

## SAM Charter – SAM Process Maturity Assessment

World class Software Asset Management starts from a position of knowledge – i.e. knowing where you are, and how well your current practice can act as a baseline for moving forward. Many organisations will conduct a gap analysis, which typically involves consultants floor-walking, or arranging time-consuming workshops that place the progress of SAM at the mercy of already overloaded diaries. And as if this damp squib of an experience needs handicapping still further, the aforementioned consultants then require x number of days to take the data away to craft a report.

Not exactly the kick-start that trumpets SAM as an agile/ progressive IT discipline.

At SAM Charter, we wish to do away with all the chin-rubbing and teeth-sucking that comes with old-school consultancy. We have created an on-line experience that you can take in the comfort of your own agenda, and without the in-office scrutiny of an overpaid consultant to act as your secretary. The report offers surgical analysis of your SAM practices, and can produce a report within the same day that you took the assessment.

### Features Include:

- **CMMI-Graduated Responses** – Life is not binary, and neither should your responses be pigeon-holed in such a fashion. All maturity questions are graded across five bands to offer precision reporting
- **Multi-language Capabilities** – The assessment is currently available in English, French, German, Spanish and Brazilian Portuguese.
- **Loop in a Colleague** – If you don't know the answer to a question, but someone else in your company does – email them! Don't floor-walk unless it's absolutely necessary.
- **Strategic Alignment** – The SAM Charter Maturity Assessment looks to enforce Business and IT requirements in accordance with SAM, so that you never lose sight of the direction that SAM should be heading in.
- **Consultation Inclusion** – If you want a consultant to pass judgement on your findings; the workflow can be adapted to do just that.

### Benefits Include:

- **On line:** The assessment can be taken from any internet-powered terminal – and does not have to be taken in one sitting - so you are not at the mercy of a consultant's diary.
- **Use your workmates:** No longer do you have to guess at questions – the best possible answer is merely an email away
- **Quality Reporting:** A 30-page output offers a surgical analysis of where your company stands in respect of SAM – and it won't take a week to put together.
- **Executive Summary:** SAM has been explained in language even the most-technically challenged will understand, thereby assisting in gaining senior departmental support.

## Advantages Include:

- **Speed and Accuracy:** Equivalent engagements by floor-walking consultants can take weeks to complete – we've seen bills in the region of £15,000.00 for just such a report.
- **Progress:** The time saved in completing the assessment can be better driven towards improving your SAM practice.
- **A Repeatable Methodology:** If you wish to benchmark your progress, then you have the perfect mechanism by which to re-engage with on an annual basis.
- **Benchmarking Reports:** SAM Charter is looking to produce sector-level SAM Maturity Reports that are only available to participants of the maturity assessment; thereby allowing you to understand where you score against your industry peers.
- **Quality Reporting:** The output is suitable for both Senior Management and IT/SAM staff to gain a better understanding of what your company should be doing to manage its software assets.
- **SAM Education:** In completing this assessment, your business will be brought along the road of realization that SAM is not just an IT issue.

The SAM Charter Maturity Assessment will help your company navigate the complex matrix that is SAM:



## Next Steps....

A dialogue with SAM Charter is but an email away. If you feel you could benefit from the experience we can offer in analyzing your existing SAM practice then we would welcome an email from you: [info@samcharter.com](mailto:info@samcharter.com)