



Membership Benefits

The Software Asset Management (SAM) membership group at the Federation Against Software Theft is open to all channel based practitioners involved in the provision of SAM from inventory and licensing tools, through to consultancies and service providers.

Programme objective

We aim to support and enhance the SAM practitioner community to ensure they are recognised as credible, unified and accredited companies acknowledged by an industry body. Assisting this community to optimise their sales proposition and generate new business through events, marketing and press activity.

Key deliverables

FAST offer the SAM practitioner community access to number of key deliverables during their membership. These will include:

- **FAST brand use and association**
- **Lead generation:**
 - Customer facing events
 - Referral from FAST piracy enforcement programme
- **Marketing deliverables:**
 - Research output
 - White Paper development
- **Media and PR involvement**
- **Networking events:**
 - Information exchange forums
 - Education opportunities
- **Vendor agnostic SAM practitioner accreditation**

Benefits:

- FAST brand use and association
- Lead generation
- Marketing deliverables
- Media and PR involvement
- Networking events
- Vendor agnostic SAM practitioner accreditation

1. FAST brand use and association

FAST has an outreach to over 20,000 end user customers or prospects. SAM members can promote their events and relevant initiatives via the FAST website, online magazine and bulletins to reach our communities of end user and software channel contacts.

2. Lead generation

During the annual period of membership FAST will run at least two significant customer facing events on behalf of SAM community members.

Through FAST's end user Anti-Piracy & Enforcement Programmes many hundreds of piracy leads are received. These, in turn, often need further follow up (post enforcement) by specialist partners.

3. Marketing deliverables

FAST will commission one major research project each year on behalf of the SAM group. Members will be encouraged to participate in its design and focus. The target audience will be CEOs in 250 organisations and will be based on independent, qualitative, evidence based research.

Members will be attributed as sponsors of associated White Papers and will also be able to co-brand copies for use in their own marketing outreach and have access to the underlying research data for internal use.

Members will also be encouraged to submit their own White Papers and customer case studies that FAST will re brand and distribute to customers as informative collateral and news.

4. Media and PR opportunities

FAST operate a very proactive PR and editorial outreach programme. Content opportunities are frequently available. FAST will also drive a media campaign to launch the research findings and White Papers including PR and interviews with Press.

FAST will regularly monitor and respond to relevant industry news covering topics of interest and give a voice to best practice guidance from the SAM group at FAST, these will include member quotes and credits as well as social media strategy.

5. Networking events

Utilising the broad skills and experience within the FAST membership we are able to facilitate events for the SAM community either in person or via the web. Events include:

- IP law
- Corporate governance
- Audit legal obligations
- Vendor training updates
- Legal clarity on vendor EULAs

6. Vendor Agnostic SAM accreditation

Currently in development FAST will deliver a practitioner programme aimed at the SAM channel community. This will include a self-assessment process that will enable partners to be FAST accredited in recognition of the SAM programme and audit process they conduct.

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