Making the move from internal SAM to SAM Consultant

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A bit about my SAM history

The winding road……

- Started as an IT Service Desk Analyst in 2005 for a local council and engineering firm
- ‘Software Librarian’ in 2008 for an engineering firm
- Software Compliance Specialist in 2008 for an engineering firm
  - Senior role in 2011
- Project Coordinator in 2012 for a Software House - this was the step out to learn a new skill
- IT Contracts & Licensing Manager in 2013 for a food manufacturing company (FMCG)
  - IT Application Operations & Contract Manager in 2015
- Senior Service Manager – SAM in 2017 for a broadcasting company
- Software Lifecycle Consultant in 2020 for Civica
A career in SAM is not something most people pick to study for at university – I studied Criminology and Sociology

I picked SAM (or should I say it picked me)

Most businesses don’t understand what a SAM can do - but believe they need one (usually following a licence review/audit)

Some want to control spend – and believe SAM can do this. (which it can!!)

An internal SAM needs to show the business what they can do…….

Understand licensing

An eye for detail – ‘dog with a bone’

Ability to interpret contracts

Usually with a mind to the technical implications

Understand the business priorities

OPEX or CAPEX led

Good technical understanding of platforms

SAAS

PAAS

IAAS

Traditional HW set ups

Good communication skills – pitching at right level
Experiences as an Internal SAM

- Exec buy in – is not always where you expect it to be.

- Internal changes to ‘ways of working’ is a ‘hearts and minds’ task.
  - IT staff have views on what can and can’t be done with applications. – *VLSC allows all software to be downloaded*

- Lots of education needed to illustrate process issues – to get backing for resolution
  - Finding some issues highlighted shortfalls in other areas (HAM)

- Implementing a fully functioning SAM tool can take some time.
  - Internal politics
  - Not a priority – ‘We have a person doing SAM’

- Promotion of ‘wins’ – otherwise SAM loses relevance
Why move to consultancy?

- Businesses have already had internal discussions about outsourcing SAM – and why the business needs it.
  - This assists in gaining ‘buy in’ for moving forward with a SAM program
- Ability to help many rather than one company
  - Less involved in the internal politics
- Surrounded by ‘like minded’ people
  - Collective knowledge to lean on
- Larger group of customers – ability to quickly identify vendor audit trends.
- Professional & personal development

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Source: https://i1.wp.com/kenyaemploymentlaw.com/wp-content/uploads/2019/03/Admission-Consultancy.jpg?resize=750%2C300&ssl=1
What have I learned in the move

▶ In consultancy – very defined scope of parameters to work in/deliver to vs. a very wide ranging and sometimes ‘chaotic’ remit
  ◀ TV licensing – is this really a SAM role?

▶ Both internal and outsourced SAM come across the same ‘blockers’
  ◀ Delays in deployment
  ◀ Lack of understanding
  ◀ Classed as low priority

▶ Wider ranging set of experience to pull on within Consultancy
  ◀ Internal SAM is often a one man band/SPOF

▶ No longer hold the responsibility for ensuring remedial actions are completed. The role is to be consultative and provide advice.
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