



Case Study:

## Driving Strategic SAM Value Through Partnership

*Reference Case: ITAM solutions & Xensam*

### Empowering Organizations to Move Beyond Compliance

In a world where software licensing has become increasingly complex, organizations are under constant pressure to manage growing hybrid IT environments, balancing compliance, security, and cost optimization. Traditional, manual approaches to Software Asset Management (SAM) can no longer keep up.

To meet these challenges, ITAM solutions and Xensam have joined forces to bring together two critical ingredients for SAM success: best-in-class technology and independent, strategic expertise. The result is a partnership that helps organizations move from reactive compliance to proactive, value-driven IT management.

### About Xensam

Xensam is a Swedish software company specializing in AI-powered Software Asset Management solutions. Its flagship product, Xupervisor, uses a single lightweight agent to automatically discover, normalize, and analyze software data across on-premise, cloud, and SaaS environments. By automating time-consuming manual processes, Xensam provides organizations with clean, real-time visibility into their software estate, forming the foundation for better decision-making, compliance, and cost control.

*At Xensam, we help companies succeed with Software Asset Management by providing an AI-powered platform that delivers unprecedented visibility and automation," explains the Xensam team. "While our platform provides the real-time, accurate data, ITAM Solutions uses its deep licensing expertise to turn that data into a strategic plan.*

— Alex Geuken, Co-founder of Xensam

## About ITAM solutions

Based in the Netherlands, ITAM solutions is an independent consultancy company specializing in IT Asset and Software Asset Management. The company helps clients establish sustainable SAM frameworks, optimize licensing, and reduce costs, all while maintaining complete vendor independence. Because ITAM solutions does not resell software or hold vendor ties, its advice remains fully objective and centered on each client's best interests.

ITAM solutions helps organizations assess their Software Asset Management (SAM) maturity by evaluating current processes, governance, and compliance practices. Their approach identifies gaps and opportunities for improvement across the entire software lifecycle, from acquisition and deployment to retirement.

*Success really comes down to getting executive buy-in early, making it cross-functional, and treating it as an ongoing process rather than a one-time project. Having clean, accurate data is absolutely critical; if your CMDB is a mess, everything else falls apart.*

— **Rob Hoff**, Customer Success Manager at ITAM solutions

## A Shared Philosophy: People, Process, and Technology

Both companies share a simple belief: successful SAM depends on the right balance of people, process, and technology. Xensam delivers the technology that automates discovery and normalization, while ITAM solutions brings the expertise to turn those insights into business results.

**Alex Geuken** explains: *While our technology provides the 'what' and 'how' of data collection and intelligence, partners like ITAM solutions provide the 'why' and 'what next.' They are the trusted advisors who translate our powerful data into actionable business value.*

That synergy ensures customers don't just gain visibility, they gain the confidence to act on it.

## From Visibility to Value

For many organizations, the biggest challenge in SAM isn't the lack of effort, it's the lack of accurate, actionable data. Without it, **businesses risk overspending, compliance gaps, and missed optimization opportunities.**

Xensam's platform eliminates that barrier by continuously collecting and normalizing software information across all environments. ITAM solutions then builds on that foundation, helping clients identify savings, improve governance, and strengthen negotiation positions.

**Rob Hoff** said: *ITAM solutions helps you find money you're already spending but shouldn't be. We dig into your contracts, deployments, and usage patterns and show you exactly where the waste is. Because we're fully independent, our recommendations are purely about what makes sense for your situation.*

The result is a SAM strategy that moves beyond compliance toward real financial and operational impact.

## Why the Partnership Works

The relationship between Xensam and ITAM solutions is built on shared values, trust, independence, and a commitment to long-term customer success. From Xensam's perspective: ***It's not a vendor-reseller relationship. It's a strategic alliance built on the idea that SAM should be a simple, continuous, and value-driven process, not a painful, reactive one.*** Alex clarified.

For ITAM solutions, that alignment is key:

***We don't sell software or push vendors. Our advice is purely about what's best for the customer. That's why a partnership with Xensam works so well; we combine objective consulting with a best-in-class technology platform.***

ITAM solutions employs several vendor-certified specialists who provide expert guidance on renewals, license true-ups, and optimization. In addition, they have certified Xensam tooling experts who work alongside these specialists to ensure organizations get the maximum value from the tooling. By combining this expertise with strategic use of software asset management platforms, they help organizations move from reactive, manual management toward proactive, optimized, and risk-managed SAM practices, ensuring both compliance and cost efficiency. This blend of independence and innovation allows both organizations to support customers throughout their SAM journey, from setup to strategic maturity.

## Unlocking Cost Savings and Strategic Advantage

Together, Xensam and ITAM solutions deliver measurable results. The partnership helps customers:

1

**Eliminating underutilization** – Identifying unused or underused licenses and reclaiming them instead of purchasing new ones.

**Preventing unnecessary spend** – Integrating SAM insights into procurement processes to avoid duplicate or premature renewals.

2

3

**Improving vendor negotiations** – Leveraging fact-based, accurate data to negotiate stronger terms and lower costs.

*Most clients see the engagement pay for itself pretty quickly just from the immediate savings we identify. And then there's ongoing value from better processes and governance.*

**— Rob Hoff**

At the same time, Xensam's AI-driven technology ensures organizations can maintain **continuous compliance** and **shift SAM from a defensive function to a proactive strategic discipline.**



## Day-to-Day Collaboration

The partnership between the two companies doesn't end after implementation. Xensam's platform continuously gathers and normalizes software data, while ITAM solutions provides managed services, regular reviews, and roadmap planning to ensure ongoing value.

Their consultants often work directly with client teams, analyzing data, guiding procurement, and supporting audit readiness. The combined approach creates a self-sustaining SAM ecosystem where accurate information drives smarter decisions every day.

## Proven Impact in Practice

The partnership's success is best reflected in real-world results. When **SK FireSafety Group** transitioned to **Xensam Xupervisor** with ITAM solutions' guidance, they quickly realized improvements in **compliance, efficiency, and governance**.

With Xensam's intuitive platform and ITAM solutions' structured guidance, SK FireSafety established a scalable SAM function that continues to deliver measurable value and serves as a model for other organizations within its group.

## A Partnership Built for the Future

As software environments evolve, the need for accurate data and trusted guidance has never been greater. Together, Xensam and ITAM solutions offer both **cutting-edge automation and expert advisory that turns insight into strategy**.

By combining Xensam's "single source of truth" with ITAM solutions' independent, hands-on consulting, organizations gain not just compliance assurance but a lasting competitive advantage.

Their shared vision is simple yet powerful, to make SAM a continuous, value-driven process that empowers organizations to operate smarter, leaner, and with greater confidence in every software decision.

## Continuous Improvement and Partnership

Both companies emphasize that SAM maturity is a journey rather than a project with a finish line. The combination of automation and consulting allows customers to maintain momentum and continuously evolve their SAM function.

Xensam's platform ensures that data remains current, automatically updating inventories and usage statistics. ITAM solutions uses this live data in ongoing engagements to refine governance structures, update risk assessments, and guide long-term cost management strategies.

**Alex** describes the model as ***a continuous feedback loop where automation provides insight and advisory expertise drives action.*** This cycle ensures that SAM remains relevant as technologies, vendors, and business priorities change.

**The partnership model is flexible:** ITAM solutions can act as an embedded extension of a client's team, or as a strategic advisor supporting key initiatives such as vendor renewals or audit preparation. Either way, the collaboration ensures that customers never have to choose between technology efficiency and strategic oversight, they get both.

### A Modern Vision for SAM

The alliance between ITAM solutions and Xensam represents a modern, pragmatic vision for Software Asset Management, one that prioritizes transparency, independence, and business value.

For Xensam, the partnership ensures that its technology delivers measurable results rather than just data points. For ITAM solutions, it provides a trusted, automated data foundation that allows consultants to focus on strategy instead of data cleaning. Together, they enable customers to build SAM programs that are simple to operate, financially efficient, and strategically aligned.

**Alex** summarizes it well:

***We've proven that technology and consultancy are not competing forces. When combined, they create something much more powerful, a continuously improving SAM ecosystem that delivers real business impact.***

## Conclusion

The collaboration between ITAM solutions and Xensam demonstrates what modern SAM can achieve when technology and expertise come together.

Xensam's intelligent automation delivers visibility and accuracy, while ITAM solutions' independent consulting translates that intelligence into financial and strategic outcomes. The partnership helps customers save millions, strengthen governance, and build resilience against an increasingly complex software landscape.

As **Rob Hoff** concludes:

*Our goal isn't just to make companies compliant, it's to make them confident. With the right data, processes, and expertise in place, SAM becomes a true business enabler.*

