

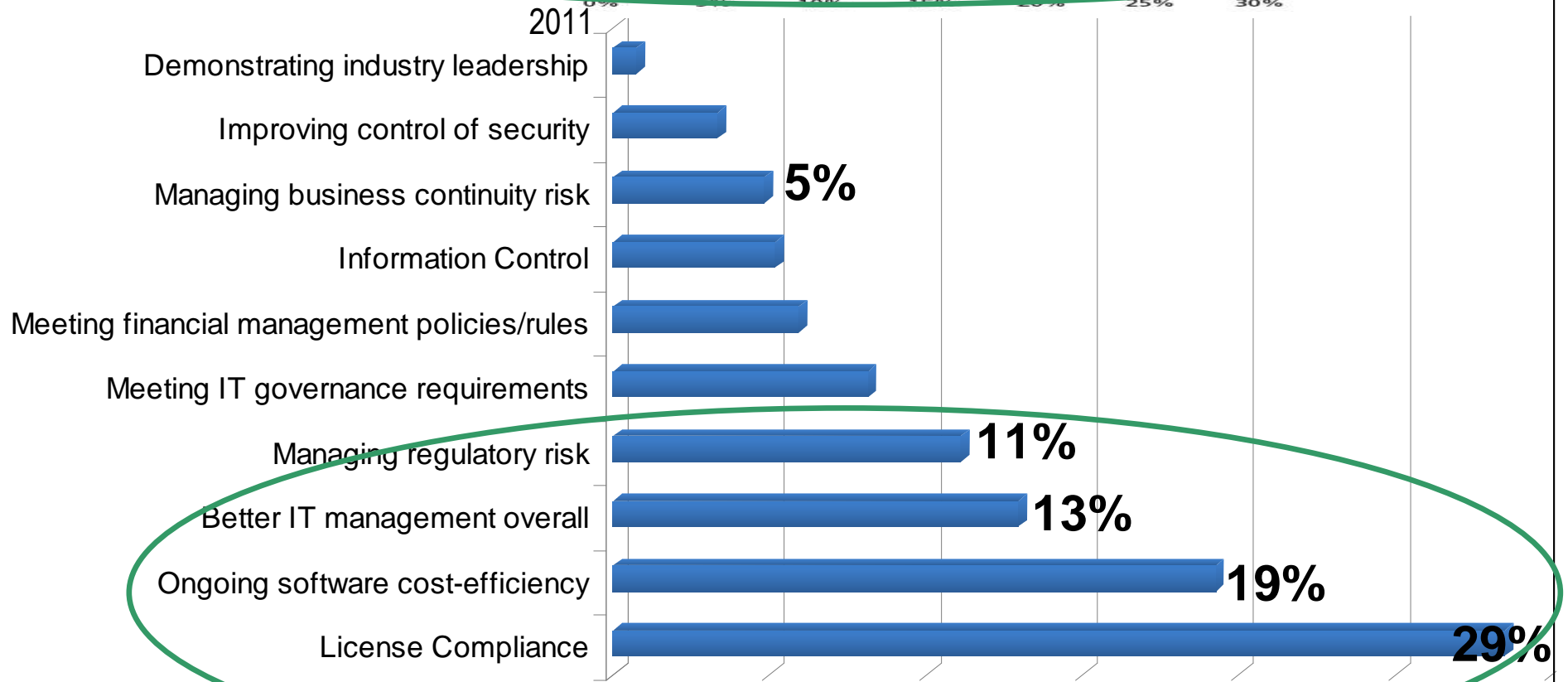


## 19770-1 Update on Tiered SAM David Phillips, *SAMleaders*

24<sup>th</sup> November 2011

# Market requirements remain clear

WHY DO END USERS IMPLEMENT SAM?  
 Source: ISO/SC7 Market Needs Study, May 2008





YOUR SAM BEGINS AT 19770.ORG

# Our -1 Journey: looking back

HOME PAGE

NEWS

PROJECTS

LIAISONS

19770 BEGINS WITH YOU

ABOUT

CONTACT

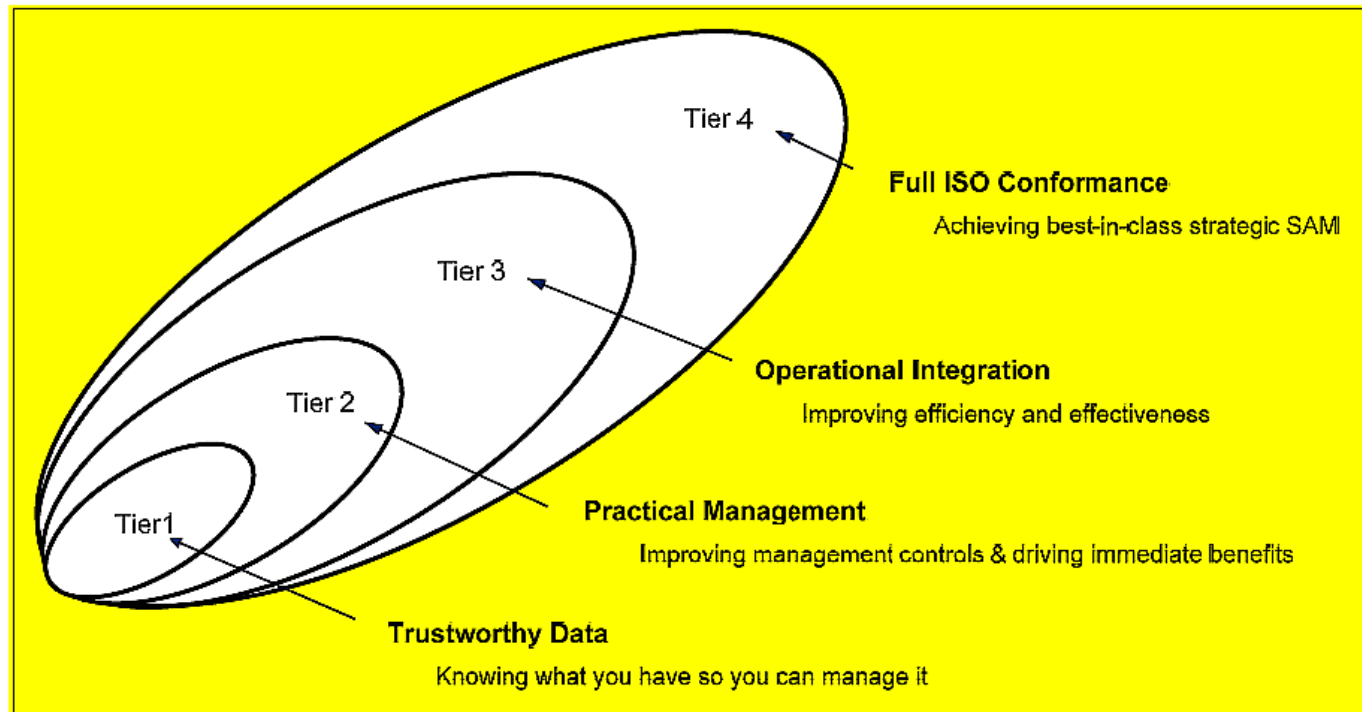
- Now pressing market need (2008 needs, re-confirmed in 2011)
  - Licensing compliance
  - Ongoing software cost efficiency (2008 study is pre-economic downturn)
  - IT Governance and better IT management overall
- Strong need for guidance/mappings; “How to..”
- Good progress along our *Roadmap (room for more -1 revisions)*
  - We align with origins of 20000-series used by many orgs;
  - Tiered (still pre-Maturity; but moving towards aligning with 15504)
- Latest milestone won: Oct 2011 -1 vote = **FCD pass** (FDIS next step)
- Thru’ all editing/clarifying... tiers & structures **withstood test of time.**

# Tiered-1: familiar *best-practice areas unchanged...*

<b>Organizational Management Processes for SAM</b>			
<b>4.2 Control Environment for SAM</b>			
Corporate Governance Process for SAM	Roles and Responsibilities for SAM	Policies Processes and Procedures for SAM	Competence in SAM
<b>4.3 Planning and Implementation Processes for SAM</b>			
Planning for SAM	Implementation of SAM	Monitoring and Review of SAM	Continuous Improvement of SAM
<b>Core SAM Processes</b>			
<b>4.4 Inventory Processes for SAM</b>			
Software Asset Identification	Software Asset Inventory Management	Software Asset Control	
<b>4.5 Verification and Compliance Processes for SAM</b>			
Software Asset Record Verification	Software Licensing Compliance	Software Asset Security Compliance	Conformance Verification for SAM
<b>4.6 Operations Management Processes and Interfaces for SAM</b>			
Relationship and Contract Management for SAM	Financial Management for SAM	Service Level Management for SAM	Security Management for SAM
<b>Primary Process Interfaces for SAM</b>			
<b>4.7 Life Cycle Process Interfaces for SAM</b>			
Change Management Process	Software Development Process	Software Deployment Process	Problem Management Process
Acquisition Process	Software Release Management Process	Incident Management Process	Retirement Process

## ..but now recognizes more attainable tiers of SAM

*WG21 originally invited submissions in 2008; New tiers proposed and supported by several diverse WG21 liaison bodies (BSA; IAITAM), an early indicator of good, widespread support for tiers across industry:*



- Self assessable
- and Independently Certifiable
- extensive testing & trialling (3 years)... followed by much edit/review work.

# New 19770-1 recognizes Tiers (stages)

Organizational Management Processes for SAM			
<b>4.2 Control Environment for SAM</b>			
Corporate Governance Process for SAM	Roles and Responsibilities for SAM	Policies, Processes and Procedures for SAM	Competence in SAM
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- 27 process areas; 71 outcomes
- Built on ISO/IEC 19770-1:2006
- Based on ISO/IEC 20000 Service Mgt

- Before**
- “ISO” = “improve *all SAM at once*”
  - Conformance = achieving all Outcomes
  - Market impact
    - Success in sales & web search hits
    - Unsuccessful in full certifications
      - Too comprehensive
      - All or nothing

- New**
- **Pick your tier**; all recognized as SAM
  - Conformance by Outcomes (per tier)
    - OR now *by Objectives* also allowed
  - Impact anticipated to be industry-wide
    - Harmony for all SAM stakeholders:
      - **SAM Practices; SAM Training; Quality Mgt**
      - **Audits fall; Rise in Tier 1 Trustworthy Data**
    - -1 success as basis for certifications

# SC7 Editor's report: Nov 2011

## ■ Highlights

- 220 detailed comments (CD) + 111 detailed line items (FCD)
  - All formally disposed; latest comment cross-refs provided in draft
- Excellent Liaison participation (1,000+ downloads)
  - Survey added ~100 detailed sets of data from wide market review
  - Good market engagement; ongoing WG21 resource
  - Potential remains for more WG21 19770-1 Evangelism
- Sustained **market support** for Tiered SAM Processes
  - **Licence compliance is a high priority objective for SAM – 87%**
  - **More guidance needed about SAM and implementing SAM – 88%**
  - **Can be achieved by the majority of organizations? - 90%**
  - **Reflects high priority for license compliance? – 89%**
- Strong pass vote at FCD:
  - Approval 20 (4 with comments)
  - Disapprove: 1 (willing to change vote if two related comments resolved.)
- Editor expresses thanks to all involved in this process

# The Future

(some potential developments for a 19770-1 3<sup>rd</sup> Generation...)

- 33000 Maturity Approach
  - Tiers are a good step towards and will pave the way for maturity
- Guide 83 (Mgt Sys Std) re-write, in harmony with WG25 et al.
  - As part of this, we can further harmonize terminology
- More ISO/IEC published guidance may be possible in due course to meet market interest
  - E.g. interest in ITIL-mapping to tiers?
  - Please feed back on ITIL to WG21 [www.19770.org](http://www.19770.org) or e-mail [davidp@theiet.org](mailto:davidp@theiet.org)

# Next Steps

- Nov 2011 ISO meeting (Mumbai) very pleased with progress:
  - Thanked the editor David Phillips (Co-opted *SAMleaders* UK expert)
  - Assisted editor in resolving all National Body comment;
  - Resolves to continue proceeding to FDIS with current Draft;
- Publication to continue as-planned on-schedule
- Various trials of Tiered Certification Assessments are already in-market e.g.
  - In India: Business Software Alliance
  - UK Industry Tiered SAM trials: [www.tieredSAM.org](http://www.tieredSAM.org)



# THANK YOU!

Please continue to WG21 standards making efforts  
(and feeding back, via surveys.)

You can also read our white papers on  
[www.19770.org](http://www.19770.org)

Dave Phillips, *SAMleaders*