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Fortune 500 American sporting goods retail corporation

After the negative results of an internal audit revealed risks in the management of the software lifecycle, a national retailer engaged C3iTSM to lead a Software Asset Management project. The objective of the engagement was to optimize an integrated SAM process that would allow transparency and provide flexibility across the numerous affected constituencies.

The team, which included a client project manager, asset managers, users and the C3iTSM consultant, began with a gap analysis highlighting performance improvement opportunities and changes to the roles of those responsible to meet the organizations growing appetite for software licenses. Once an organizational change plan and financial justifications were created and approved by the stakeholders, the new roles and responsibilities were applied filling the revealed gaps. Policies and procedures were created, and effectively communicated to the organization. From this approach an optimized SAM process was implemented, that resulted in transparent compliance, efficient utilization of licenses and significant cost and risk reductions.