

SAM Customer guide



The Microsoft
Software Asset
Management Programme (UK)

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Take control... stay legal... ...save time and money

Software Asset Management equals sound business sense

Your software licences are a business asset like any other, so it's important to know what you have, what you're using and what you need. But managing software assets can be a daunting task, often complex and time-consuming. If you have limited resources (and who doesn't?), it can be difficult to know where to start. That's why we have introduced a structured Software Asset Management (SAM) programme to help you. We believe that if you adopt a SAM strategy you will see clear, tangible benefits:

- Be firmly in control of your software assets
- Stay legal
- Avoid the risks of counterfeit software
- Save money (typically up to 30% in the first year).

But don't just take our word for it.

"SAM has promoted the smooth running of business processes. Less time will be absorbed by routine tasks... It provided a framework for us to turn an area of potential concern into an area of confidence, even comfort. I would definitely recommend the SAM process to other companies."

HW Fisher

Get support implementing the Microsoft Software Asset Management Programme

Microsoft is here to support you as you integrate SAM into your everyday planning and control. We'd like to work with you to ensure you get the most from your software investment. This is why we have created The Microsoft SAM Programme (www.microsoft.com/uk/licensing/sam). The Microsoft SAM Programme is a framework of steps to help you complete the first and hardest part of implementing SAM within your organisation – the software review/audit stage.

You can access free tools and licence statements to help you get an accurate picture of your Microsoft software assets or, as part of the programme, work with one of our specialist SAM partners. Your partner will offer you a complimentary session of independent, tailored SAM advice. With their Microsoft licensing expertise at your fingertips, you'll have one less thing to worry about.

Concerned you may be under-licensed?

Are you worried that there may be a shortfall in your estate that your IT budget won't cover at the moment? Take advantage of Microsoft Financing offers – they cover software, hardware and consultancy costs.

Recognising SAM success

We would like to work with you in an open and transparent way. Taking part in the programme involves sharing information with us, and we think it's important to offer something in return. So we'll provide:

- A certificate stating that we should not have to review you for 12 months after successful completion of the programme
- Complimentary SAM training course (one day).

Take control today

Taking control of your software assets is something you shouldn't put off. As with many things, getting started can be the hardest part. But with the right support, managing your licences can be straightforward. Once you have processes in place and SAM becomes part of your everyday business practice, everything gets much easier.

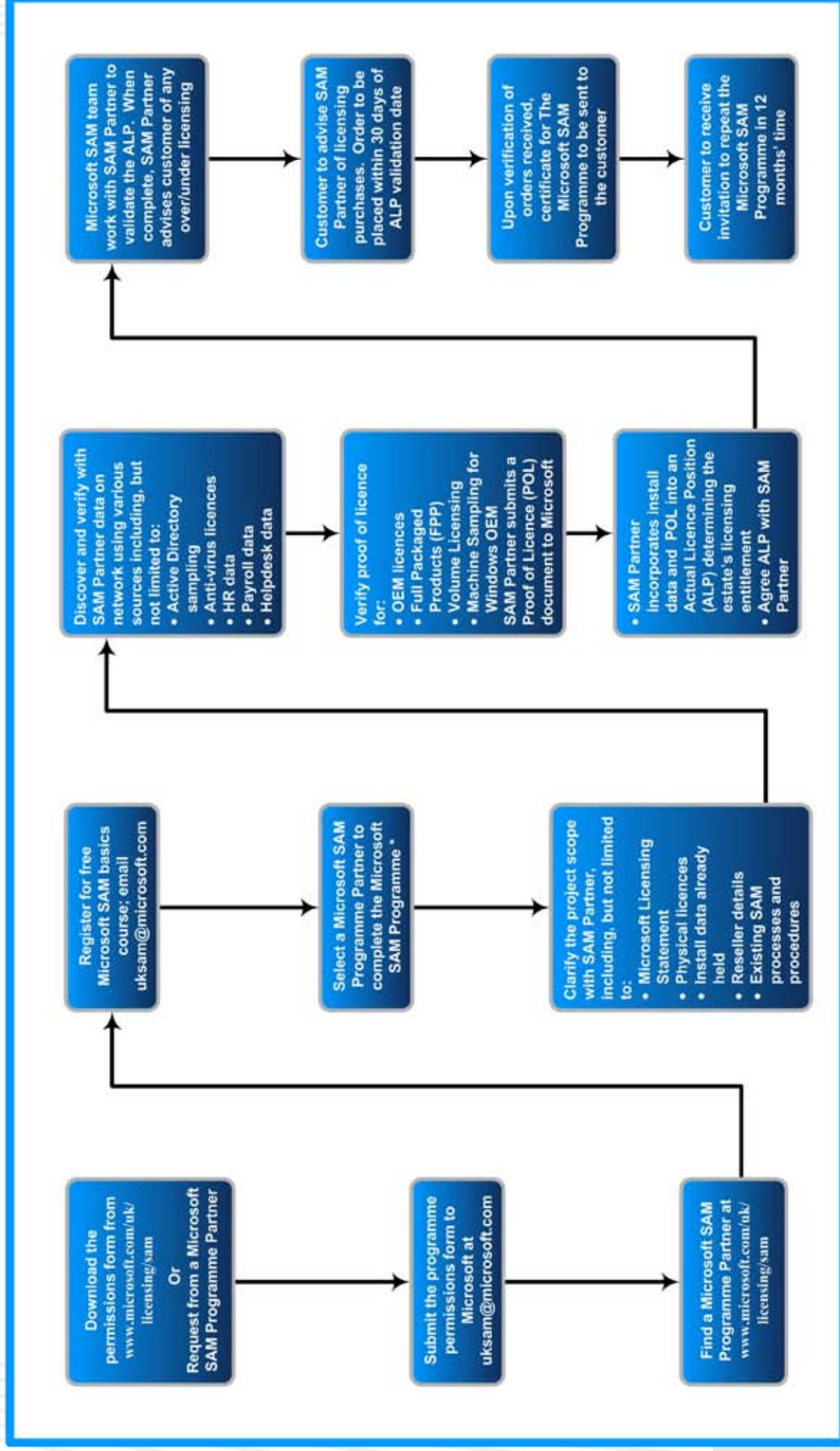
Learn More About The Microsoft SAM Programme

Visit www.microsoft.com/uk/licensing/sam.

The site is full of useful resources like these:

- Free Microsoft software inventory and ROI tool
- SAM case studies
- Where to go for more detailed SAM guides
- More about SAM Partners.

Ten steps in the Microsoft SAM Programme



Glossary			
ALP	Actual Licence Position	OEM	Original Equipment Manufacturer
FPP	Full Packaged Product	POL	Proof of Licence
		SAM	Software Asset Management

*All partner costs to be met by customer

Frequently Asked Questions for Microsoft Customers

Q. *Is there a registration charge for The Microsoft SAM Programme?*

A. Currently there is no registration charge from Microsoft to either the partner or the customer.

Q. *Who pays the partner to conduct The Microsoft SAM Programme?*

A. The customer will select a partner from The Microsoft SAM Programme accredited partners, and cover all costs as quoted by the partner.

Q. *What will the partner present in the Complimentary SAM Session?*

A. The partner will include the following:

- (a) provide a brief introduction to SAM
- (b) gather the customer's business requirements for SAM
- (c) discuss relevant service offerings
- (d) explain the Microsoft SAM Programme.

Q. *Will Microsoft visit a customer on the programme?*

A. The Microsoft SAM Programme doesn't require a visit from the Microsoft SAM team. However we are here to help. We can be contacted on **uksam@microsoft.com** if the customer has requested contact with Microsoft.

Q. *How does a customer enrol in The Microsoft SAM Programme?*

A. The customer or SAM partner can download the 'permission to proceed' form (enrolment form to the programme) **at www.microsoft.com/uk/licensing/sam/**, and submit it to **uksam@microsoft.com**.

The customer will receive an acknowledgement email in return.

Q. *What are the benefits to the customer of completing The Microsoft SAM Programme?*

A. Upon registration in the programme, the customer is entitled to one free place on the Microsoft SAM Basics course. Upon completion of an ALP and any required licence purchases, Microsoft will provide to the customer a certificate stating that the entity reviewed should not require another review for the next 12 months.

Q. *How can a customer register for the Microsoft SAM Basics course?*

A. The customer will be sent an email to register for the course once the permissions form has been received. Queries about registration can be sent to **uksam@microsoft.com**.

Q. *If the customer has to buy more licences what is the timeframe for making purchases?*

A. The customer must buy any additional licences within 30 days of the Actual Licence Position being validated by Microsoft from an authorised reseller.

Q. *Can a customer cancel their registration in the Microsoft SAM Programme?*

A. Yes, a customer may cancel by contacting **uksam@microsoft.com**.