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SAM Managed Service

A flexible, modular, modern approach to SAM for a changing IT landscape

SAM needs to evolve

The software world has transformed. Cloud-first strategies, AI-infused tooling, agile development practices, and SaaS sprawl have reshaped how software is procured, deployed, and consumed. **But SAM? It hasn't kept up.**

Too often, SAM still means software counting, not cost optimization. Tool-heavy. Risk-averse. Rigid. Focused on compliance rather than value.

That's no longer enough. Organizations today need more than a legacy ELP report. They need a service that spans their entire software estate, whether on-prem, in the cloud, or everywhere in between.

Livingstone has changed the SAM game

Livingstone's new SAM Managed Service is purpose-built for the complexity of modern software environments. It is:

▷ **Toolset agnostic:** SAM tool? No SAM tool? Looking to purchase? Our service and technology provides real outcomes no matter your tooling situation

▷ **Publisher-specific methodology:** Not one-size-fits-all; approach and outcomes are tailored by vendor tier

▷ **Full software estate coverage:** Traditional, cloud-native, and tail spend software

▷ **Modular and flexible:** Choose the elements you need

▷ **Outcome-driven:** Aligned to real cost avoidance and tangible savings

Three software types. One managed service.

We don't take a blanket approach. Our methodology adapts depending on the type of software being managed:

Traditional software

Think Microsoft, Oracle, IBM, SAP. These **mega vendors** come with complex licensing, high audit risk, and hybrid deployments.

We focus on compliance, audit readiness, and risk mitigation. When cost savings are possible, we help you seize them, but this is about protecting your organisation.

What you get:

- Entitlement and inventory reviews
- Effective Licence Position (ELP) where valuable
- Risk identification, mitigation guidance, and ongoing risk removal tracking and reporting
- Optimization advice based on product use rights, architecture configuration, consolidation opportunities, and company and publisher roadmap
- Ongoing optimization tracking and reporting

Cloud-native software

SaaS-first vendors like Salesforce, ServiceNow, Adobe, and more. These have less risk and usage is usually able to be measured via a publisher provided portal. But there's high potential for cost leakage.

Our service zeroes in on usage data to right-size renewals, eliminate shelfware, and improve licensing decisions.

What you get:

- Usage monitoring (via portal, or API)
- BOM (bill of materials) optimization for renewals
- Underused license detection
- License right-sizing

Tailspend software

The long tail of smaller or niche software vendors. This is a world of lots of contracts, little spend, and it's often overlooked or not given the specific focus it requires.

We help you get visibility and control over your tailspend without wasting time on heavyweight analysis where it's not needed.

What you get:

- Renewal calendar and contract clause visibility
- Entitlement collation
- Quick digital surveys to assess real need
- A supplier dossier for procurement. Renewal guidance is based on Livingstone publisher intelligence and your business needs

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Choose Your Service 'Flavour'

Livingstone gives you complete flexibility in how the service is delivered:

Your SAM Tool
We work with your existing SAM tooling, and complement it with comprehensive reporting and insights, both inside and outside of the tool

Livingstone MSDP
We deliver via our own Managed Service Delivery Platform (MSDP), purpose-built for the job

Hybrid
We combine both for the best of both worlds

No matter your current tooling or maturity, we'll make your data work for you

What you'll receive
Every customer's package is tailored, but core deliverables may include:

- Tiered publisher analysis (traditional, cloud-native, tail)
- Tailored optimization identification and guidance across all publishers
- ELPs (where appropriate)
- Renewal optimization packs
- Governance, dashboards, and KPIs
- Contract clause insights
- Transformation roadmap & maturity review
- Optional add-ons: M&A support, audit support, License service desk for end users.

Benefits you can expect

- Cost savings across your software estate
- Risk identification and mitigation guidance for high-exposure vendors
- Fewer unused licences and better renewal control
- A clear, prioritized view of where to focus
- Greater trust in your data and tooling
- More value from your existing investments

Book a discovery workshop session

See how Livingstone's SAM Managed Service can unlock savings and reduce risk across your entire software portfolio.

Ready to modernise your SAM approach?

Let's move beyond counting licences.
Let's start managing software strategically.

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