.2 Output from MAP			
Table 23: Output from MAP Report			
Application	Product Type	Software Version	Number of Installed Copies
Microsoft Office Professional Plus 2010	Office Suite	14.0.4763.1000	2
Microsoft Office Project Professional 2010	Individual 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



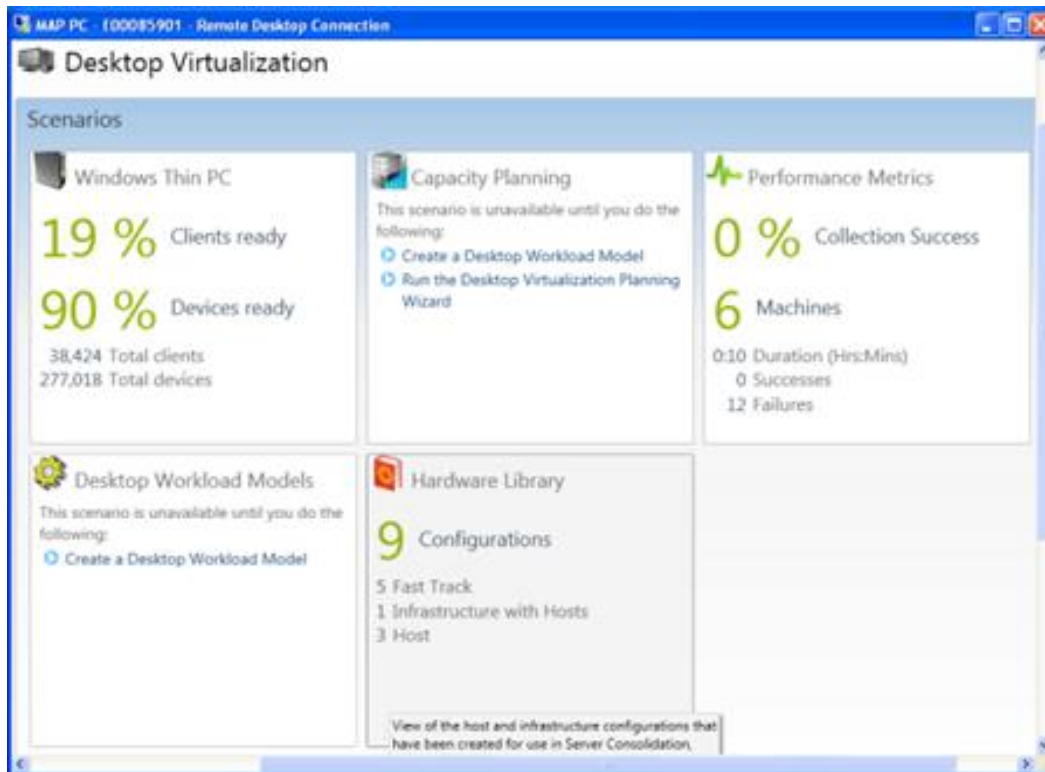
- Reliability can be further improved by using an account(s) with higher level of permissions/rights on the workstations and servers being queried.
- 'Completeness' can be improved by including Windows network protocol discovery method for non-domain computers



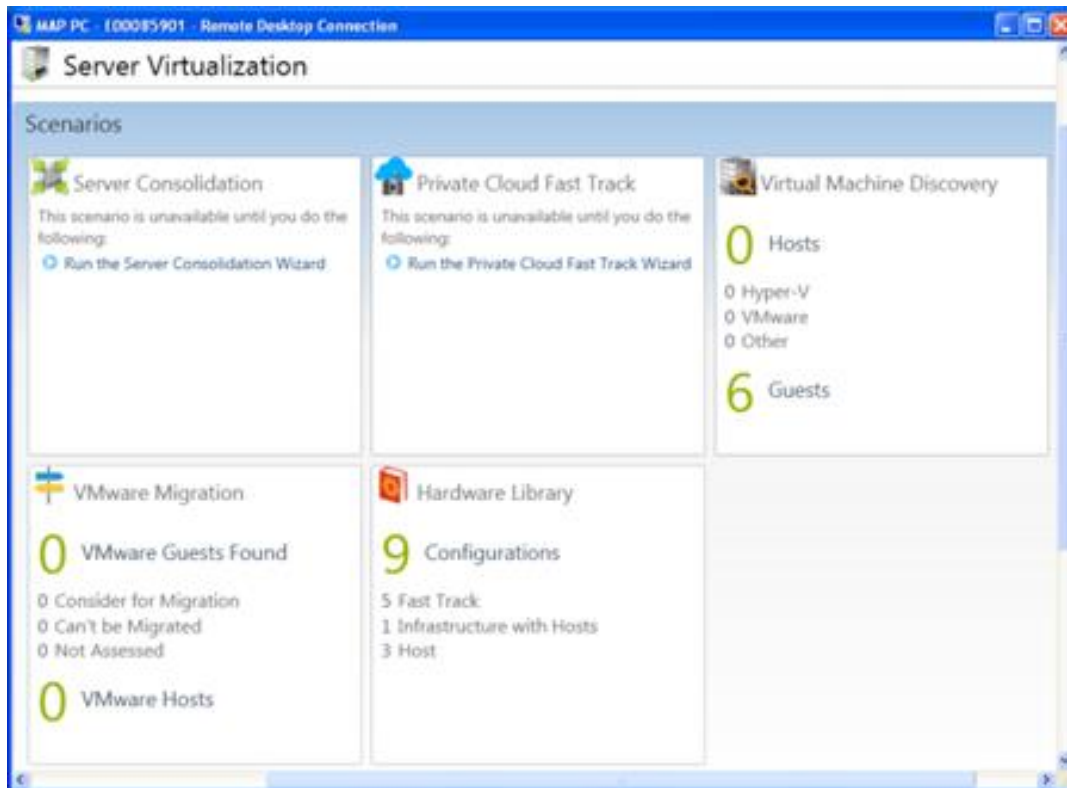
- Further investigation revealed that 130 desktops required hardware upgrades or free disk space to enable them to be upgraded to Windows 8, but the majority of those discovered are currently upgradable to Windows 7 OR Windows 8.
- These reports also provide detailed analysis of software versions installed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



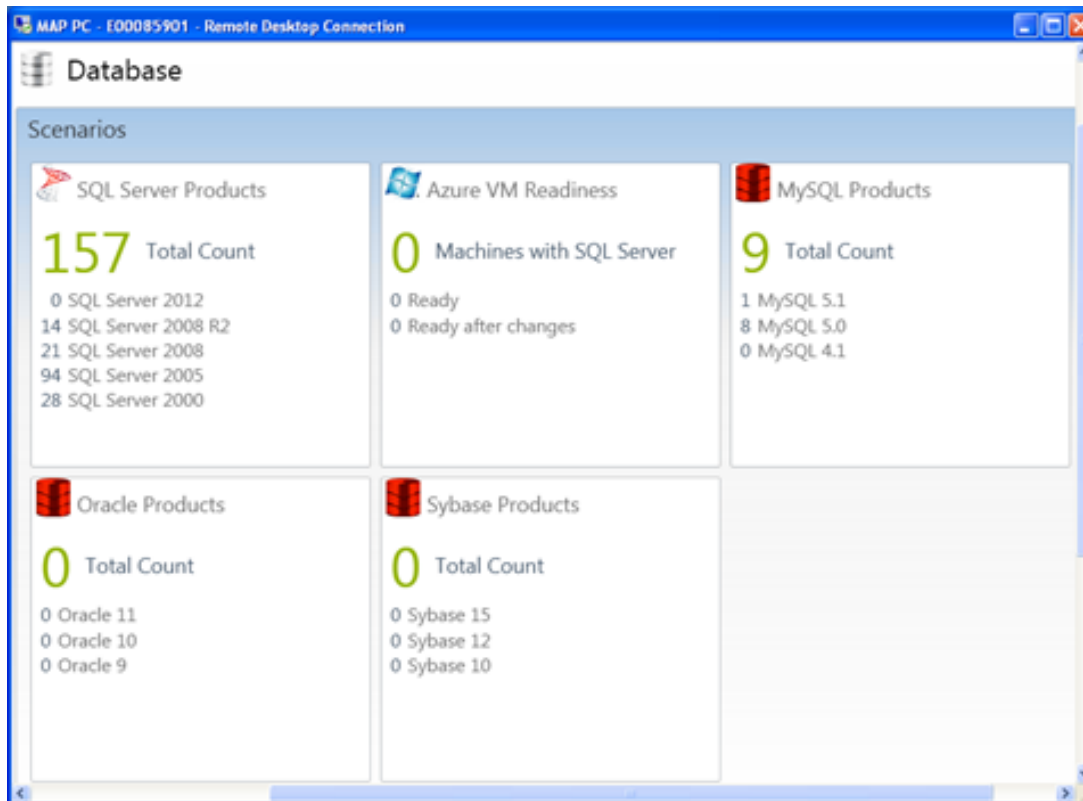
- This summary shows that 811 legacy servers were discovered. The majority of these may be upgradable to Windows Server 2008 R2 at least.
- The lack of detail concerning the IIS web applications may be due to permissions constraints.



- 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

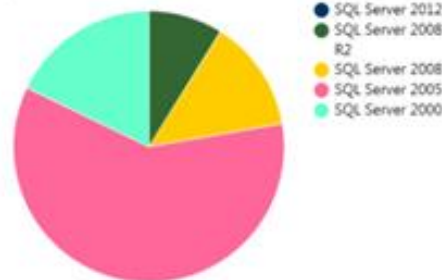
14 Licensed Editions

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



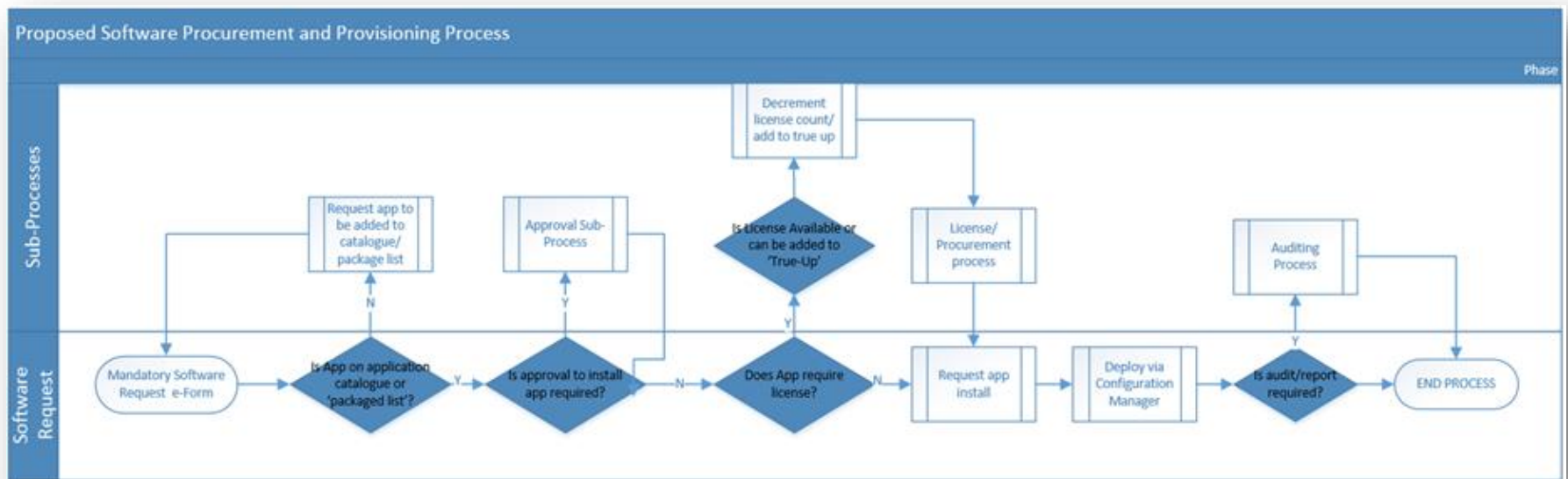
Licensed Editions



- 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
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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

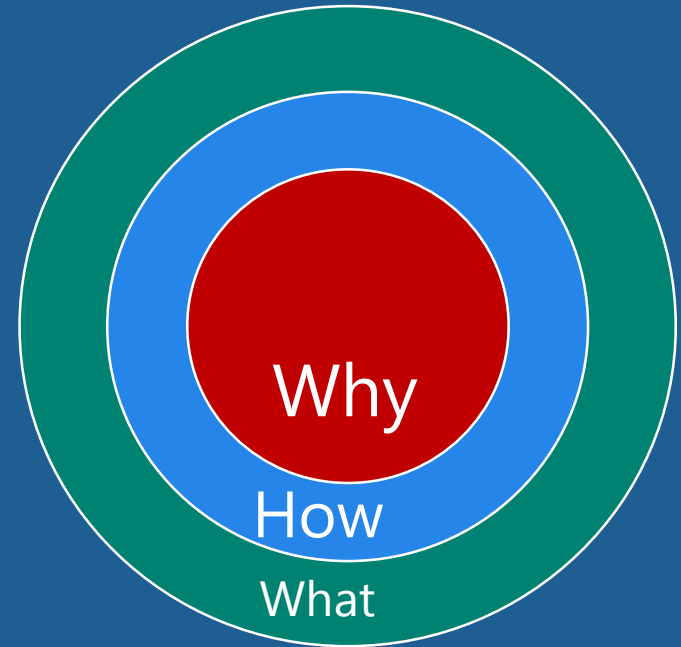
Microsoft Partner
Gold Software Asset Management



Microsoft

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

Simon Sinek

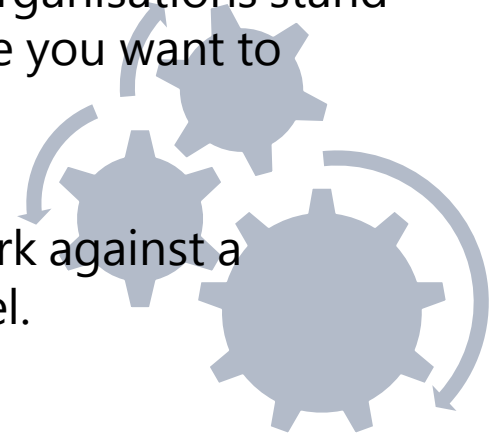


Why Conduct SAM Assessment:

- 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.



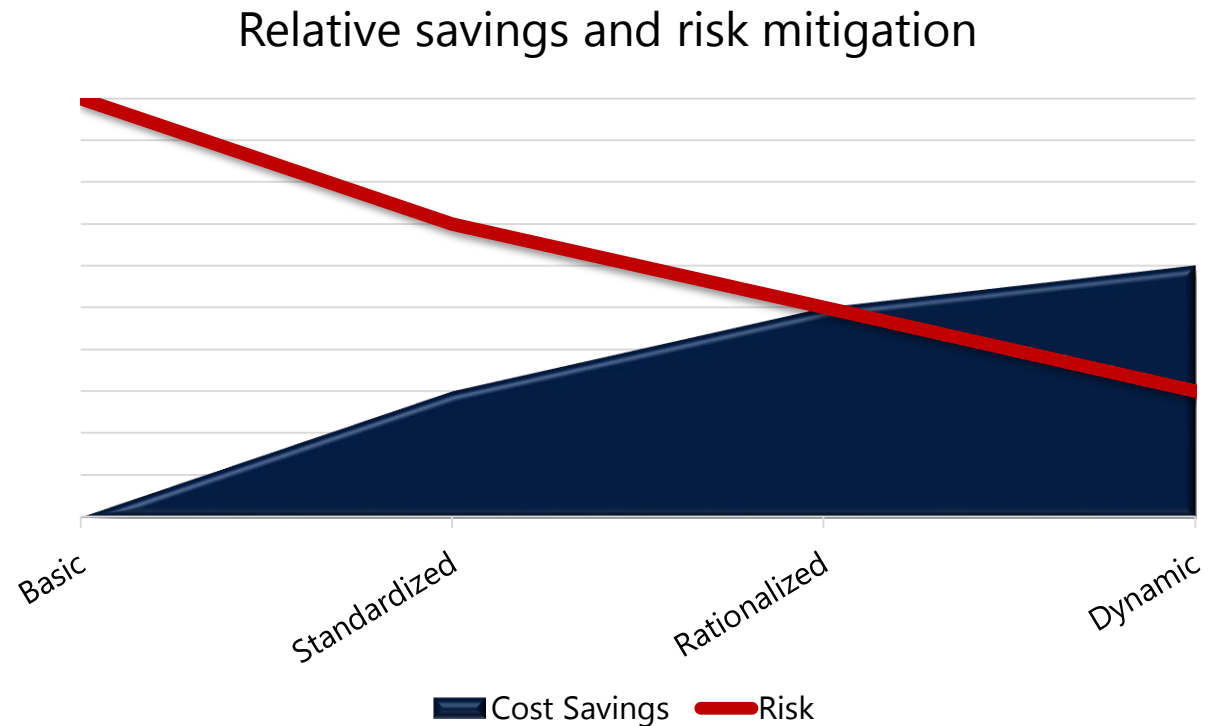
Why Conduct SAM Assessment:

- 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;



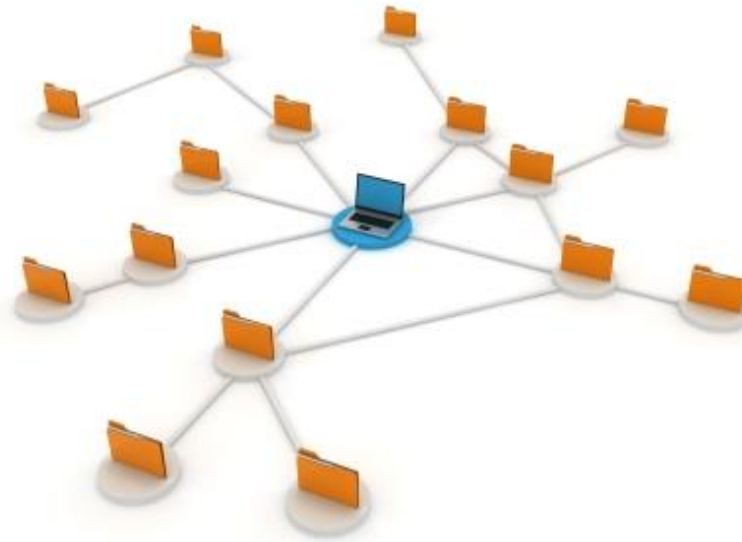
Why Financial Value

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.



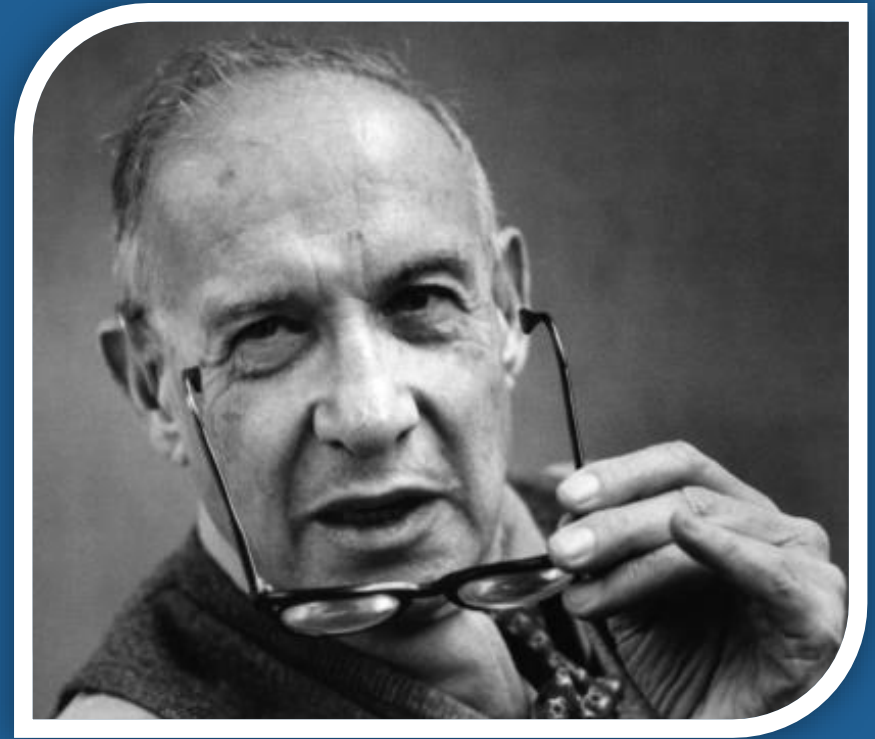
Why – Measurement for Executive Sponsor

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.

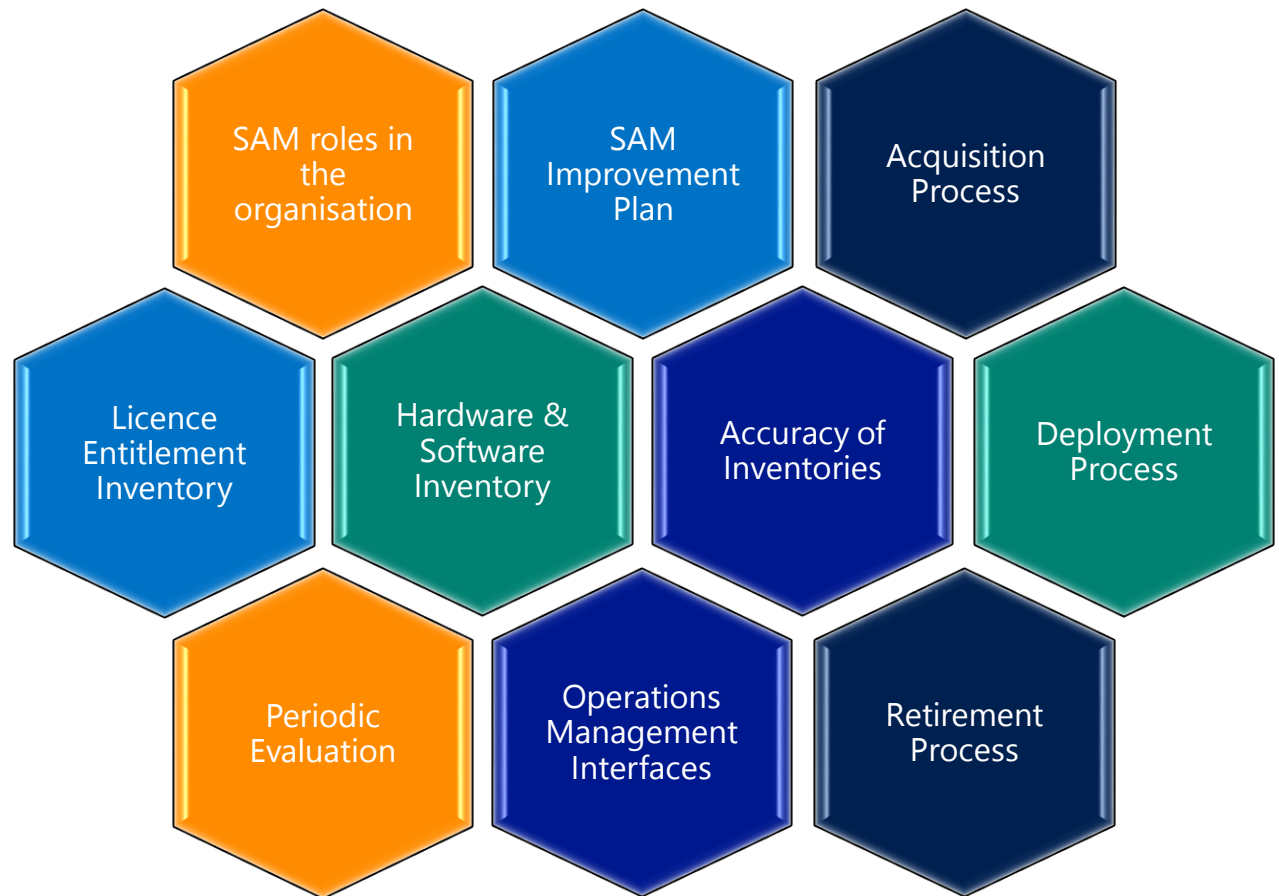


"If you can't measure it,
you can't manage it."

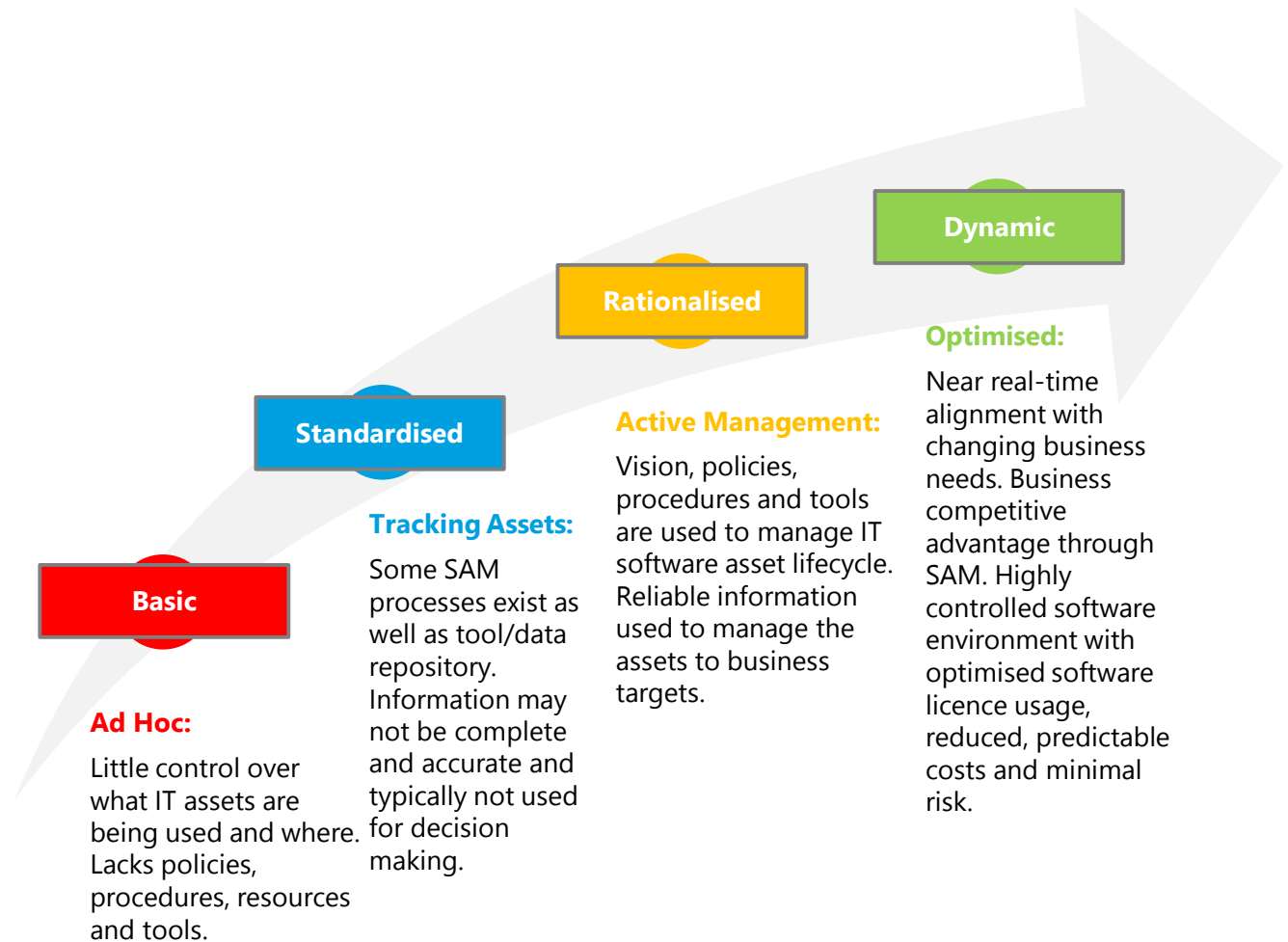
Peter Drucker,
Management Consultant



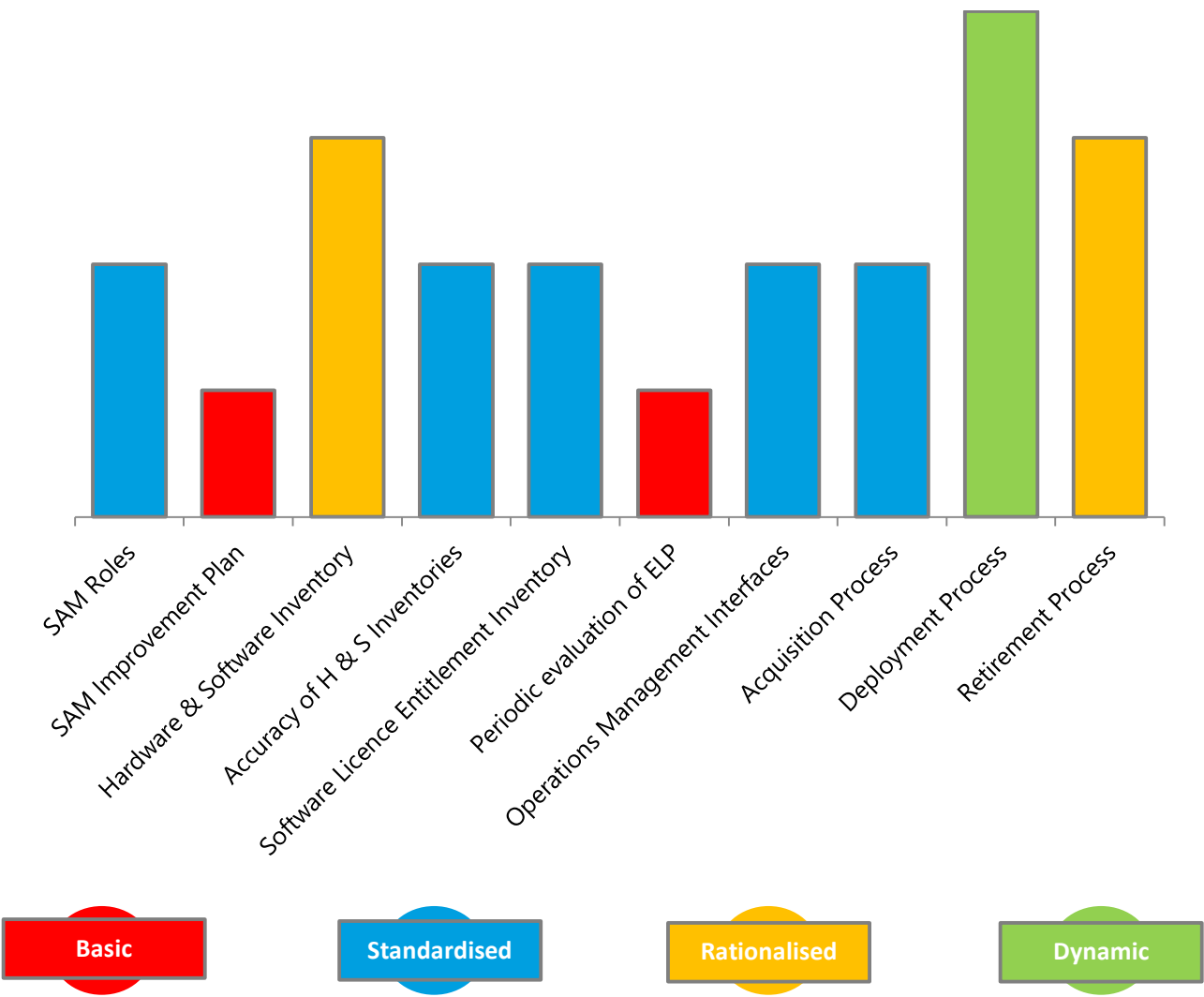
Key Competencies



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?

