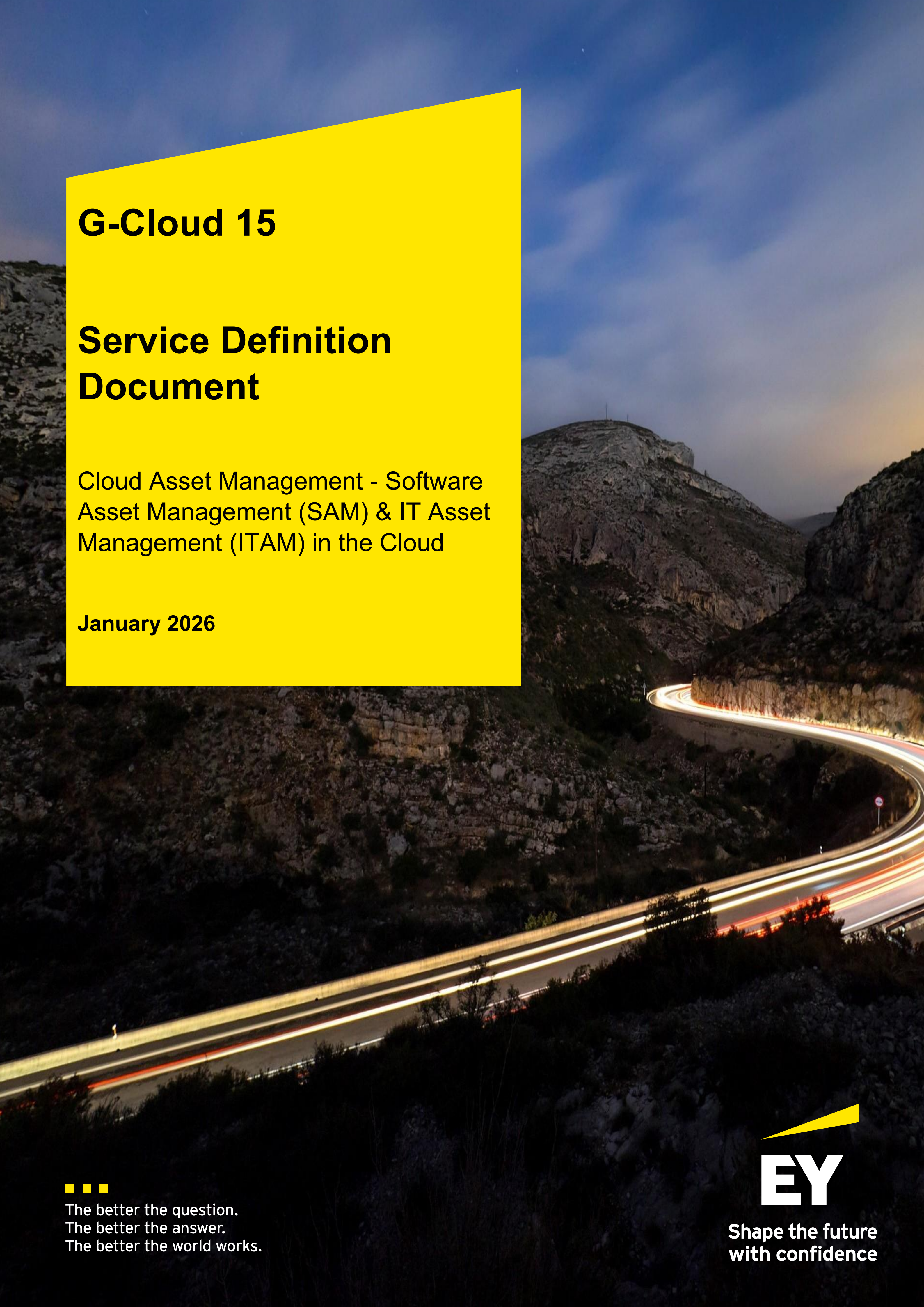


G-Cloud 15

Service Definition Document

Cloud Asset Management - Software Asset Management (SAM) & IT Asset Management (ITAM) in the Cloud

January 2026

The better the question.
The better the answer.
The better the world works.

EY

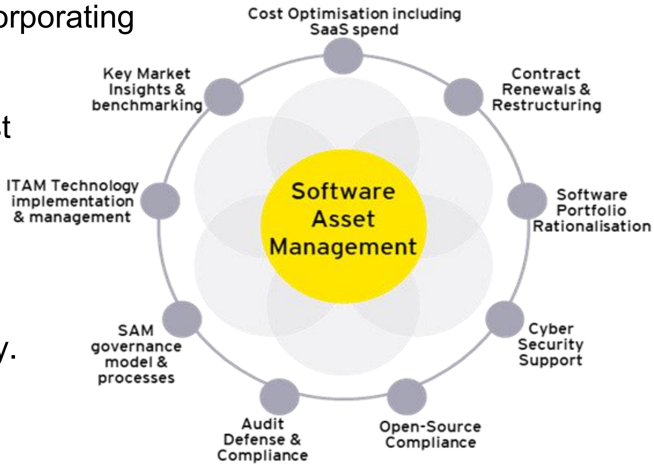
Shape the future with confidence

Contents

1. Service detail

1.1. Introduction to the Service

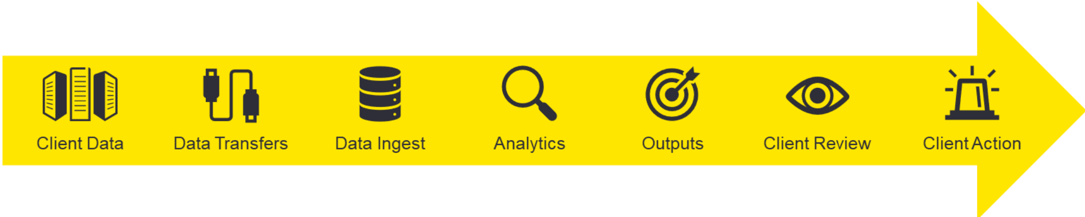
EY's Cloud Asset Management service [incorporating Software Asset Management (SAM) and IT Asset Management [ITAM]), enables the visibility and controls necessary to meet cost reduction, compliance management, resilience and digital transformation goals. By leveraging our AI-enabled platforms and deep industry knowledge, EY collaborates with clients to accelerate their journey to cloud asset management maturity.



1.2. Service Description

EY's Cloud Asset Management (SAM/ITAM) services enable clients to manage cloud risks through the following service offerings:

- **Cloud Asset Discovery and Inventory Management**
  - ✓ Automated discovery of cloud resources across IaaS, PaaS, and SaaS environments.
  - ✓ Identification of virtual machines, containers, and serverless functions.
  - ✓ SaaS discovery and shadow-IT detection via network, identity, or CASB tools.
  - ✓ Tagging and metadata enrichment for cost, ownership, and compliance tracking.
  - ✓ Normalisation of cloud services (SKUs, regions, consumption units).



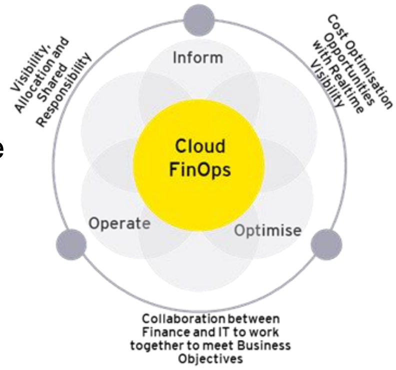
EY Inventory Management Workflow

- **Cloud License Entitlement & Subscription Management**
  - ✓ Centralised management of cloud subscription entitlements across SaaS and IaaS/PaaS.
  - ✓ Tracking Bring-Your-Own-License (BYOL) rights across cloud platforms.
  - ✓ Mapping licensing rules to cloud constructs (cores, vCPUs, nodes, instances, containers).
  - ✓ Managing SaaS subscription tiers, add-ons, and feature-based licensing.
  - ✓ Monitoring reserved instances, savings plans, and committed spend agreements.

- **Cloud Compliance & Licensing Risk Assessment (including IBM CVA)**
  - ✓ Evaluating compliance with cloud-specific licensing policies (e.g., Oracle in VMware/Cloud, SQL Server mobility rules, SAP cloud usage rights).
  - ✓ Monitoring risks associated with dynamic or elastic workloads.
  - ✓ Identifying non-compliance in hybrid scenarios (e.g., dual-use rights, migration rights).
  - ✓ Assessing containerised workload licensing risks (Kubernetes, OpenShift, ECS, AKS, GKE).
  - ✓ Mapping vendor terms to multi-cloud environments to prevent unexpected charges or penalties.
  - ✓ IBM Client Value Acceleration (CVA) programme support.

- **Cloud Consumption & Utilisation Monitoring (FinOps)**
  - ✓ Continuous monitoring of cloud consumption across compute, storage, and SaaS usage.
  - ✓ Identification of orphaned or idle cloud resources (e.g., unattached disks).
  - ✓ Highlighting under-utilised SaaS licenses and unused service entitlements.
  - ✓ Tracking service-level utilisation (API calls, data egress, compute minutes, license seats).
  - ✓ Monitoring elastic or auto-scaled workloads for optimisation or risk.

- **Cloud Cost Optimisation & FinOps Alignment**
  - ✓ Right-sizing compute, storage, and services across multi-cloud environments.
  - ✓ Optimising SaaS subscription tiers based on actual usage patterns.
  - ✓ Rationalising duplicate or overlapping SaaS platforms.
  - ✓ Identifying savings opportunities via Reserved Instances, savings plans, and spot instances.
  - ✓ Forecasting cloud spend and modelling cost scenarios.
  - ✓ Integration with FinOps practices for continuous optimisation.



EY's FinOps Framework

To enable these outcomes, EY designs, implements and employs cloud analytics platforms and tools to support the full SAM/ITAM lifecycle; from initial use case to fully implemented, secured and scalable service. We use tested approaches to rapidly provision environments on client platforms (cloud tenancies) or can host for clients on our accredited Client Technology Platform; a wide-ranging and secure service hosted on Microsoft's Azure platform.

Identifying the right datasets, assessing the privacy and security implications and crafting the right data sharing agreements is key to the success of any data-dependent project. EY has successfully helped hundreds of clients through this stage, dealing with varied sector-considerations, regional data-handling rules and complex regulatory requirements.

EY also brings extensive experience in data management to ingest, integrate and structure datasets so that large, disparate, multi-formatted datasets can be built into a cohesive whole. Our history of hundreds of successful projects shows that building a unified, cleansed, interconnected data foundation underpins insight discovery and enables data scientists to deliver solutions with quick turnarounds while adding the greatest value.

This capability combined with EY's comprehensive capabilities across the public sector value chain, positions us to be your SAM and ITAM partner of choice.

Business Need

Emerging technologies such as multi-cloud architecture, containerisation and virtualisation have made viewing software spend and utilisation in the cloud increasingly difficult. Accordingly, the new and complex licensing models that align to these emerging technologies present challenges to those seeking to establish an integrated management approach, leading to a heightened risk of non-compliance.

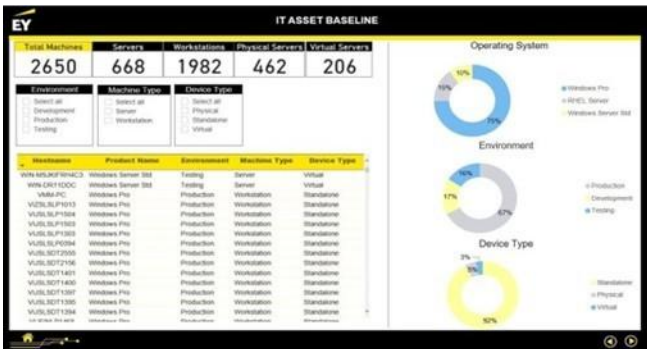
The SAM service supports an organisation's management, compliance and optimisation of the software lifecycle. It is also at the centre of any technology transformation efforts.

Benefits	Features
• Drives software cost efficiency • Mitigates software license compliance risk • Enriches IT Service Management effectiveness • Strengthens resilience, cyber security, and operational resiliency • Accelerates cloud transformation • Optimises Cloud Spending with Data-Driven Decisions • Supports Strategic Budget Planning with Predictive Analytics • Enhances Financial Transparency Across Cloud Services	• EY SAM Platform: Automated analytics and embedded software licensing engine • Deep licensing knowledge across a team of dedicated SAM practitioners • Proven SAM governance methodologies accelerate the time to SAM proficiency • FinOps - Enhanced Resource Utilisation and Cost Metrics

Our Approach

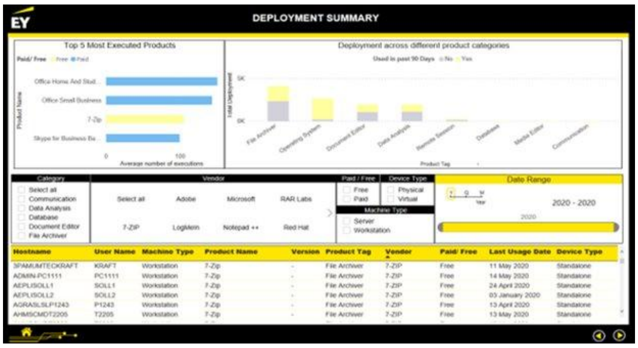
Our technology-driven methodology first seeks to establish reliable visibility of assets using leading discovery techniques. Discovery data is combined with relevant software deployment data to establish and quantify compliance risk exposure and surplus licensing due to overlapping functionalities or under-utilisation. Finally, analytic insights are harvested and used to formulate remediation and optimisation recommendations.

Discovery:



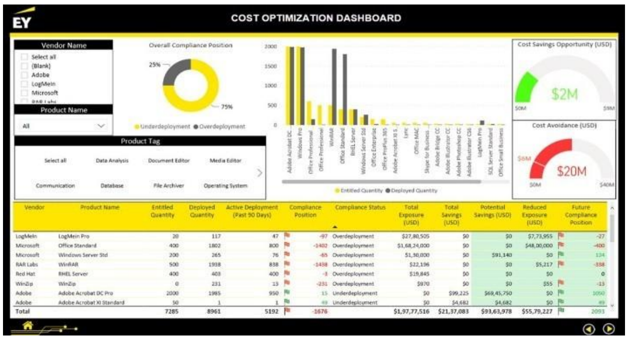
Leveraging existing tool sets or market-leading agentless discovery technology to optimise asset visibility and reduce risks related to shadow IT

Analytics:



Utilising automated data reconciliation and the software licensing engine within the EY SAM platform to perform analysis of software utilisation and related compliance exposure or license surplus

Optimisation:



Providing data-driven insight and best practices on how to prioritise remediation of non-compliance, rationalise software deployment and optimise license utilisation

Case Study

Client: A global insurance firm with $6M in annual cloud spend needed EY's assistance in assessing their cloud estate for 5% cost reductions.

EY Role:

EY conducted a comprehensive assessment of our client's cloud spend profile and advised on strategies to reduce overall cost to meet targets through activities including:

- Partnering with IBM, EY Installed a Turbonomic SaaS instance to collect valuable telemetry for secondary analysis by team
- In parallel, EY conducted a current state assessment of Client's cloud environment, which included interviews and a manual analysis of:
    - Storage and compute performance data extracted from Turbonomic and Azure cost management systems
    - Current tagging strategy
    - All other areas where cost saving may be claimed (e.g. Reserved Instances)

- After the data collection, the team held internal workshops to collaborate and identify cost savings opportunities which included recommended actions to reduce waste and optimise compute and storage resources
- Team held an executive readout for senior leadership and presented findings as well as future state recommendations on FinOps implementation

Value Delivered:
- EY delivered a current state assessment with detailed observations in each subscription. This was valuable to the client as visibility and reporting are a challenge for this client
- Developed high level Tagging Strategy inclusive of recommended billing tags for FinOps support
- Provided a detailed report on cost reducing recommendations that can be taken across all subscriptions. Actions accumulated to 11% reduction in annual cloud costs.

1.3. Pricing
This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc.

2. Key contacts

For further information please get in touch via the email address below.

Krati Laad Das

Email: eytenders@uk.ey.com

Nitesh Chhibber

Email: eytenders@uk.ey.com

Christopher Winter

Email: eytenders@uk.ey.com

Andrew Compoginis

Email: eytenders@uk.ey.com