### civica

## 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



Source: http://3.bp.blogspot.com/\_usJ3LWXT6bc/TMdYxjUHNLI/AAAAAAAAAAA6g/q5SkXTxXfL4/s320/fall-winding-road-john-bartosik.jpg

#### Why SAM?

#### Thankless task, or un-sung Hero!

- ▶ 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



Source: Wenn Oracle & Co. Fallstricke auslegen

#### 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



Source

http://regardingnannies.com/wpcontent/uploads/2014/06/professionaldevelopment.jpg

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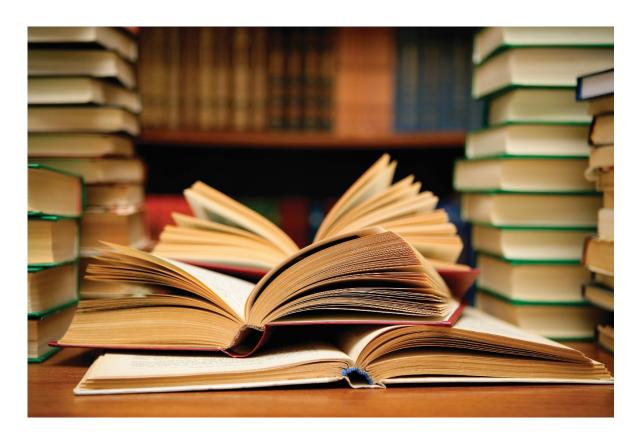
Source:

https://i1.wp.com/kenyaemploymentlaw.com/wp-

content/uploads/2019/01/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.



Source: https://elgarblog.files.wordpress.com/2014/01/e ducation-books.jpg

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