

Create M&A Value with Software Asset Management



Microsoft SAM Assist

Capture M&A strategic benefits faster with SAM

Success in today's marketplace demands growth. And to drive expansion, you may be looking to acquire other companies. If so, you already know that successful mergers and acquisitions—the kind that deliver promised synergies and shareholder value—rely on your company's ability to integrate acquired technology assets. Quickly integrating IT organizations will favorably position your organization to leverage new efficiencies, delight both newly acquired as well as longtime customers, increase employee productivity, and fuel momentum. Positioning your company for quick post-acquisition success is a key source of sustained competitive advantage in today's marketplace.

We can help you develop that competitive advantage.

If you have merged or acquired a new business, Microsoft® Software Asset Management (SAM) can help ensure you deliver on the benefits of the combined entity as quickly as possible. SAM can help provide a full understanding of the available technology assets by matching deployments with software licenses and providing recommendations for managing software assets efficiently in the new organization. This knowledge and guidance can speed up the transition as well as increase efficiencies and employee productivity after the integration.

Microsoft SAM Assist Offer

Deliver on the synergies of your new entity faster with the help of a solid Software Asset Management strategy.

For qualified* customers going through a merger, Microsoft offers a service called SAM Assist with a Microsoft-approved partner.

Each SAM Partner is a highly specialized consultant that has expertise in Microsoft licensing, SAM optimization, and technology implementation. During your engagement, a SAM partner will work with you to analyze your current Microsoft product deployments and compare these against your Microsoft license entitlements. Your SAM engagement will provide you with an analysis of your current licensing situation and a detailed SAM Assessment to help you deliver on the efficiencies of integrating assets in the combined organization.

Get started today

Your organization may be eligible* for a complimentary SAM Assist engagement with a Microsoft-approved partner. Call [1-866-606-3749](tel:1-866-606-3749) to see if you qualify and for any Microsoft licensing questions.

* Offer good only in the United States. Eligibility for a SAM Assist engagement is determined solely by Microsoft at its discretion while funds are available. Microsoft funds Microsoft-approved partner expenses associated with the SAM engagement. This offer is nontransferable and not redeemable for cash. Taxes, if any, are the sole responsibility of the recipient. Microsoft intends that use of the services offered as part of this offer comply with applicable federal, state, and local government gift and ethics rules.

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SAM M&A Benefits:

- Delivers a custom footprint of a company's Microsoft software environment post-acquisition quickly and clearly.
- Enables merged organizations to leverage the synergistic benefits of the business combination quickly due to faster integration.
- Helps address software management challenges so that workers remain productive and business initiatives stay on track.

IMPLEMENT SAM FOR AN EFFECTIVE TRANSITION

- 1 **Determine what software has been installed.** Your SAM partner can help you assess your new combined environment to understand your total software deployments.
- 2 **Review your software and hardware purchases to understand what software you are licensed for.** If you need assistance with your license purchase information, you can contact your reseller. You may also check the Microsoft License Information Center website at www.microsoft.com/lic.
- 3 **Compare your agreements to your software inventory.** Ensure your licensing agreement(s) align with your deployments and make any necessary adjustments. You may find efficiencies with the combined entity.
- 4 **Deliver plan for growth.** Your SAM partner will help you develop a SAM strategy that optimizes licensing and IT operations, with plans for growth as your company's needs continue to evolve.