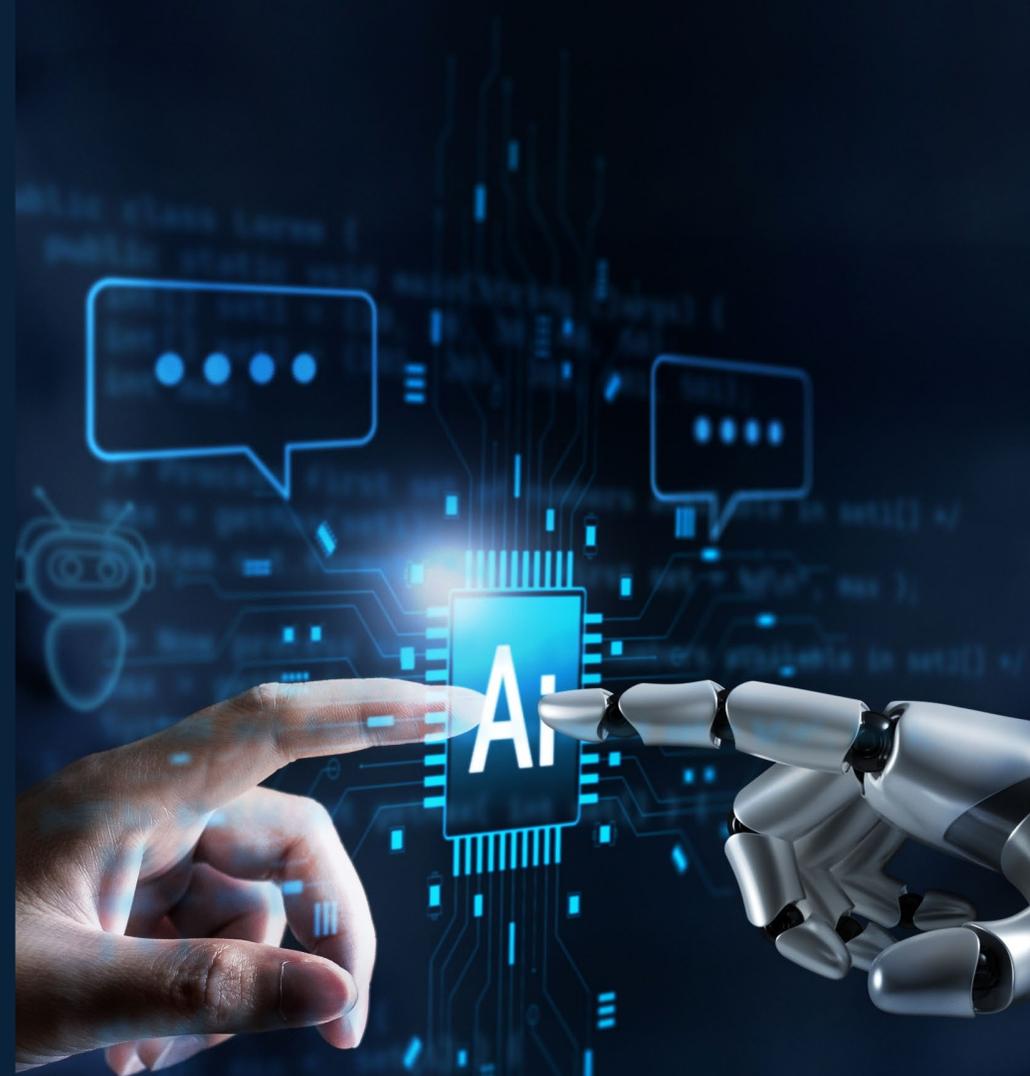




CIO 2030: How SAM is Going to Evolve

Winning the New Game of Software Spend

Presented by: Mike Austin, CEO – MetrixData 360



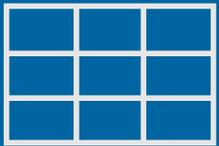
CIOs Are Flying Blind

- Multi-million-dollar renewals driven by vendor data
- 22%–38% overspend is the norm
- Real story: \$8M SQL shortfall found by Big 4 audit
- You need better visibility — not just defense



SAM Today – Still Stuck in 2015

Reactive, audit-
focused,
spreadsheet-
driven



Disconnected
from IT,
finance, and
procurement



Most orgs can't
tie SAM data to
real financial
decisions



Maturity gap =
millions left on
the table



Market Pressures CIOs Can't Ignore

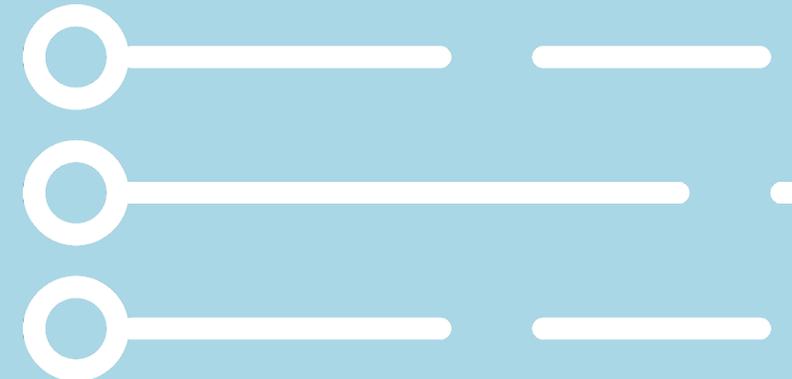
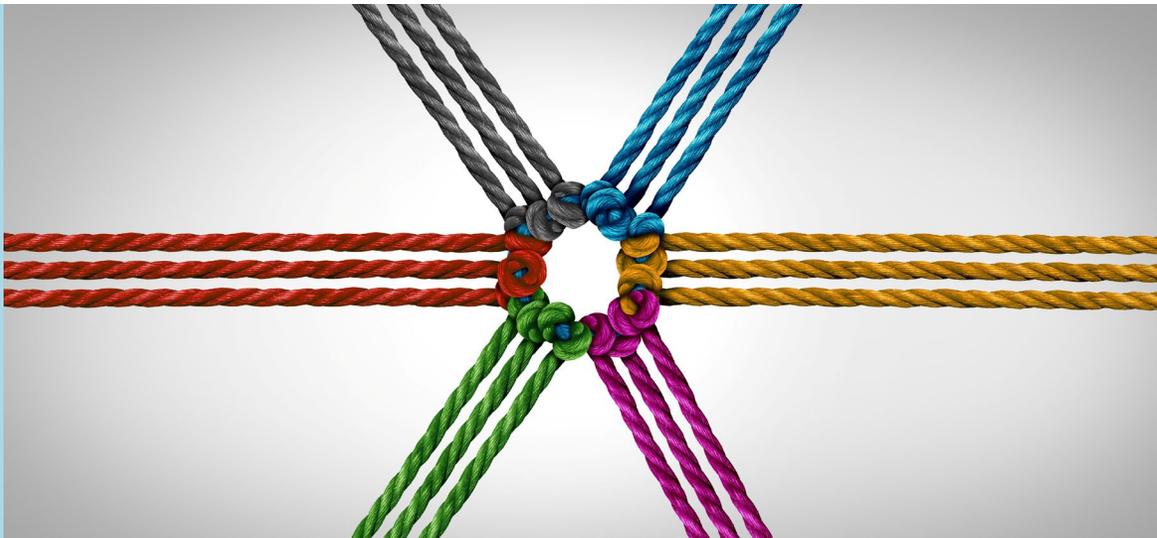
“Vendors are getting smarter. Are you?”

Vendor	Pressure Tactics	CIO Impact
Microsoft	E5, Copilot, discounts shrink	Higher baselines
Broadcom	Subscription-only, bundling	100–500% increases
Oracle	Java & OCI audits	Surprise audit risk
IBM	ILMT audit expansion	Compliance penalties
Salesforce	AI upsells, bundling	Shelfware, lock-in
SAP	RISE + HANA shifts	Future lock-in
AWS	Unattributed spend	30%+ cost waste

The Great Convergence



- Sits between IT, Finance, and Procurement
- FinOps drives monthly accountability
- AI is altering licensing logic and pricing
- “The tools you’re licensing are now watching how you license them.”



SAM in the Age of AI

SAM Isn't Just Using AI — It's Being Tracked by AI

Descriptive: Cleans and maps data

Predictive: Forecasts usage and cost risk

Prescriptive: Recommends licensing actions

AI Tracking: M365 bloat, Azure over-allocations,
shelfware



SAM Evolution: 2015 to 2030

If your SAM strategy still looks like 2015 — you're not ready for 2030.

Year	SAM Focus	Environment	Key Challenge
2015	Compliance & Audit	On-prem, datacenter	Spreadsheets, manual audits
2020	Cloud & SaaS Mix	Hybrid infrastructure	Shadow IT, tool overload
2025	Optimization & AI	Cloud-first, AI layering	License bloat, budget misalignment
2030	Autonomous Agents	AI-native IT environments	Real-time governance + automation

Why Our Process Works When Others Fail



Built to defend AND optimize — not just produce a compliance snapshot



Aligns inventory, entitlement, usage, and strategy



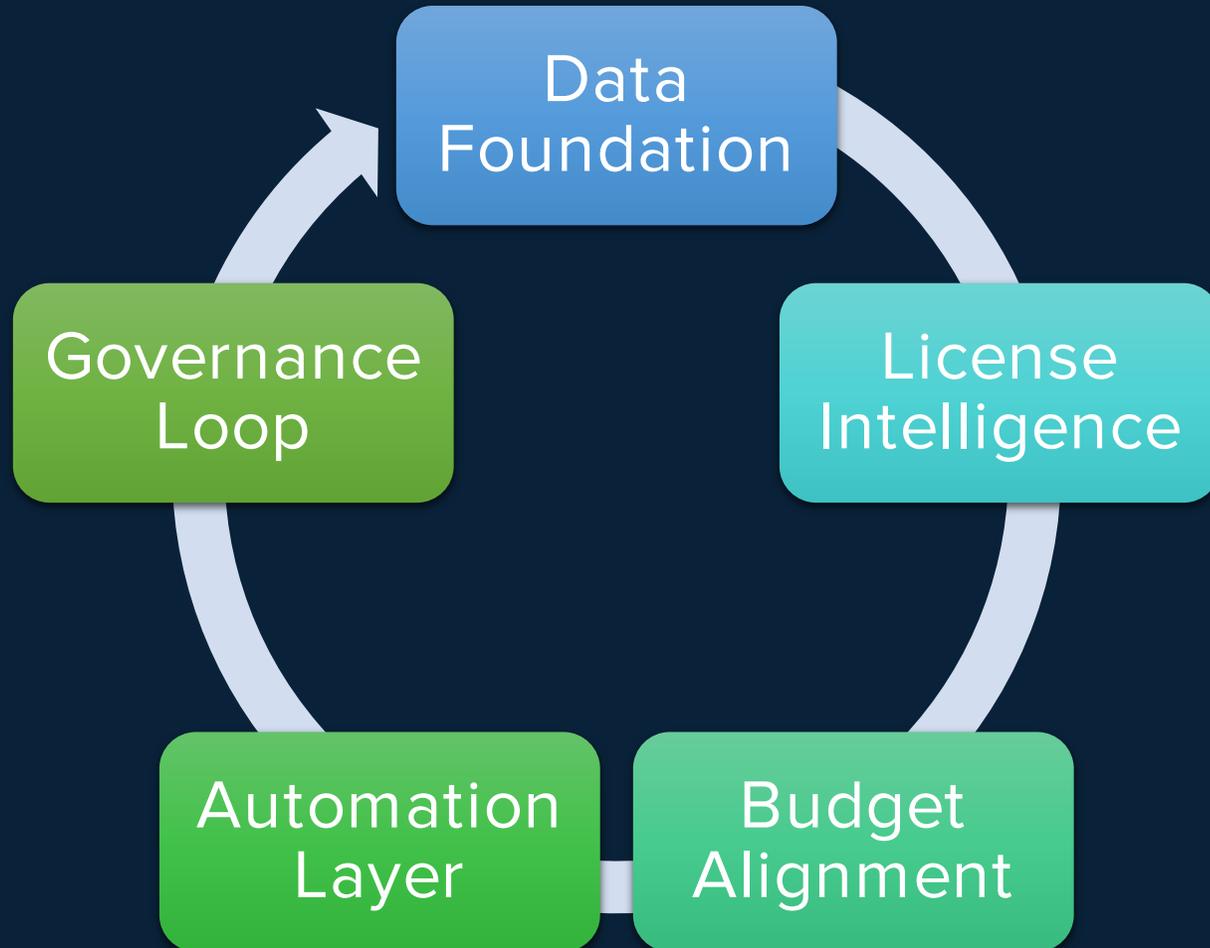
Designed to challenge vendor assumptions with defensible data



Powers licensing, budgeting, and negotiation decisions



The SAM 2030 Framework



The Modern CIO's SAM System

Why I Needed a Team to Catch the Blue Marlin

A few years ago, I had the opportunity to go deep sea fishing — chasing blue marlin. These aren't the kind of fish you catch on your own. You need a spotter, a captain, a deckhand, and coordination. Everyone has a role.

We hooked a massive one. If even one person had been off — we would've lost it. But because we had the right people, playing the right roles — we brought it in.

Strategic SAM is the same. You can't go it alone.

Let me show you what that SAM team looks like.



SAM Is a Team Sport

Strategic SAM Requires Cross-Functional Ownership

SAM isn't one person's job — it's a coordinated effort.

Roles that need to be involved:

- SAM/ITAM Lead – data stewardship, tools, reporting
- Licensing Specialist – entitlement interpretation, compliance
- IT/Inventory – system discovery, software mapping
- Finance – budgeting, forecasting, cost validation
- Procurement – vendor negotiation, contract management
- Legal – audit defense, T&Cs, risk alignment
- CIO/IT Leadership – vision, prioritization, execution

Making it Work

Successful programs have clear ownership, rhythm, and executive visibility.



Real World Case Study

From \$2M Burn to \$1.5M Saved in 6 Months:

- Global firm spent **\$2M+** on Snow with Big 4 — no ROI
- We took over SAM execution
- Cleaned data, removed waste, delivered \$1.5M in savings
- Real governance, measurable results





CIO Readiness Check



How Ready Are You for SAM 2030?



Do you track M365 license waste monthly?



Can you predict SAM-related risk 90 days out?



Is your SAM strategy tied to finance?



Are AI licenses measured for actual usage?



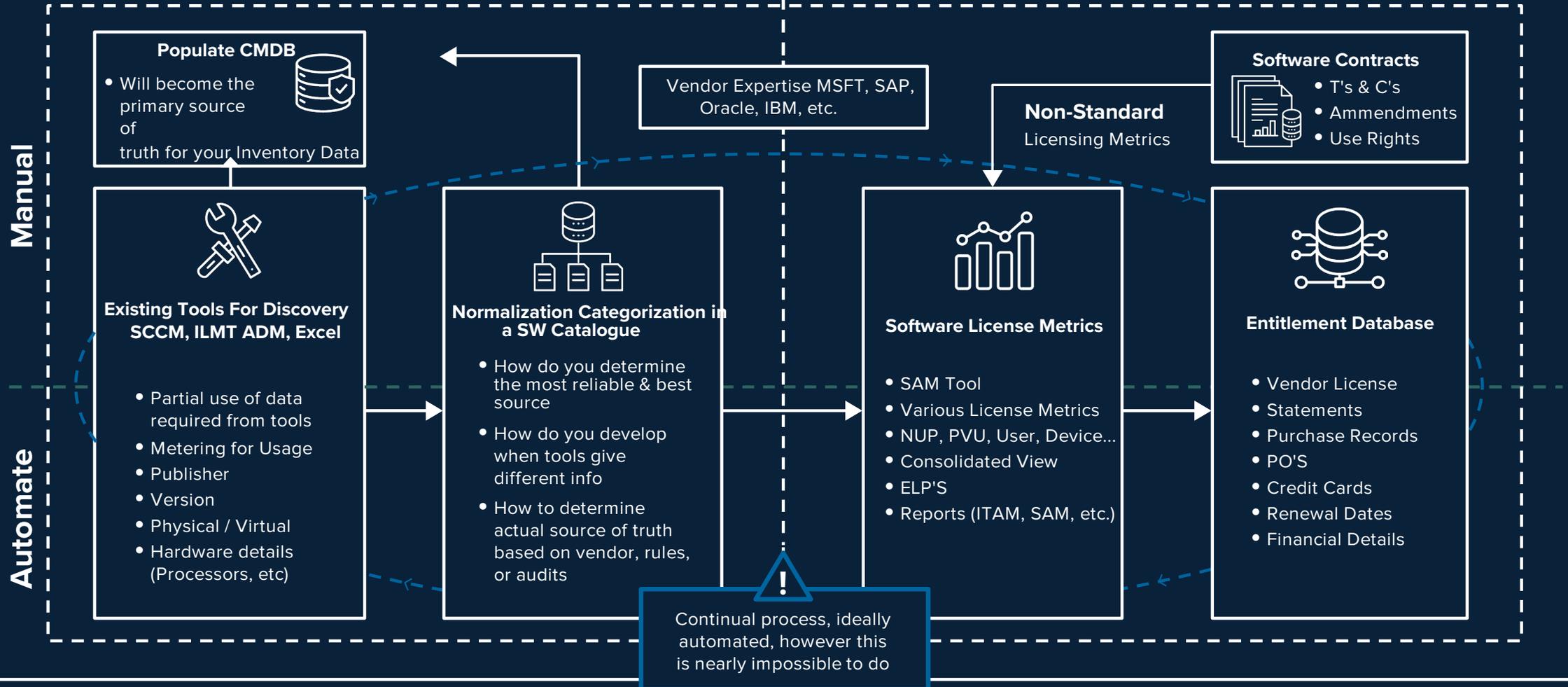
Who owns SAM outcomes in your org?

Program Management

Process Development ITIL, ISO, SAM, ITAM, HAM

Audit Defense

Contract Negotiation



Get Your SAM 2030 Roadmap

Book Your Complimentary SAM Planning Session

- 30-minute strategic SAM roadmap session
- Get your Free Microsoft EA T-36 Playbook.

[Book Your 30-min Call Now](#)

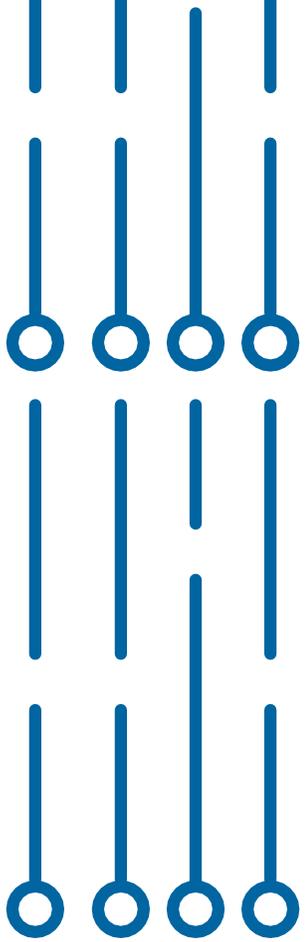


Control or Be Controlled



“The vendors have strategy. They have AI. They have your data. If you want leverage — it starts with evolving your SAM.”

Let’s build it.



Thank You

metrixdata360.com

