



WORKSHOP:

Enhanced Subscription & Software Asset Management (eSSAM)

From SAM to eSSAM: Smarter Management of Software, Subscriptions, and Cloud

Software and cloud services represent a significant and growing share of your enterprise IT investment. Software accounts for roughly [40% of IT budgets](#), while [public cloud services represent about 22% of IT spend](#), reflecting accelerated adoption of SaaS, AI, and hybrid-cloud platforms.

At the same time, software audits are increasing in both frequency and impact:

- [66% of organizations](#) were audited by a major software vendor in the past year, a 26% year-over-year increase
- [Nearly 32% of organizations](#) incurred financial liabilities exceeding \$1M due to audits
- [53%](#) report that cloud adoption has made compliance more difficult

Traditional Software Asset Management (SAM) approaches are no longer sufficient. **eSSAM represents a modern, analytics-driven evolution**, extending beyond inventory tracking to deliver visibility, governance, cost optimization, and lifecycle alignment across software, subscriptions, and cloud services.

The Risks of Not Acting

If you rely on transactional software vendors and fragmented processes, you likely lack an integrated strategy to:

- Optimize software and subscription spend
- Support continuous compliance and audit readiness
- Understand and manage cloud cost and complexity
- Align software usage with hardware performance and workforce needs

This lack of maturity increases financial exposure, creates operational friction, and limits your ability to realize full value from software and cloud investments.

The First Step: Our eSSAM Workshop

The eSSAM Workshop is a structured, collaborative engagement designed to establish a clear baseline and a practical roadmap for modern software and subscription asset management. Through guided assessment and expert analysis, we help you:

- Evaluate your current software, SaaS, and subscription environment
- Identify compliance gaps, cost risks, and optimization opportunities
- Establish an eSSAM maturity baseline and future-state roadmap
- Understand how software usage and performance impact hardware ROI
- Introduce modern eSSAM principles, including analytics-driven insights, lifecycle tracking, and usage optimization



This is not a one-way audit. We work alongside your team to explain findings, provide context, and translate data into actionable insights that support confident decision-making.

Workshop Timeline:

Activity	Description	Timeframe
Planning & Preparation	Initial eSSAM questionnaire distribution and review, agenda finalization, Kickoff	~1 hour
Maturity Assessment	Guided working session to evaluate current eSSAM maturity, identify gaps, and define a desired future state. This includes discussion of: <ul style="list-style-type: none">• Review modern eSSAM principles and assessment framework• Governance and accountability models• Policies, standards, and enforcement• Lifecycle controls (request thru retire)• Tooling and data landscape• Compliance posture, audit history, and risk exposure• Strategic objectives and future-state goals	Half day session
Report Preparation	Engineer-led analysis and preparation of findings, maturity scoring, and roadmap	~3 business days
Final Presentation	Review of assessment results, risks, and recommended road map	~2 hours

The Compucom Advantage

Unlike pure play SAM providers or costly analyst engagements:

- We combine software, hardware, and cloud lifecycle expertise in a single engagement
- We align SAM, HAM, and FinOps principles to address modern subscription and cloud complexity
- We focus on practical outcomes, not just assessment results, partnering with you beyond the workshop to support execution

Our approach reflects a modern eSSAM model, emphasizing analytics, lifecycle visibility, and value realization across your software estate.

Move beyond traditional SAM and establish a modern, data-driven eSSAM foundation.

[Contact us](#) to schedule your eSSAM Workshop and take the first step toward smarter software, subscription, and cloud management.

