

Software Asset Management (SAM): Professional Fundamentals

24 Hours

Course Description

This comprehensive course on Software Asset Management (SAM) provides participants with a deep understanding of SAM principles, practices, and tools. It covers a wide range of topics, from the fundamentals of SAM to advanced operational integration and strategic conformance. The course also includes hands-on labs and exercises to ensure practical knowledge and skills are gained.

Audience

This course is designed for professionals involved in software asset management, IT management, procurement, and compliance. It is suitable for:

- IT Managers and Directors
- SAM Managers
- Procurement Managers
- Compliance Officers
- Asset Managers
- ServiceNow Administrators

Pre-requisite Knowledge/Skills

Participants should have a basic understanding of IT concepts and terminology. Prior knowledge of IT asset management or ServiceNow is helpful but not mandatory. It's recommended to have access to a ServiceNow instance for the hands-on labs.

Course Objectives

Upon completing this course, participants will:

- Understand the fundamental concepts of Software Asset Management (SAM).
- Learn how to import and manage software entitlement data.
- Master the techniques for software discovery and normalization.
- Gain proficiency in practical SAM management, including reconciliation and optimization.
- Explore strategies for operational integration of SAM processes.
- Understand the importance of strategic conformance in SAM.
- Develop reporting and analytics skills for effective SAM monitoring.
- Be prepared to apply SAM principles in real-world scenarios.
- Successfully complete knowledge checks and labs to reinforce learning.
- Receive a course completion certificate to validate their SAM expertise.

Course Outline

The course comprises 24-hours of theory and labs. It's divided into 6 different modules.

Module 1: Introduction to Software Asset Management

- Introduction to Software Asset Management: Module Introduction
- Introduction to Software Asset Management
- SAM Product Overview
- SAM Requirements and Recommended Practices
- Lab: Prepare the SAM Environment
- Introduction to Software Asset Management: Knowledge Check
- Introduction to Software Asset Management: Summary

Module 2: Trustworthy Data

- Trustworthy Data: Module Introduction
- Trustworthy Data Overview
- Import Software Entitlements
- Lab: Import Software Entitlement Data
- Import Software Data Using System Import Sets
- Lab: Import Software Installation Data
- Software Discovery
- Lab: Review Software Discovery Results
- Discovery Model Normalization
- Lab: Normalize Software Discovery Models
- Content Data Services
- Lab: Content Service and Job Results
- Trustworthy Data: Summary
- Trustworthy Data: Knowledge Check

Module 3: Practical Management

- Practical Management: Module Overview
- Practical Management Overview
- Lab: Manage Software Products and Models
- Software License Metrics
- Software Entitlements and Allocations
- Lab: Manage Software Entitlements and Allocations

- Software Reconciliation
- Lab: Reconcile Software
- Practical Management: Summary
- Practical Management: Knowledge Check

Module 4: Operational Integration

- Operational Integration: Module Introduction
- Operational Integration Overview
- Software License Contracts
- Lab: Create Software License Contract
- Software Spend
- Lab: Analyze Software Spend
- License Change Projection
- Lab: Calculate License Change Projection Costs
- Software Request and Sourcing
- Lab: Publish and Request Software
- Lab: Source and Receive a Software Request
- Software Remediation
- Lab: Remediate Software Licensing
- Operational Integration: Summary
- Operational Integration: Knowledge Check

Module 5: Strategic Conformance

- Strategic Conformance: Module Introduction
- Strategic Conformance Overview
- Software Product Lifecycle
- Lab: Manage Software Asset Lifecycle
- Software Installation Optimization
- Lab: Optimize Software Installs
- Software Retirement
- Lab: Manage Software Retirements
- Strategic Conformance: Summary
- Strategic Conformance: Knowledge Check

Module 6: Reporting & Analytics

- Reporting & Analytics: Module Introduction
- Reporting & Analytics Overview

- ServiceNow Performance Analytics
- Dashboards
- Reporting & Analytics: Summary
- Reporting & Analytics Knowledge Check