



THE OPERATIONAL VALUE OF SAM

Important information about Software Asset Management
for CIOs, IT managers, and decision makers



What is SAM?

Software Asset Management (SAM) is a vital business process that provides a system for the effective management, control, and protection of the software assets within your organization.

Do we need SAM?

Ask yourself:

- How many laptops, PCs, and servers do we have?
- Do we know what software is installed and where?
- Are unauthorized downloads and installations reducing the stability of our systems?
- Do we have the appropriate licenses for each application in use?

If you don't immediately know concrete answers to each of these questions, you need SAM.

Why is SAM important for our company?

Because Software Asset Management can give you better control over your company's IT environment, while eliminating the uncertainty around compliance.

What can SAM do for us?

Get Control

- Regain control of all your systems.
- Reduce technology conflicts and increase stability.
- Know what licenses you have and reduce redundancy.
- See what software you really need.

Reduce Risks

- Protect and secure your IT environment.
- Minimize security threats and prevent unauthorized software downloads.
- Stop worrying about compliance and over-licensing.

Increase efficiency

- Improve system, user, and help-desk performance.
- Be ready with backup and recovery plans.
- Implement infrastructure optimization and standardization.

How can we find out more?

Contact **Ms. Zoe Tserpe**, a SAM specialist at 210 6492 800 or via e-mail at tserpezoe@cbs.gr.

You can find more information about our SAM services at www.cbs.gr.

