

# Software Asset Management (SAM) Statement of Work (SOW) – CLOUD PRODUCTIVITY

(For use with the Microsoft SAM Services Program)

## 1. Description

The SAM Cloud Productivity engagement provides the customer with an end-to-end analysis of their IT infrastructure, taking into consideration their current deployment, usage, processes and licensing data. The analysis will provide recommendations of the customer's overall Cloud-ready capabilities in relation to their desktop Cloud migration strategy and end-user productivity solutions, providing insights on business processes and technology barriers.

To establish these recommendations, the SAM partner will perform a full environmental (physical and virtual) discovery, gathered through third-party tools, along with customer interviews and other relevant sources. With this data, the partner will provide a desktop Cloud capability assessment and recommendations for the customer on how to get the most value from their related IT investments. For customers that have currently deployed Office 365, the partner will provide a high-level end-user security summary.

Use of Intelligent Asset Manager (I-AM) is required in this SAM Cloud Productivity engagement to receive Channel Incentives. All work completed under this SOW will be provided in accordance with the I-AM Terms of Use ("TOUs"), available [here](#).

In this SAM Value engagement, the ELP is optional. Components for the ELP are broken out separately in each section. The choice of including the ELP in this engagement belongs to the SAM engagement manager, in discussions with the customer and the partner. Principally, the SAM Value engagement isn't an exercise to determine a licensing gap, but rather a way to identify specific opportunities to improve the customer's assets, management value, and business objectives. The ELP, as a customer-facing document, has great value to clearly articulate to the customer their current standing on entitlements compared to deployment and is often requested by the customer as the outcome of the engagement.

## 2. Inputs

The partner will collect the following inputs from the customer's premises:

1. A complete background of the customer's existing IT infrastructure and environment including on-premises, Cloud and outsourced installations for all locations and/or divisions.
2. Deployment inventory data from at least one (1) automated discovery tool for each customer location where Microsoft products are installed (see [Data collection requirements](#)).
3. Information on how the customer has adopted or plans on adopting Office 365, including what types of workloads are currently implemented and what future implementation plans are under consideration.
4. Current IT infrastructure and organization diagrams that include locations, IT group names, SAM tool(s) or supporting processes in place and stakeholder names.

If an Effective License Position (ELP) is required:

The partner will collect the following inputs from the customer's premises:

1. Entitlement data outside Microsoft Volume License Agreements from procurement and any applicable sources or suppliers which may include:
  - i. Original Equipment Manufacturer (OEM)
  - ii. Full Packaged Product (FPP) / Retail
  - iii. Outsourcer
  - iv. Service provider (Hosters, etc.)
  - v. Additional reseller(s)
  - vi. Changes to entitlements resulting from mergers, acquisitions or divestitures
  - vii. Independent Software Vendors (ISV)
  - viii. Any servers/environments managed by a Service Provider Licensing Agreement (SPLA)
2. A full and confirmed list of affiliates, if they exist, and any relevant amendments to their Microsoft Volume License Agreements, including any license transfer documents, either granting or receiving licensing rights.
2. Location of software entitlement, deployment and retirement records as well as level of access allowed.
3. Office 365 and other Microsoft Online Services reservations and assignments.
4. Public Cloud license entitlements

The partner will collect the following inputs from Microsoft:

Microsoft License Statement (MLS) including MPSA data where relevant.

### 3. Data collection

This section lists steps partners must take to build the foundation for the required analysis and customer deliverables. Partners will ensure that all data collected will be stored securely and in accordance with the requirements set out in the I-AM TOUs. The main category of data collection is data related to the Cloud Productivity assessment, optimization, and recommendations. Partners must ensure that the data collected is complete and accurate. Any deviation or change to this scope needs to be approved by Microsoft, the partner, and the customer.

#### Discovery and inventory of hardware and software assets: data collection requirements

Data coverage must reach at least 90% of all devices pertaining to this engagement. Data coverage is defined as the percentage of total devices for which all required installation data has been obtained. Where devices are not joined to the directory or network, manual collection of data is acceptable while maintaining the 90% data coverage requirement. Some specific guidance includes, but is not limited to:

1. Complete extraction of user accounts from the customer's Active Directory (AD) domain(s) and Lightweight Directory Access Protocol (LDAP) and/or workgroups.
2. Data extract must be cross-referenced against a minimum of one (1) additional data source, including but not limited to:
  - i. Records from existing network performance/security monitoring and management tools

- ii. Network management frameworks
  - iii. Virtual machine performance monitoring
  - iv. Customer Human Resources (HR) records
  - v. Security sources (anti-virus)
3. All trust accounts must be extracted to ensure no domains are missed.
4. Extraction of user accounts by group (if applicable, e.g., for Citrix). Output includes a listing of user objects and the AD Groups they belong to.
5. Identification of active users in the past 90 days based on the technique(s) employed by the customer (based on output from Step 1).
6. Complete extraction of data from the customer's current management and inventory tools and the calculation of current coverage levels of existing tool(s).
7. Inventory of any missing device, including but not limited to devices that:
  - i. Do not report inventory
  - ii. Are non-networked
  - iii. Are unmanaged devices

#### Cloud Productivity assessment data collection requirements

1. Through data discovery, make sure to identify:
  - i. Operating system versions
  - ii. Browser type and version of all machines
  - iii. Office Suite versions
  - iv. .Net Framework
  - v. CPU, Memory, Free disk
  - vi. On-premises Exchange, SharePoint, Lync and similar system deployments to understand what functionality will be needed in Office 365
  - vii. Identification of the current usage of Dynamics for availability for Cloud migration
2. Office 365 system requirements to assist in mapping existing infrastructure to what will be needed to move to the Cloud.

#### If an ELP is required:

This section lists specific guidance to complete an ELP, including, but not limited to:

1. Virtual environment mapping output includes:
  - i. Clusters
  - ii. Physical hosts
  - iii. Virtual guests and virtual guest movement across physical hosts within the past 90 days to accurately calculate licensing needs for products such as Windows Server, SQL Server, etc.
2. Identification of workstations and servers used by Microsoft Developer Network (MSDN®) subscribers. Products installed on these devices will be identified and excluded if appropriate. Facilitation of the identification of devices covered by MSDN® subscriptions by employing various methods such as determining preferred user for devices, linking last logged-on user to devices, or soliciting feedback from customer personnel that have a MSDN® subscription

(email template can be provided.) **This step should be completed as early as possible in the data collection phase.**

3. For server products that can be licensed in multiple ways (e.g., server/CAL or per processor), the licensing metric applicable to each implementation must be identified.
  - i. SQL Server output includes:
  - ii. Version and edition
  - iii. License type required for each SQL Server instance for customers with mixed licensing metric (server/CAL or per processor or per core)
  - iv. Confirm passive SQL Servers assigned Failover Rights
4. Windows Server output includes:
  - i. Server name
  - ii. Physical or virtual operating system environment
  - iii. Operating system version and edition
  - iv. Processor and core information
5. System Center Server output includes:
  - i. Server names
  - ii. Physical or virtual data
  - iii. Component e.g. SCCM, SCVM version and edition
  - iv. Processor and core information

#### 4. Analysis

The SAM Cloud Productivity engagement data must be analyzed, reviewed and agreed upon with the customer as an accurate point-in-time reflection of the customer's current IT environment. This data, along with any additional customer inputs, will also provide a basis for the development of a solid Cloud Productivity assessment unique to the customer. Based on the inputs and data collection, the partner will complete the following required analysis:

1. Reconciliation analysis between license entitlements and deployment data, including the application of license benefit and optimization rules (e.g. upgrades, downgrades, promotions, etc.).
2. Aggregation and review of data from stakeholder interviews, noting any information that was either unavailable or challenging for the customer to gather.
3. Review of the customer's current Cloud environment mapped to an optimized environment based on the customer's goals, including an assessment of workloads to move to Office 365 and Dynamics 365.

#### 5. Deliverables

The following deliverable is **due to the customer** at the **beginning** of the engagement:

Letter of Engagement. This letter must include at a minimum:

- i. A Statement of Work (SOW) for the engagement being performed, including a list of all customer deliverables
- ii. Scope of the engagement, including any scope limitations
- iii. Dates and timelines

- iv. Partner project team members and their relevant Microsoft Certified Professional (MCP) credentials
- v. List of key contacts that must include names, titles, phone number, and email addresses.
- vi. Planned disclosure of engagement deliverables to Microsoft
- vii. Statement explaining that data collected by partners from customer's information system environment is transferred to Microsoft, and how Microsoft will use that data collected to generate reports necessary for partners to effectuate the SAM services.
- viii. Consent from the customer to transfer data to Microsoft, any of its affiliates, and to the subprocessors Microsoft may employ to generate the reports necessary for the SAM services, including consent to transfer Personal Information to the United States and other countries where Microsoft's subprocessors are located. "Personal Information" means any information provided by Microsoft or collected by partner in connection with this Agreement (a) that identifies or can be used to identify, contact, or locate the person to whom such information pertains, or (b) from which identification or contact information of an individual person can be derived. Personal Information includes, but is not limited to: name, address, phone number, fax number, and email address. Additionally, to the extent any other information (such as but not necessarily limited to, a personal profile, unique identifier, and/or IP address) is associated or combined with Personal Information, then such information also will be considered Personal Information.
- ix. The Microsoft [SAM Engagement data usage and privacy information](#) document ("Data Usage Guide"). Find the current version here.
- x. Reference the Data Usage Guide, where appropriate.

The Letter of Engagement must be in writing and signed by authorized representatives of the partner and customer.

The following deliverables are **due to the customer** at the **end** of the engagement:

1. Cloud Productivity Assessment Report. This report must contain at a minimum:
  - i. An Executive Summary. A high-level summary of project background and scope, engagement result, recommendations and next steps.
  - ii. An assessment of the customer's overall Cloud-ready state, in relation to their Software as a Service (SaaS) Cloud strategy.
  - iii. Identification of Microsoft applications/workloads to move to the Cloud (to Office 365 and Dynamics 365).
  - iv. A Cloud roadmap to assist the customer in moving to the Cloud, including all business, licensing and technology guidance.
  - v. Assessment of the customer's asset management policies and procedures strengths, weaknesses and areas of opportunity for Cloud implementations, including recommendations for improvement.
  - vi. Additional Uses of Data. In this section of the report, the partner provides specific Cloud Productivity-related findings. Examples of information that can be included in this report are:
    - a. A summary of current or upcoming end-of-life products with upgrade path recommendations.

- b. Familiarizing the customer with Microsoft Secure Score assessment.
2. Established Deployment Position (EDP). A document with details related to all hardware and software currently deployed within the customer's IT infrastructure.

If an ELP is required:

1. The Effective License Position. A spreadsheet that provides details related to license entitlements and deployments. The spreadsheet must be produced using I-AM (Note: Defined in [Deliverables to Microsoft](#)).
2. License Optimization Report. This report must contain the risks, liabilities, and issues associated with customer's current licensing practices and prioritized recommendations on how to better manage their licenses to minimize risks in the future. The report could also contain, but is not limited to:
  - i. Identification of all of the customer's Volume License Agreements (VLAs) with Microsoft and a recommendation on any beneficial consolidation.
  - ii. Consumption information, detailing installed products that are unused or underutilized (e.g., no use in last six months).
  - iii. Recommendations for a repeatable, simplified inventory collection process for future True-ups (for Enterprise Agreement customers only).
  - iv. Additional customer-specific recommendations based on captured data and insights.

The following deliverable is **due to Microsoft** at the **beginning** of the engagement and must be provided as necessary Proof of Execution (POE) in order for the partner to collect Channel Incentives payment (along with additional deliverables listed below)

Letter of Engagement. This must be the same Letter of Engagement provided to the customer and signed by the customer and the partner at the beginning of the engagement.

The SAM partner must notify the Microsoft SAM Engagement Manager when the POE is uploaded into the required system as designated by Microsoft (currently, CHIP). POE includes the following deliverables due to Microsoft upon the completion of the SAM Engagement and must be provided as necessary POE in order for the partner to collect Channel Incentives payment:

1. Established Deployment Position (EDP). The EDP, a I-AM generated Excel report, provides details related to the customers' Microsoft software deployments and usage data. The software deployments are identified using discovery tools and manual inputs as outlined in the [Data collection](#) section. The partner must first input all relevant data into the customer Inventory Data Contract (CIDC) template, which will be uploaded into I-AM. The EDP will then be created by the partner using I-AM which is to be given to the customer and Microsoft. EDPs produced outside of I-AM will not be accepted as proof of execution. The EDP data must meet or exceed the minimum quality standards published in the current [SAM Minimum EDP Quality Standards](#).
2. Cloud Productivity Assessment Report. This must be the same Cloud Productivity Assessment Report provided to the customer, as outlined above.
3. Letter of Confirmation (only applicable for customer countries listed below)
  - I. Required: China
  - II. Advised: India, Malaysia, Indonesia, Philippines. and Vietnam.

The Letter of Confirmation should be drafted after completion of the SAM engagement and requires customer's chop (stamp) or email from customer corporate domain confirming provision of SAM engagement.

The Letter of Confirmation must include the following statement:

"This is to confirm Microsoft SAM partner <insert partner Name> has implemented SAM service <insert SAM Engagement Type> to customer <insert customer name>."

If an ELP is required:

4. Effective License Position. The ELP provides details related to license entitlements and deployments and is generated using I-AM. The ELP must be finalized in I-AM. ELPs produced outside of I-AM will not be accepted. An encrypted ELP must be uploaded into the designated tool (currently CHIP) as proof of execution.

## 6. SAM resources

SAM partner eligibility, program overview, and partner incentive guides are located at <http://aka.ms/SAMIncentiveGuide>