

SAM P2P: SAM Partner & SAM Tool Vendor

Partnership with SAM Tool Vendors

SAM Tool Vendors create and license SAM tools to help facilitate SAM engagements of all types. There is an abundance of tools in the marketplace, from basic software inventory and deployment tools to more sophisticated infrastructure optimization and Cloud assessment tools. Through the use of SAM tools, SAM Partners can deliver engagements more quickly and easily and can leverage the existence and support of these tools without the need to develop them in-house. As SAM Partners are the inherent consumers of SAM Tools, the partnership between SAM Tool Vendors and SAM Partners is essential and mutually beneficial to both.

Example:

A SAM Partner engages in a marketing campaign to provide SAM Cybersecurity Solution Assessments to customers. These assessments will provide customers with a comprehensive analysis of their cybersecurity infrastructure, including current software deployment, usage, and licensing data.

To help facilitate these assessments, the SAM Partner has licensed a cybersecurity assessment tool from a SAM Tool Vendor. This tool will analyze the customer's infrastructure and provide detailed reports showing the existence of cybersecurity vulnerabilities. The SAM Partner can leverage the technology, intelligence, and support built into the tool, helping to deliver the engagement quicker and easier, while maintaining the customer relationship and visibility.

This partnership is beneficial to the SAM Partner as it saves time and resources, while simultaneously providing value to the customer. The SAM Tool Vendor benefits through increased license revenues and exposure of their tools.

SAM Tool Vendor Core Competencies

SAM Partners can benefit from engaging with SAM Tool Vendors that provide the following tools:

- Software inventory and deployment
- Cloud-based assessment, productivity, and optimization
- Cloud managed service
- Cybersecurity assessment
- Infrastructure and server assessment and optimization



Customer Benefits:

- Efficient, accurate, and valuable cybersecurity analysis
- Cost effective solution
- Cybersecurity risk reduction



SAM Tool Vendor Benefits:

- Increased revenues
- Increased exposure of SAM Tools
- Increased customer reach



SAM Partner Benefits:

- Faster and easier project delivery
- Can deliver customer value at scale
- Identification of up-sell and cross-sell opportunities



Microsoft Benefits:

- Increased revenues and capacity
- Increased customer value