Software Asset Management: essential business protection

Do you know everything about all the software that is installed in your company?

If you don't, you can't ensure it is secure and licensed properly. And the longer that situation continues, the more likely it is that your employees will be using software that:

The potential risks in terms of security breaches and compliance failures are significant. That's why there is an industry standard for managing software effectively and securely. This standard is called **Software Asset Management** or **SAM**. SAM is a global industry standard governing the infrastructure and processes required to effectively manage, control and protect software assets within an organization across their entire lifecycle.

YOU HAVEN'T APPROVED

YOU DON'T KNOW ABOUT

MAY OR MAY NOT BE LEGAL AND ORIGINAL

MAY CONTAIN MALWARE

MAY BE UNLICENSED.

SAM Benefits & Consequences

What are the benefits of implementing SAM?

Effective management of the entire software lifecycle for every asset; complete transparency and control over what software is installed and how it is being used; Comprehensive security covering all your software assets.

What are the consequences of not implementing SAM?

If you don't have a complete, transparent picture of all the software being used within your organization, you can't secure it or ensure it is compliant. This represents a significant but unknown and unquantifiable business risk.

Internal threats

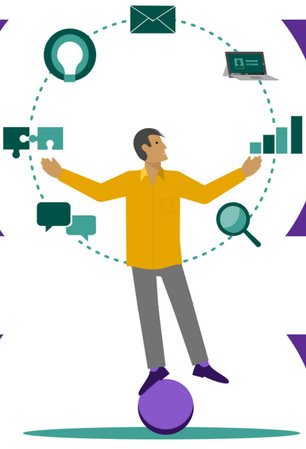
Unauthorized software can contain malware that will wreak havoc within your network and generate financial liabilities. There are many reasons why employees install unauthorized software:

They want or need software that isn't on the approved list of applications.

They aren't aware of specific corporate software policies.

They think it is free.

They install it by accident.



While employees rarely intend to deliberately inflict damage on their own organization, the consequences of utilizing unauthorized software can be expensive.
We're talking about:

- **Hidden costs**
- **Unnecessary expenditure**
- **Fines for under-licensing**
- **Data loss or theft caused by malware**
- **Cost of downtime**
- **The legal and financial costs of customer data being compromised**
- **Compliance failures**
- **Damage to reputation**

Protect your business, before it's too late

In 2016, doing nothing about this issue is not an option. To protect your business thoroughly against the risks of unauthorized software, to ensure compliance and to optimize yoursoftware expenditure, you need:

Effective management of the entire software lifecycle for every asset

Cyber-attacks are inevitable, and compliance is a necessity – but security breaches and non-compliance are avoidable.

Find out how to leverage industry standard SAM best practices to protect your business, and discover how Microsoft's approach to security helps organizations defend themselves.

BSA Global Software Survey, May 2016

Comprehensive security covering all your software assets

Complete transparency and control over what software is installed and how it is being used

*** Seizing Opportunity Through License Compliance, the new 2016 Global** Software Survey from BSA | The Software Alliance

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