

# 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/AAAAAAAAA6g/q5SkXTxXfL4/s320/fall-winding-road-john-bartosik.jpg](http://3.bp.blogspot.com/_usJ3LWXT6bc/TMdYxjUHNLI/AAAAAAAAA6g/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/wp-content/uploads/2014/06/professional-development.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/education-books.jpg>

# CIVICA

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