



**TRUSTMARQUE**  
Part of Capita plc



**SAMSENTRY**

# SIMPLIFIED SOFTWARE ASSET MANAGEMENT

For many years, Trustmarque has supported its customers get the most out of their IT assets. We have helped them with Software Asset Management (SAM) activities such as Commercial Benchmarking, Licence Reviews, SAM technology selection, Process Design, Managed Services, and will continue to do so.

Traditionally, discovery and licence management technologies have been the key focus when implementing SAM within an organisation. However, as we move into a more digitised environment, many of our clients have a greater need to change the way they manage their asset base. The evolution of IT has meant that there are several new responsibilities in terms of reporting for software and asset management.

## SAMSentry

Our three staged approach simplifies SAM management. Each stage is supported by our SAM portal, which is powered by SAMSentry.

SAMSentry automates the review and recommendation of software asset management. It is a hosted solution that allows us to fully understand our clients and create task-based activities that address core SAM requirements.

### Additional areas supported via our SAM services:

- **Cyber security** – relies on up to date software discovery data, version and patch deltas along with categorised software
- **IT service management** – problem, change, and incident require up to date and accurate reports to feed into a CMS
- **Financial** – asset classification has long been a requirement in order to fulfil a Fixed Asset Register
- **AI & IoT** – as new assets come into the IT space along with data, identification and tracking has never been in such high demand

We employ a three-stage approach to SAM. Each stage is supported by our SAM portal:



#### Review

- SAM gap analysis
- Commercial benchmarking
- Initial software audit
- Process disconnects
- Potential cost savings & risks
- Business case
- Recommendations & timescales



#### Implement

- Deploy technology
- Set tasks in project
- Build processes
- Licence reporting



#### Optimise

- Improve processes
- Automatically track maturity
- Publisher audit defence
- Executive briefing



By employing SAMsentry we ensure that we not only address discovery and licence reporting but we also increase maturity and introduce additional reporting benefits into a SAM programme. Of course, software and asset management still plays a vital role in aiding businesses manage and control cost but there is now an ever-growing set of additional data sets that SAM can provision. At Trustmarque, our aim to assist organisations collect and propagate the right data to the right people at the right time.

Our software and asset management services focus entirely on providing event based data sets that either create efficiencies or cost savings. We do not tie customers into receiving reports that they do not require; instead we put great emphasis on first understanding your IT estate, business requirements and the ability to track and report on progress.

Our SAM portal, when combined with discovery technology, creates a comprehensive and robust SAM system that facilitates rapid success.

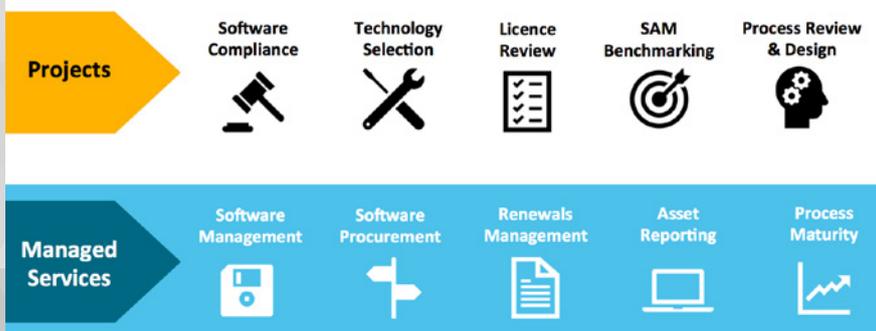
## Why Trustmarque?

Our Professional Services team has a breadth and depth of experience spanning more than 30 years with public and private sector clients. From local government, and healthcare, to construction and financial services, our team to simplify IT, enabling our customers to get the most out of their new and existing IT investment - with an expert technology partner at their side.

For more information about our IT Asset Management Services, contact your Trustmarque account manager.

## Trustmarque IT Asset Management services

We work closely with Public and Private sector organisations to help them get the most from their new and existing IT assets. Our specialist asset management consultants provide support at all stages of the procurement lifecycle by reviewing their existing IT estate and develop best practice policies and processes when procuring or managing their IT assets.



## Other Trustmarque SAM services

- Commercial Benchmarking
- Licence Reviews
- SAM Technology Selection
- Process Design
- Managed Services

