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The hierarchy of SAM needs

Is your organization up to speed?

In the world of hybrid IT, you need to be using a set of SAM best practices to achieve valuable insights and accurate license positions. We can think of these best practices as a Maslow's Hierarchy of Needs.

Maslow's Hierarchy is a psychological philosophy structured as a pyramid that describes basic human needs. In order to progress further up the pyramid, you must first accomplish physiological necessities such as food, water and sleep. Only then can you advance to other stages such as safety, love and social belonging.

SELF-ACTUALIZATION
achieving one's full potential, including creative activities — Self-fulfillment needs

ESTEEM NEEDS
prestige, feeling of accomplishment

BELONGINGNESS AND LOVE NEEDS
intimate relationships, friends — Phychological needs

SAFETY NEEDS
security, safety

PHYSIOLOGICAL NEEDS
food, water, warmth, rest — Basic needs
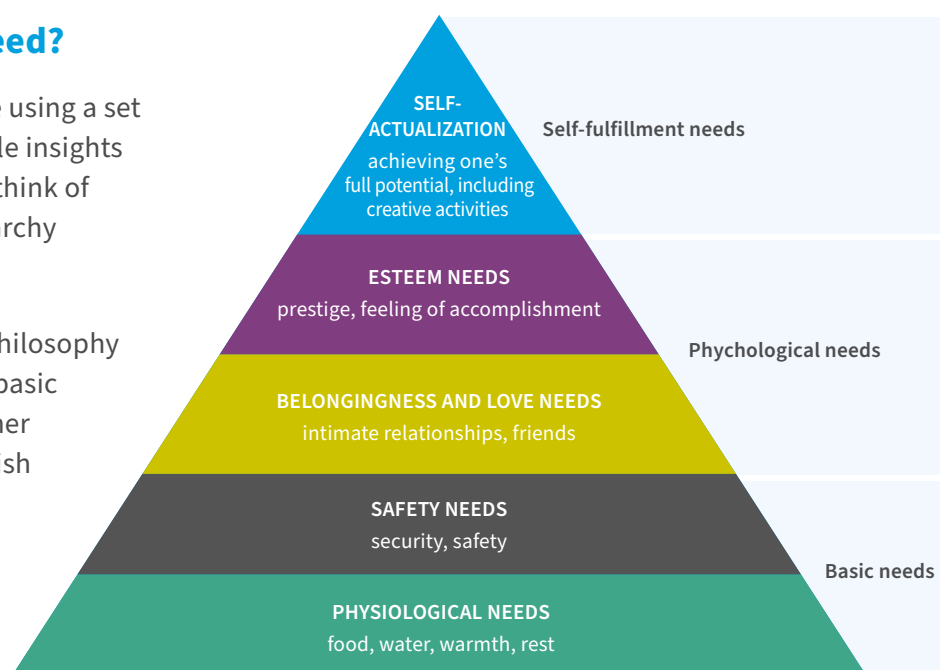
Maslow's Hierarchy of Needs

SAM hierarchy of needs

This same structure of needs can be applied to your SAM practices. At the bottom of the pyramid there are basic needs, such as the data and KPIs to monitor the health of your SAM project. This is the prerequisite for advancing the maturity of the program and includes reliable integrations with inventory and business sources.

There are key questions that any SAM manager must have answers to before even thinking about compliance or optimization. You must leverage data to evaluate if you can trust your inventory—and to determine if your SAM operations are running efficiently.

There are plenty of checklist items to take care of here, such as ensuring your inventory import system tasks are successful, if your beacons are reporting correctly or if you have any aging inventory.

Flexera's SAM Operations Hub, which launched in November 2022, provides answers to all these questions, so you can be confident in your decisions further down the line. It provides application transparency (e.g., usage details, recognition gap analysis), license consumption and vendor-specific transparency.

Getting to the top

Once you've built a solid foundation, you can focus on the transparency of your SAM data. That includes using intelligent product use rights and algorithms to determine accurate license positions for strategic vendors such as Microsoft, IBM and Oracle.

The top of the pyramid is where you can provide high-end value with a focus on optimization that goes beyond compliance. This is where to look for strategic actions you can take to optimize your IT estate with advanced dashboards that provide specific optimization opportunities.

Get the most out of your IT investments

With a solid foundation—one where you are able to trust your inventory, know that licenses have been created correctly and the fully installed estate is under control—you can begin taking advantage of compliance and compute optimizations with the SAM Optimization Hub. A fully mature SAM program can elevate the return on your IT investments for your whole organization.

Flexera One ITAM allows you to:

- Identify entitlements with rich intelligence

- Automatically reconcile entitlement and consumption data

- Transform audits from disruptions into seamless day-to-day processes

- Recognize software without manual effort

- Optimize software contracts to reduce waste

SAM Optimization Hub

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.
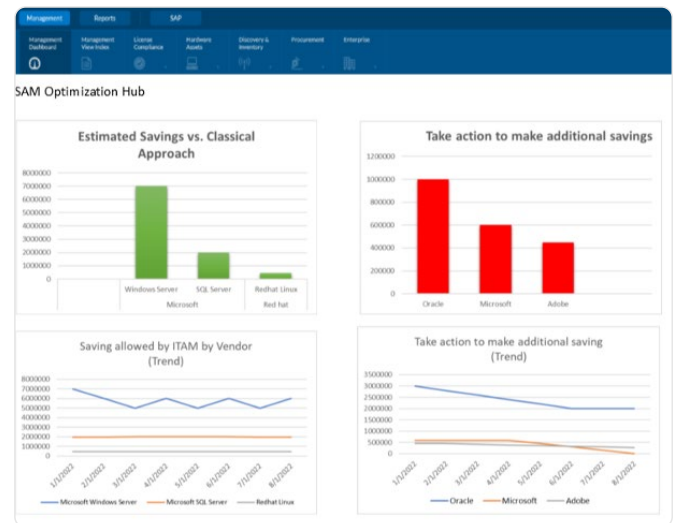
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