

Software Asset Management (SAM) Advisory

Service Definition Document
UK Government G-Cloud Framework

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1. Service Overview

The ITAA Software Asset Management (SAM) Advisory service supports UK public sector organisations in establishing, improving, and sustaining effective Software Asset Management capabilities.

Public sector IT estates are often complex, distributed, and subject to frequent organisational and technological change. Without a structured SAM operating model, organisations face increased compliance risk, inefficient software spend, and limited visibility over asset usage.

This service is anchored around the design and improvement of a pragmatic SAM operating model, aligned to organisational maturity, governance requirements, and tooling landscape.

2. Service Features and Benefits

The service provides structured assessment of current SAM maturity across people, process, data, and tooling.

ITAA supports the design of governance frameworks, roles and responsibilities, and repeatable SAM processes aligned to public-sector requirements.

Support includes guidance on Effective Licence Position creation, data quality improvement, and integration between discovery tools, CMDBs, and procurement records.

Benefits include sustainable compliance, improved asset visibility, and reduced reliance on reactive audit responses.

3. Outcomes

Typical outcomes include a clear understanding of current SAM maturity, a documented target operating model, and a prioritised roadmap for improvement.

Buyers gain repeatable, defensible SAM processes that reduce long-term compliance and financial risk.

4. Onboarding and Offboarding

Onboarding begins with stakeholder alignment and confirmation of scope, including organisational units, software publishers, and tooling in scope.

ITAA conducts a structured maturity assessment followed by workshops to validate findings and define improvement priorities.

Offboarding includes delivery of SAM documentation, roadmaps, and knowledge transfer to internal teams.

5. Pricing and Billing

Pricing may be structured as fixed-price or time-and-materials depending on scope, duration, and complexity.

6. Security and Compliance

All services are delivered in accordance with UK GDPR and applicable public-sector security requirements.

Access to systems and information follows least-privilege principles, and all information is handled securely in line with buyer policies.

7. Key Performance Indicators

Delivery of agreed artefacts to schedule

Clarity and usability of outputs delivered

Buyer satisfaction with advisory support

8. Contact Details

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