

SAMS Europe Award 2018

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Panalpina and Signify win first place at prestigious SAMS Europe award 2018

Berlin, October 8, 2018

The most interactive Software Asset Management (SAM) event in Europe took place in Berlin, September 23-25 2018. On the occasion of the SAMS Europe 2018, we.CONECT had the honour to award six companies for their remarkable achievements in SAM projects. This year, the prestigious SAMS Europe Award 2018 was handed out for the seventh time for outstanding results in the implementation of Software Asset Management strategies in two categories: Overall Project/Strategy and Single Product/Single Business Problem.

All submitted projects were judged by an independent jury, consisting of Steven Wynants from Toyota Motor Europe, Désirée Weiss from Zurich Insurance Company, Bianca Reeb from Bilfinger and Rachel Ryan from AstraZeneca. The jury evaluated each project based on criteria such as cost reduction, audit protection and process improvement. This year, the nominated projects were submitted by Panalpina, Sainsbury's Argos, IAC Group, Signify, Johnson Matthey and Philip Morris International.



Rachel Ryan (AstraZeneca) led the audience through the award ceremony

This year, the nominees had the opportunity to present their projects in the plenary during the afternoon of the first day. In the evening, Rachel Ryan, AstraZeneca, led the audience through the exciting award ceremony, where the international SAM audience was in charge of determining the final winners in an exciting live voting.

In the overall category, the SAM as a Service project presented by Ellen de Belder and Rick Hendriks was awarded with the first place. According to them, the successful implementation of mature SAM was not "a walk in the park", but with the support of a great team they made it work. Johnson Matthey was ranked second, David Foxen, who submitted the project, described it as the starting point of the journey towards a World-Class SAM function. Oleg Sergeev, Philip Morris International, was awarded with the third place. He and his team established a clear framework for the SLM processes at PMI and therefore enabled smooth SAM tool deployment.

In the "Single Product/Single Business Problem" category, Christian Cornelius by Panalpina received the first-place vote by the audience for his team's project "SAP License Optimization" – a task in order to achieve SAP license transparency and cost savings. Sainsbury's Argos used SAM to improve service

levels for critical systems which resulted in additional value by reducing service degradation. For this project, the representative of Sainsbury's Argos, Daniel Begg, received the second place. Susanne Voigt, IAC Group, talked about the successful split of SAP licenses between IAC and Auria – for this project, which was completed on the targeted date – the IAC Group was awarded with the third place.



Winners in the category Single Product/Single Business Problem: (from left to right) Christian Cornelius, Susanne Voigt and Daniel Begg.



Winners in the category Overall SAM Project/Strategy: (from left to right) Oleg Sergeev, Ellen de Belder & Rick Hendriks and David Foxen.

All award winners received a trophy and a certificate proving their excellence. In addition, we.CONECT gladly donated € 1,000 on behalf of the winners to support this year's charity: the Cancer Counselling Centre in Berlin. Since 1983 the Cancer Counselling Centre has been advising and informing people suffering from cancer and their relatives. The special feature of the counselling centre is that the employees themselves have been personally confronted with cancer, either as patients or relatives. In addition to training as psychologists or social pedagogues, they have an additional qualification as psychooncologists. The counselling services are completely free of charge for those seeking advice.

We would like to thank all applicants for their efforts and for participating in the SAMS Europe award 2018! **The next SAM award will be awarded during the German SAMS in February 2019.**

Your contact person for more information regarding the SAMS event series:

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