# SAM Monthly Best Practices Webinars

**Session 32:** Become a SAM Champion
Securing SAM Inventory Quality.

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# Agenda

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# Last session's questions

- ## Recording on YouTube
  - Session [recording](#)
  - Flexera [SAM Best Practice Webinar playlist](#)
- ## Questions
  - All addressed during the webinar!

# Securing SAM Inventory Quality
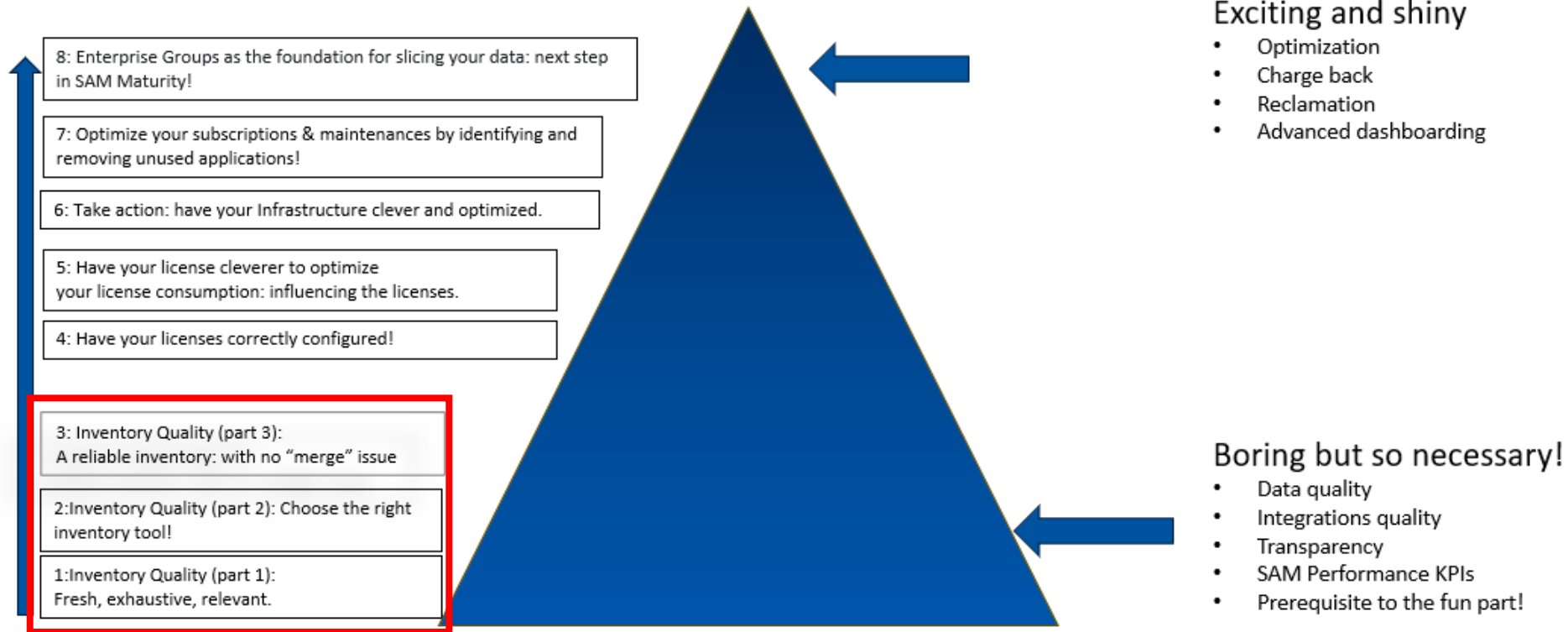
**A nice castle requires solid foundations!**

# The goal is in the path…
*Become a SAM Champion With Flexera Technology* series

- **A pre-requisite on the big picture:**
  - Managing SAM Operations in Project and Run phase (recording)

- **From foundations to high value**
  - Dots connected #1:	Inventory Quality (part 1): Fresh, exhaustive, relevant.
  - Dots connected #2:	Inventory Quality (part 2): Choose the right inventory tool!
  - Dots connected #3:	Inventory Quality (part 3): A reliable inventory: with no "merge" issue
  - Dots connected  #4:	Have your licenses correctly configured! Entry point to trust in compliance & optimization
  - Dots connected  #5:	Have your license cleverer to optimize your license consumption: influencing the licenses.
  - Dots connected  #6:	Take action: have your Infrastructure clever and optimized.
  - Dots connected  #7:	Optimize your subscriptions & maintenances by identifying and removing unused applications!
  - Dots connected #8:	Enterprise Groups as the foundation for slicing your data: Source of information, best use (Delivered!).

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# Another way to figure the series

## The Maslow Pyramid For SAM

8: Enterprise Groups as the foundation for slicing your data: next step in SAM Maturity!

7: Optimize your subscriptions & maintenances by identifying and removing unused applications!

6: Take action: have your Infrastructure clever and optimized.

5: Have your license cleverer to optimize your license consumption: influencing the licenses.

4: Have your licenses correctly configured!

3: Inventory Quality (part 3):
A reliable inventory: with no "merge" issue

2: Inventory Quality (part 2): Choose the right inventory tool!

1: Inventory Quality (part 1):
Fresh, exhaustive, relevant.

### Exciting and shiny
- Optimization
- Charge back
- Reclamation
- Advanced dashboarding

### Boring but so necessary!
- Data quality
- Integrations quality
- Transparency
- SAM Performance KPIs
- Prerequisite to the fun part!

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# Inventory looks so straight forward...

- **"Installed applications trigger license liability and risk".**
  - This is straight forward, simple and intuitive!

- **By the way, are they recognized?**
  - See Managing Unrecognized Applications webinar

- **Where are they installed?**
  - Oracle DB Enterprise on a capped LPAR or cluster can be USD 22K or USD 9 million!

- **The questions:**
  - Is my inventory up to date?
  - Do I have false positives with legacy inventory sources?
  - Did I catch correctly my virtualized architectures, with VM, linked to hosts?
  - Are my applications fully recognized?
  - Am I using the right inventory tool?
  - Do I have technical issue that could impact my application inventory quality?

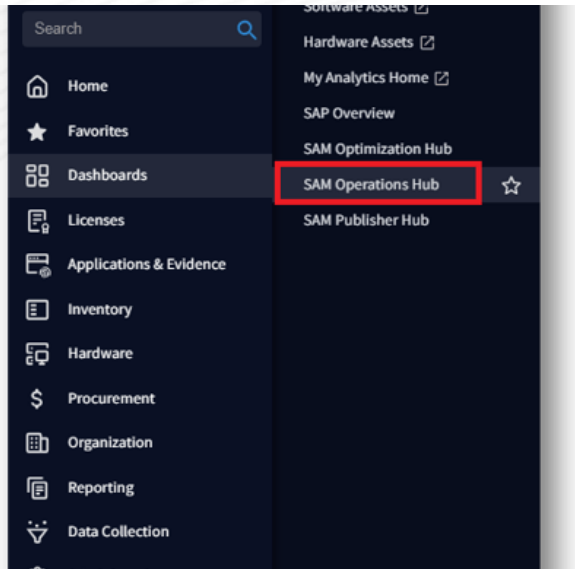- **To answer these key questions, the SAM Operations Hub helps.**

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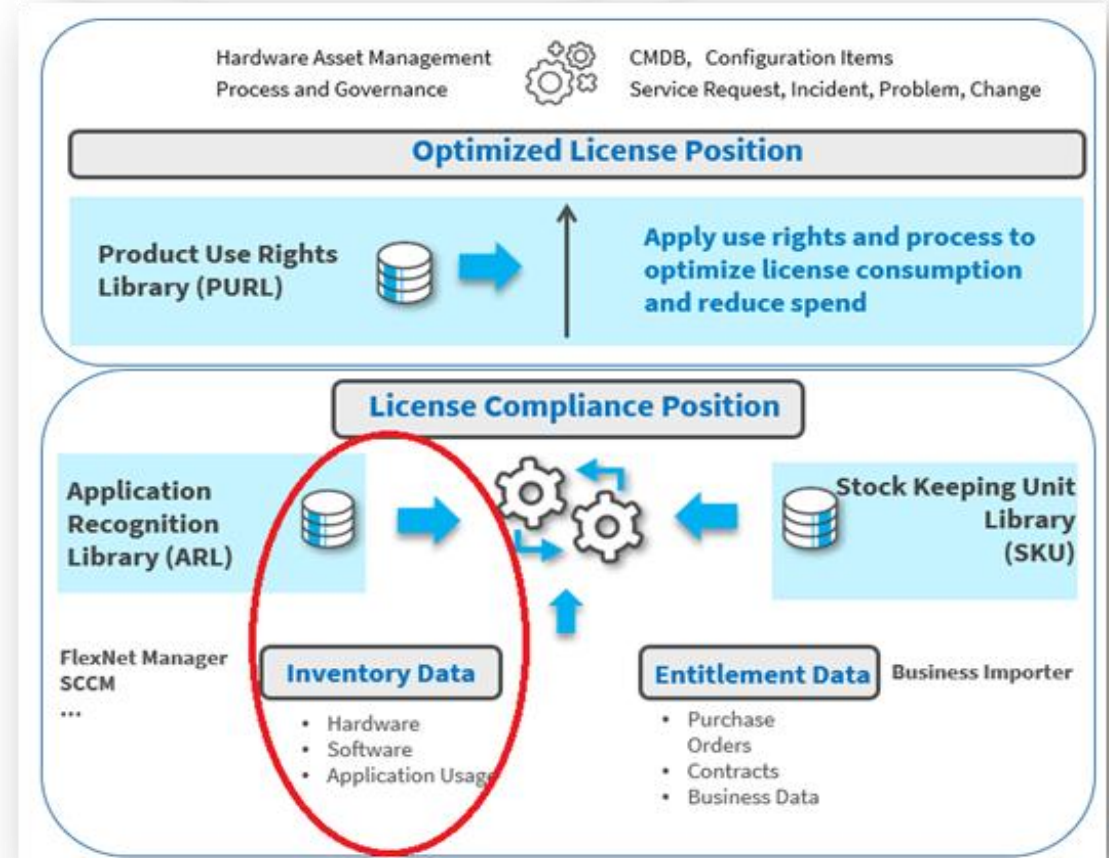
# How the SAM Operations Hub was born…

- **"I don't trust this tool" can kill a SAM Project**

- **SAM data is complex**

- **Reasons for issues infinite**

- **My nightmare (/passion!) for years**
  - 60% of my activity as a Principal Consultant (not just Effective License Positions)
  - 1, 2… 20 custom SQL Reports
  - Then the SAM Operations Hub in 2023
  - 8 first KPIs on Inventory quality!
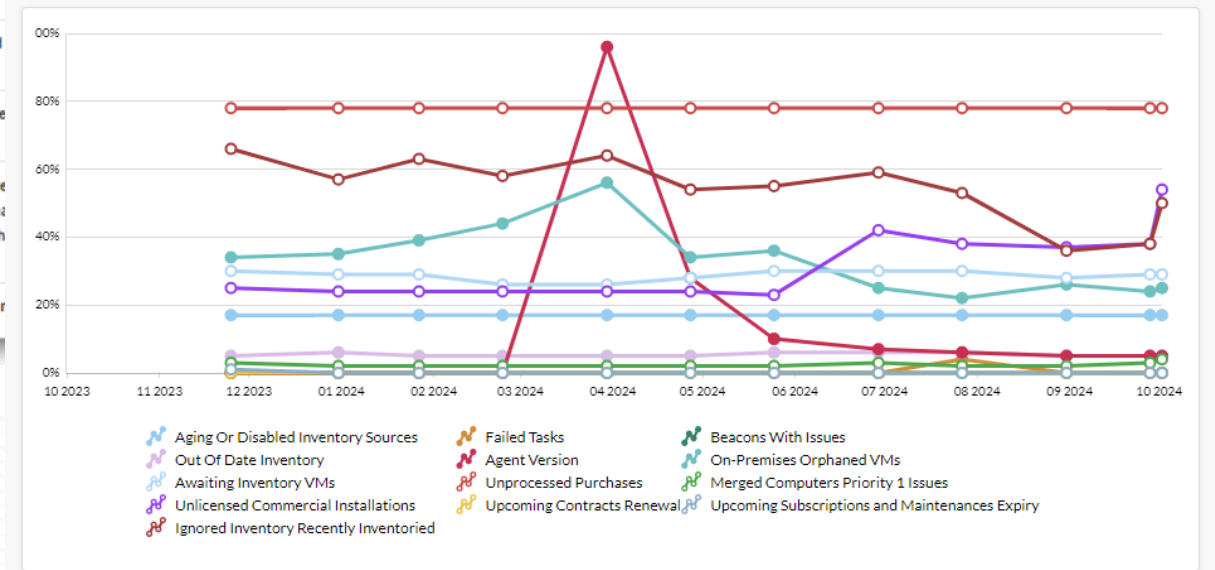
# The Hub (demo)



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# Are you using the best inventory tool(s)?

- **You can't cook great dishes without good ingredients!**

- **The ideal inventory tool for SAM**
  - Hardware information (Cores, Processors, Threads, Processor type), last logged user
  - Virtualization Information (Cluster/Host/Pools/VM links)
  - Applications signatures (add remove / files / Registry keys (when necessary))
  - Application usage information
  - Specific information for Microsoft (Windows registry keys, SQL Server SKUs for editions or engines...), Microsoft online usage for Microsoft 365, Client Access Logging
  - Specific information for oracle (Oracle database Options, Options Usage, Java activated features, middleware processes)
  - Specific information for IBM (activated queue manager for WebSphere MQ, DB2 activated features, swidtags, JBoss jar and zip-based information)
  - Specific information for Adobe (Acrobat editions subscribed)
  - Specific information for SAP (named accounts, roles definitions, transaction data, engines measurements...)
  - Streaming from Citrix (XenApp, Xen Desktop), VMWare horizon
  - Active accounts and usage for Cloud Applications (M365, SalesForce, Service Now...)

- **But reality is tough**
  - Existing tools
  - Operational constraints

- **A staged approach is preferred**
  - Start with what you have (gives a target) (BMC Helix, Intune, SCCM (even on Windows Servers)
  - Use Optimal & specialized inventory tool gradually
    - SCCM ok on desktops, Flexera agent on Servers, SaaS Manager on SaaS application**s**
    - **Version matters (Java, Oracle middleware, JBoss...) !**



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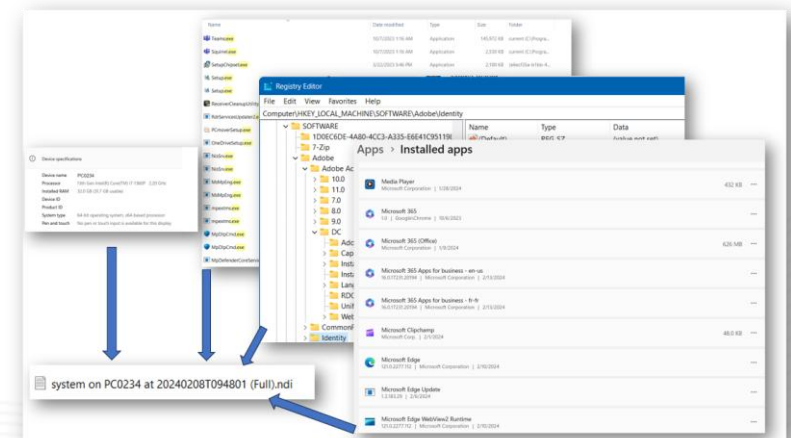
# Is your inventory up to date?

| What | Possible cause | Impact | remediation |
|------|----------------|--------|-------------|
| Failed Inventory tasks | Timeout<br>SQL error | Inaccurate information | Check the logs and fix issues |
| Aging or disabled inventory sources | Repeated errors for a source. Source no longer imported | False positives | Delete inventory source |
| Aging Inventory | Device does not report (beacon or agent issue). Device is decommissioned but this is not reported | | Ignore decommissioned devices (enhance integration with CMDB, create automation). Use the "Delete Obsolete device from Inventory Manager" option |

# Is your inventory relevant?

| What | Possible cause | Impact | remediation |
|---|---|---|---|
| vCenter information accuracy | Missed info (new vCenters or decommissioned), authentication issue. | Cluster / Host / VM is essential for most of server license consumption rules | Check the "vCenter Inventory Troubleshooting report" |
| Active computers "under the radar" | No agent? Issue with a beacon? (port opening). Agent failed at first launch? | Partial view on Inventory and license consumption | Look for third party information (AD, vCenter, less specialized inventory sources (BMX Helix / ADDM)) |
| Ignored & recently inventoried computers | Process to ignore based on inventory date but not to re-activate. CMDB is wrong. | You may under-estimate your risks | Automate re-activation (or fix CMDB issues) |
| On premise "orphaned" VMs | failing vCenter import, Gaps in VMs lifecycle management (VM decommissioned but still active) | Wrong consumption. Windows Server installations even unlicensed | Fix vCenter import. Ignore decommissioned instances |
| Merged devices Merged devices Issues Analysis report | Decommissioned inventory sources. "Accident" in Flexera agent import. | False positives in recognized applications | Delete the records or inventory source. |

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# Are applications recognized and usage correct?

- **Application recognition**
  - Worth a full session: [Managing unrecognized applications](),
  - Many reasons for issues :
    - Packaging
    - Gap in ARL (particularly on new versions)
  - Objective should be:
    - No unrecognized installer evidence (… on licensed publishers)
    - "Opportunistic" monitoring of file evidence
  - Check the very useful: "[Unrecognized Installer Evidence Analysis]()" report
- **Usage Metering**
  - [Metering and Usage in Flexera One]() webinar
  - Many reasons for issues:
    - Usage collection not set up
    - Executable not metered (no-MSI)
    - File evidence is not part of ARL definition.

# References

- **SAM Best Practice Webinars**
  - Managing SAM Operations in ITAM ([Recording](#))
  - The SAM Operations Hub ([Recording](#))
- **NR SAM Consulting Blog**
  - List of "dots connected" and "you will love this!" [posts](#)
  - [Inventory Quality (part 1): Fresh, exhaustive, relevant](#).
  - [Inventory Quality (part 2): Choose the right inventory tool!](#)
  - [Inventory Quality (part 3): A reliable inventory: with no "merge" issue](#)

# About Flexera

Flexera saves customers billions of dollars in wasted technology spend. A pioneer in Hybrid ITAM and FinOps, Flexera provides award-winning, data-oriented SaaS solutions for technology value optimization (TVO), enabling IT, finance, procurement and cloud teams to gain deep insights into cost optimization, compliance and risks for each business service. Flexera One solutions are built on a set of definitive customer, supplier and industry data, powered by Technopedia, that enables organizations to visualize their Enterprise Technology Blueprint™ in hybrid environments—from on-premises to SaaS to containers to cloud.

More than 50,000 customers subscribe to Flexera's technology value optimization solutions, delivered by 1,300+ team members worldwide. Learn more at **flexera.com**

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# About NR SAM Consulting

Nicolas Rousseau has spent 23 years making ITAM and SAM customers successful in more than 80 projects.

At Hewlett Packard, then Flexera, in the roles of Principal Consultant, Architect and Principal Product Manager, Nicolas has developed a unique expertise that mixes strong business acumen and advanced technical skills (SQL scripting particularly) that allow him to accompany complex organizations to success in the tricky world of Software Asset Management.

Nicolas can make you successful at all levels of the SAM Maslow Pyramid!

To learn more, visit www.nrsamconsulting.com



The Maslow Pyramid for Flexera ITAM

Exciting and shiny:
- Optimization
- Charge back
- Reclamation, advanced dashboarding

Boring but so necessary,
- pre-requisite to the fun part
- Reliable integrations with inventory
- Transparency
- Performance KPIs