

The USU logo is displayed in a bold, blue, sans-serif font within a white rectangular box in the top left corner. The background of the entire page is a close-up photograph of a smiling woman with dark, curly hair, with other people's faces blurred in the foreground and background.

# USU

Software Asset Management

## **SAM** designed around you

Trusted software insights for a competitive edge

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# Compose your own SAM symphony

Software is the bassline of your business. It keeps your company performing. But you don't own it. You pay to use it. And those costs hit high notes. You can save millions and remain flexible with solutions that enable you to choose the best option for cloud, server, and endpoint software. Software Asset Management is a symphony, in which we give the best choices to every company for the software they use.

## You need Software Asset Management when...

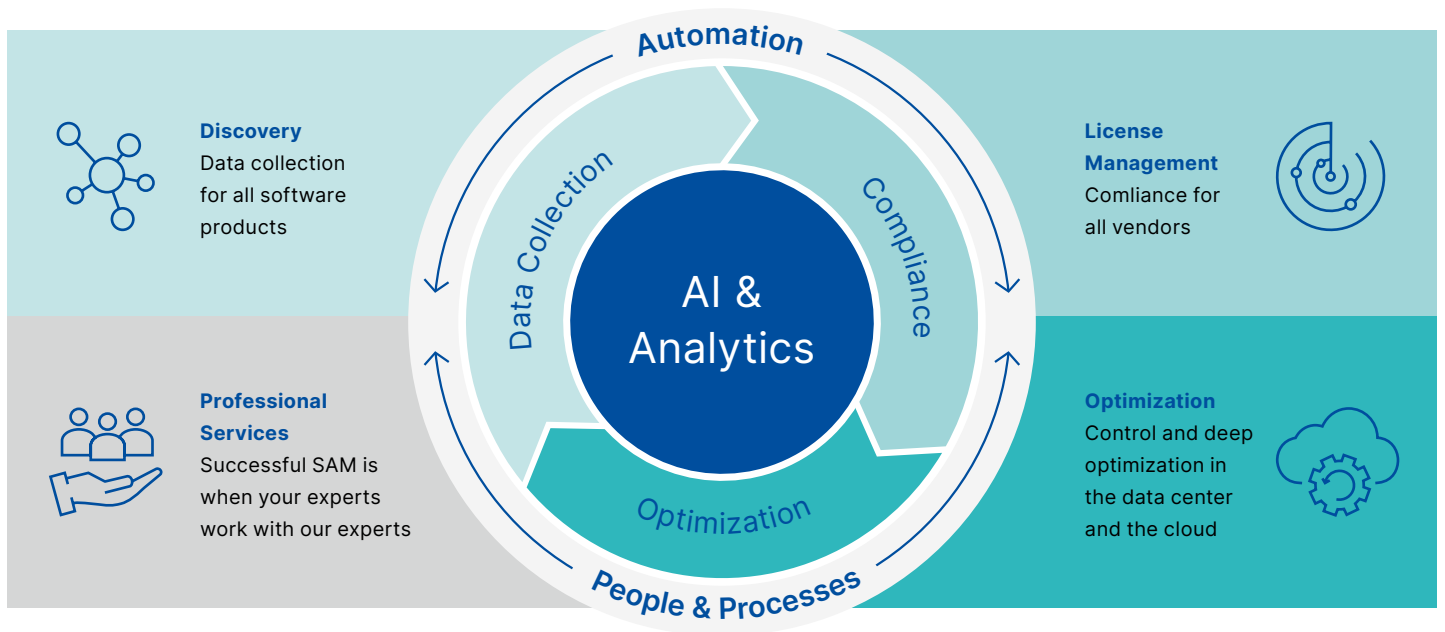
- You manage a hybrid IT environment
- You invest heavily in cloud services
- You run a data center of any size or complexity
- You want to know what you're spending on software, SaaS and cloud services
- You're the best at what you do and want a SAM program to match

## Four great benefits of starting SAM

- Lower your licensing costs and improve your bottom line
- Make smarter decisions and gain negotiating power
- Develop competitive software strategies for your business
- Make it efficient and easier with automation







## Technology built for you

**Because it's built with you.**

How do we turn SAM into a masterpiece for companies with a lot of software to manage, lots of vendors to track, and many tools already in place? With technology that's built with real-world customer feedback. And technical architecture that is made to work intuitively with your existing IT. Our platform and tools give you the complete score — no matter how you're licensed in the cloud or on-premises — to protect your software investment.





## Services designed for you

**You're the center of our attention.**

We learn about your company and your vision for SAM. We look at the tools you own and the vendors you want to manage. Then we choose the right solutions from our portfolio, and design them around you. You work with experts who are trained in our tools and fit seamlessly into your program because SAM is the language we speak.

## Who does SAM with us?

- Telecom headquartered in Europe
- Large German bank
- Big Swiss pharmaceutical company
- European auto maker
- Major American credit card company
- Social network started in a dorm room
- Shopping website that sells to the highest bidder



**Over 50 Global Fortune 500s  
work with us. Ready to talk?**

[info@usu.com](mailto:info@usu.com)

## When you do SAM with us



**Get 100% ROI  
in under 1 year**



**Save up to 30%  
on software and cloud**



**Partner with best in class  
Recognized by Gartner Peer  
Insights Customers' Choice**

**Smart businesses use USU**

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