

# GSDC

GLOBAL SKILL DEVELOPMENT COUNCIL

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FREE CERTIFICATION BROCHURE

# Certified Software Asset Manager

CSAM — the complete field guide

Everything you need to weigh up the CSAM certification — the full software asset management training syllabus and module breakdown, the exam blueprint (40 questions, 65% to pass, 5-year validity), sample salary benchmarks, and a clear SAM career roadmap. Vendor-neutral, self-paced, globally recognised.



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28-Page Field Guide • 9-Module Syllabus • Exam Blueprint • Salary & Careers

## Inside this brochure

Organisations spend enormous sums on software — and waste a large share of it on unused licences, duplicate tools and poor contract management, all while vendor audits rise. Software Asset Management is the discipline that fixes that, and CSAM is the credential that proves you can do it. Here's the full picture.

- |          |  |          |   |
|----------|--|----------|---|
| <b>1</b> | What Software Asset Management is & why it matters           | <b>4</b> | Sample salary benchmarks                        |
| <b>2</b> | The full training syllabus & module breakdown                | <b>5</b> | The SAM career roadmap                          |
| <b>3</b> | The exam blueprint — 40 questions, 65% pass, 5-year validity | <b>+</b> | What's included, certificate, FAQ & action plan |

**\$82K+**

avg. US SAM salary\*

**40 Q**

exam · 65% to pass

**5 yrs**

credential validity

\*Salary.com / Glassdoor, US market. Figures vary by experience, role and location.

**SECTION 1**

# What SAM Is

*And why organisations need it now*

Software Asset Management (SAM) is the business practice of managing and optimising the purchase, deployment, maintenance, use and disposal of software across an organisation. Done well, it cuts cost, ensures licence compliance, reduces security and legal risk, and turns software spend into a controlled, accountable process.

It matters more than ever for three reasons. Software is now one of the largest line items in IT budgets; a great deal of that spend is wasted on unused or duplicated licences; and vendors are auditing customers more aggressively than ever, with heavy fines for non-compliance.

## The problem SAM solves

Shelfware, over-deployment, surprise true-ups, failed vendor audits, shadow IT and runaway SaaS subscriptions — all symptoms of unmanaged software.

## What good SAM delivers

Lower licence cost, audit-ready compliance, reduced risk, and clear visibility of what's owned, deployed and actually used.

**In one line:** SAM makes sure an organisation buys only the software it needs, uses only what it's licensed for, and can prove it — on demand.

## The business case for SAM

SAM is not an IT back-office chore — it is a cost-and-risk lever the business cares about. That's exactly why certified SAM professionals are in demand.

- 1 Cost optimisation**  
Reclaim unused licences, eliminate duplicates, right-size renewals
- 2 Licence compliance**  
Stay within entitlements; avoid penalties and back-charges
- 3 Audit readiness**  
Be ready for vendor audits with a defensible licence position
- 4 Risk reduction**  
Cut security & legal exposure from unmanaged or unsupported software
- 5 Better decisions**  
Accurate data on what's owned, deployed and used drives smarter buying

**Why it pays for the professional:** every dollar SAM saves is visible to finance and leadership — which makes the skill, and the people who hold it, valuable.

### Turn SAM skills into a credential.

50% OFF

This brochure explains the discipline; the GSDC Certified Software Asset Manager program gives you the recognised qualification. Start your SAM career here.

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**SECTION 2**

# The Training Syllabus

*Nine modules, foundations to certification*

The CSAM program is self-paced and vendor-neutral, built around nine modules that take you from the fundamentals of SAM through licensing, compliance and tooling to exam readiness. It aligns with recognised best-practice frameworks — ISO/IEC 19770, ITIL and COBIT.

**The shape of the syllabus**

Modules 1–3 — foundations, lifecycle & frameworks

Modules 4–6 — licensing, compliance & audits

Modules 7–8 — tools & cost optimisation

Module 9 — governance & exam preparation

**Learn by doing:** the program includes practical “learn by doing” modules, e-books, toolkits, cheat sheets, practice exams and a capstone — so you apply real software-asset-manager tasks, not just read about them.

The full module breakdown follows on the next three pages.

## Module breakdown · 1–3

**1****Foundations of Software Asset Management**

What SAM is, its scope and business value, key terminology, and how SAM sits within IT asset management and the wider service lifecycle.

**2****The ITAM & SAM Lifecycle**

Managing software across its full lifecycle — plan, acquire, deploy, manage/optimize and retire/dispose — and the data that flows through each stage.

**3****SAM Frameworks & Standards**

Best-practice alignment with ISO/IEC 19770 (the SAM standard family), ITIL service management and COBIT governance.

**Foundations first:** Modules 1–3 build the vocabulary and structure that everything else — licensing, compliance, tooling — hangs from.

## Module breakdown · 4–6

**4****Software Licensing Models**

Perpetual, subscription and SaaS; per-user, per-device, per-core and capacity licensing; client access licences (CALs); and how to read a licence agreement.

**5****Licence Compliance & Effective Licence Position**

Building an Effective Licence Position (ELP): reconciling entitlements against deployments, identifying gaps, and handling true-ups.

**6****Vendor Audits & Risk Management**

How major vendors (Microsoft, Oracle, SAP, IBM, Adobe) audit; preparing a defensible position; and managing audit risk proactively.

**Get the complete syllabus.****LIMITED TIME**

Reading the outline is step one; the modules, toolkits and practice exams are step two. Enrol now — enrolment is open for a limited window.

**ENROLMENT OPEN FOR A LIMITED WINDOW****Enroll Now >**

## Module breakdown · 7–9

**7****SAM Tools & Technology**

Discovery and inventory, software identification (SWID) tags, normalisation, and SAM platforms such as Flexera, ServiceNow and Snow.

**8****Cost Optimisation & SaaS / Cloud**

Licence harvesting and reclamation, renewal optimisation, managing SaaS sprawl, and the overlap with cloud cost management (FinOps).

**9****Governance, Policy & Exam Preparation**

Building a SAM policy and governance model, embedding SAM in the organisation, a capstone exercise, and full exam preparation.

**From theory to practice:** Module 9 ties the syllabus together with a capstone and readies you for the certification exam covered in Section 3.

## Core frameworks & standards

CSAM is vendor-neutral and grounded in the recognised standards that define good SAM practice. You don't just learn "a way" — you learn the industry's way.

### ISO/IEC 19770

The international SAM standard family — processes (19770-1), software identification tags (19770-2) and entitlement data (19770-3).

### ITIL

Service management best practice; SAM connects to configuration, change and service asset management.

### COBIT

Governance of enterprise IT — the control and accountability layer SAM reports into.

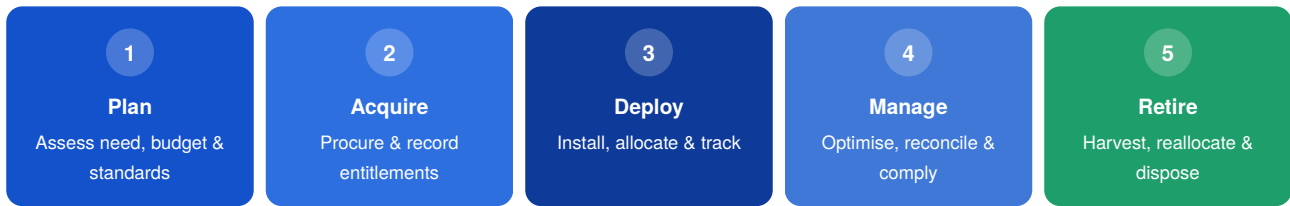
### ITAM lifecycle

The end-to-end asset lifecycle that SAM operationalises for software specifically.

**Why vendor-neutral matters:** tools change and vendors come and go. Standards-based SAM skills transfer across every organisation, tool and software publisher.

## The SAM lifecycle

At the heart of SAM is a repeatable lifecycle. Every software asset moves through these five stages — and SAM ensures each is managed, recorded and optimised.



The discipline is in the loop: software retired or reclaimed at stage five feeds back into planning at stage one, so the organisation continually buys less and uses more of what it already owns.

**The auditor's view:** a mature SAM function can show, for any product, exactly what was bought, where it's deployed, and whether usage stays within entitlement.

## Licensing models & key concepts

Licensing is where SAM gets real. Knowing the models — and the terms that govern them — is what separates a competent SAM professional from a guesser.

Model	How it's counted	Watch out for
Perpetual	One-time purchase + maintenance	Version & upgrade rights
Subscription	Per period (annual/monthly)	Auto-renewal & true-ups
SaaS	Per user / tier, hosted	Sprawl & shadow purchases
Per-core / capacity	By hardware capacity	Virtualisation & cloud bursting
Per-user / device	Named or concurrent	Double-counting, CAL rules

### Key terms you'll master

- Effective Licence Position (ELP)
- Entitlement vs deployment
- True-up & true-down
- Licence harvesting

### Master software licensing.

**50% OFF**

Licensing is where SAM saves — or costs — the most. Claim half-price enrolment and learn to read, reconcile and optimise every licence type.

HALF-PRICE ENROLMENT AVAILABLE NOW

**Enroll Now >**

## Compliance, ELP & vendor audits

The discipline that protects the organisation: knowing your Effective Licence Position and being ready when a vendor comes knocking.

### Building an ELP

Reconcile what you're *entitled* to (purchases, contracts) against what you've *deployed* and *use*. The gap is your exposure — or your savings opportunity.

### Surviving an audit

Vendors audit to find under-licensing. A SAM professional keeps records audit-ready year-round, so an audit is a formality — not a fire drill with a six-figure invoice.

Major publisher	Audit focus
Microsoft	CALs, server/cloud, M365 entitlements
Oracle	Database options, virtualisation, Java
SAP	Named users, indirect/digital access
IBM & Adobe	Sub-capacity, named-user compliance

*Knowing each publisher's audit triggers is core SAM expertise — and a major reason the skill commands a premium.*

## SECTION 3

# The Exam Blueprint

*What to expect — and how it's scored*

The CSAM certification exam is taken online once you feel ready — no fixed sitting, no travel. It tests applied understanding across the full syllabus.

**40**

questions

**65%**

to pass

**5 yrs**

validity

**FORMAT**

Online, multiple choice

**QUESTIONS**

40

**PASS MARK**

65%

**VALIDITY**

5 years

**PREREQUISITES**

None mandatory

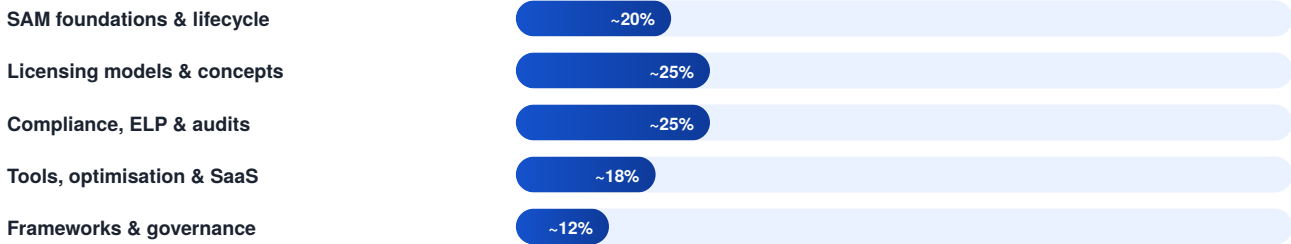
**MODE**

Self-paced study

**Confidence built in:** GSDC backs the program with a 100% money-back guarantee if you don't pass after two attempts — so preparing carries little downside.

## Exam domains & preparation

The 40 questions draw across the syllabus. Approximate weighting shows where to focus your study.



**Prep strategy:** work the nine modules in order, use the practice exams to find weak domains, and rehearse the licensing and compliance topics hardest — they carry the most marks. Most candidates are ready in a few weeks of part-time study.

*Indicative weighting to guide study priorities.*

**48-HOUR OFFER**

### Be exam-ready in weeks.

Forty questions, 65% to pass — very achievable with the program's materials and practice exams. Enrol now; this offer is open for 48 hours.

OFFER VALID FOR 48 HOURS ONLY

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SECTION 4

# Salary Benchmarks

*What SAM professionals earn*

SAM sits at the intersection of IT, finance and procurement — and pays accordingly. US market data puts the average around \$82K base, with experienced managers and consultants well into six figures. Bar length reflects the top of each band.



Synthesised from Salary.com, Glassdoor & ZipRecruiter US data (2025–26): avg base ~\$82K; analyst total pay ~\$108K; top earners ~\$170K+.

## Salary by role

Role	Typical range	Focus
SAM Analyst / Coordinator	\$60K – \$90K	Inventory, reconciliation, reporting
Senior SAM Analyst / Specialist	\$85K – \$110K	ELP, licence optimisation
SAM / ITAM Manager	\$100K – \$135K	Programme ownership, vendor audits
SAM Consultant	\$110K – \$150K	Multi-client advisory & tooling
Director of ITAM / SAM	\$140K – \$180K+	Strategy & governance

## What lifts SAM pay

### High-spend industries

Finance, tech, healthcare & government run large, audited software estates — and pay more to manage them.

### Tool & vendor expertise

Hands-on Flexera/ServiceNow plus Oracle/SAP audit experience commands a premium.

*Cost-of-living and industry concentration push metro and finance/tech roles toward the top of every band.*

## SECTION 5

# The SAM Career Roadmap

*Where the credential can take you*

SAM offers a clear ladder — from hands-on analyst work into programme management, consulting and IT-asset leadership.

**Director of ITAM / SAM**

\$140K–\$180K+

Owns asset strategy &amp; governance

**SAM / ITAM Manager**

\$100K–\$135K

Runs the programme &amp; vendor audits

**Senior SAM Analyst / Specialist**

\$85K–\$110K

ELP, optimisation, licensing

**SAM Analyst / Coordinator**

\$60K–\$90K

Inventory, data &amp; reporting

▲ **CSAM certification helps you enter and climb this ladder faster**

The consultant track runs in parallel — experienced SAM professionals advise multiple organisations at \$70–95/hour or more.

## The career over time

How a SAM career typically unfolds once you're certified and building real programme experience.

Yr 0	Certify · SAM analyst / coordinator	\$60–90K
Yr 1–3	Senior SAM analyst / specialist	\$85–110K
Yr 4–7	SAM / ITAM manager	\$100–135K
Yr 8–12	Director of ITAM / SAM	\$140–180K+
Any	SAM consultant (parallel track)	\$70–95/hr

**The accelerator:** SAM is still a specialised field with more demand than certified supply — so a recognised credential plus tool and audit experience moves you up quickly.

### Climb the SAM ladder faster.

**50% OFF**

Each rung rewards proven SAM expertise — and the credential is how you prove it. Claim half-price enrolment and start climbing.

HALF-PRICE ENROLMENT · CAREER TRACK

**Enroll Now >**

## Who hires & where the jobs are

SAM roles sit in any organisation with a large, audited software estate — and in the consultancies and resellers that serve them.

### Enterprise IT

Large in-house IT teams managing thousands of licences across vendors.

**Core demand**

### Finance & banking

Heavily audited, compliance-driven, high software spend.

**Premium pay**

### Technology

Complex SaaS & cloud estates; strong optimisation focus.

**Strong bands**

### Consulting & MSPs

SAM advisory, managed services & tool implementation.

**\$70–95/hr**

### Common job titles to search

Software Asset Manager, SAM Analyst, IT Asset Manager (ITAM), Licence Compliance Manager, SAM Consultant, ITAM Specialist. Look on LinkedIn, Indeed and specialist ITAM job boards.

## Skills that raise SAM pay

Beyond the core credential, these capabilities move you up the bands fastest.

**Major-vendor audit expertise**

Oracle, SAP, Microsoft, IBM licensing & audit experience

**SAM tooling**

Flexera, ServiceNow SAM, Snow — discovery, normalisation, reporting

**SaaS & cloud cost management**

SaaS management platforms and FinOps overlap

**Contract & vendor negotiation**

Turning licence data into better renewals

**Stacked credentials**

ITIL, broader ITAM & governance certifications complement CSAM

### THE COMPOUNDING SKILL SET

*CSAM establishes the foundation; vendor and tool expertise layered on top is what turns a SAM analyst into a sought-after manager or consultant.*

WHAT'S INCLUDED

# Inside the Program

*How CSAM is delivered*

CSAM is self-paced and built to make you job-ready, not just exam-ready. Here's what enrolment includes.

- 1 Self-paced e-learning (9 modules)**  
The full syllabus, studied around your schedule

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- 2 E-books & study materials**  
In-depth coverage of the whole body of knowledge

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- 3 Toolkits & cheat sheets**  
Practical templates and quick references

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- 4 Learn-by-doing modules & capstone**  
Practise real SAM tasks in realistic scenarios

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- 5 Practice exams + GSDC membership**  
Get exam-ready; join a global certified community

### Everything you need, in one program.

LIMITED-TIME

E-books, toolkits, cheat sheets, practice exams, learn-by-doing modules and a capstone — plus a recognised credential. Limited-time enrolment open now.

LIMITED-TIME ENROLMENT · ACT TODAY

Enroll Now >

THE CREDENTIAL

# The Certificate You Earn

*A verifiable, globally recognised credential*



**Verification badge**

Your CSAM credential carries a unique ID and a digital badge an employer can verify independently — sharable on LinkedIn and recognised by organisations worldwide.

## How to get started

No mandatory prerequisites — a basic familiarity with IT or software licensing helps, but the program starts from the foundations. Here's the simplest path in.

**1 Enrol in the CSAM program**

Self-paced; begin the moment you join

**2 Work the 9 modules in order**

Foundations → licensing → compliance → tools → governance

**3 Practise with the toolkits & capstone**

Apply real SAM tasks, not just theory

**4 Take practice exams**

Target 65%+ consistently before the real thing

**5 Sit the online exam**

40 questions, 65% to pass, 5-year validity

**Realistic timeline:** most candidates are ready in a few weeks of part-time study — faster than almost any comparable IT governance credential.

## Why CSAM is worth it

The value runs in two directions — what you deliver to the organisation, and what it returns to you.

### For your career

- ✓2714 recognised, vendor-neutral credential
- ✓2714 access to \$100K+ manager & consultant roles
- ✓2714 specialised skill in short supply
- ✓2714 5-year, globally recognised validity
- ✓2714 clear ladder into ITAM leadership

### For the organisation

- ✓2713 lower software spend via reclaimed licences
- ✓2714 audit-ready compliance, year-round
- ✓2713 reduced legal & security risk
- ✓2713 better renewal & negotiation outcomes
- ✓2713 clear visibility of the software estate

**The alignment:** because SAM savings are large and visible, the people who can deliver them are valued — which is what makes the credential pay off.

## Frequently asked questions

### Do I need experience to take CSAM?

No mandatory prerequisites. A basic understanding of IT asset management or software licensing is helpful but not required — the program builds from the foundations.

### What does the exam involve?

An online exam of 40 multiple-choice questions; you need 65% to pass, and the credential is valid for five years.

### What if I don't pass?

GSDC offers a 100% money-back guarantee if you don't pass after two attempts — so there's little downside to preparing and trying.

### Is it tied to a specific tool or vendor?

No. CSAM is vendor-neutral and standards-based (ISO/IEC 19770, ITIL, COBIT), so the skills transfer across every tool and organisation.

### How long does it take?

It's self-paced; most candidates are ready within a few weeks of part-time study.

### Start managing software like a pro.

**50% OFF**

The fastest way into a high-demand, well-paid SAM role is a recognised credential. Claim half-price enrolment on the GSDC CSAM program today.

**HALF-PRICE OFFER WHILE IT LASTS****Enroll Now >**

## SAM glossary

The essential vocabulary of software asset management.

**SAM** — Software Asset Management; managing software across its lifecycle for cost, compliance & control.

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**ITAM** — IT Asset Management; the broader discipline covering hardware and software.

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**ELP** — Effective Licence Position; entitlements reconciled against actual deployment/usage.

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**Entitlement** — what you are licensed to use, per your contracts and purchases.

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**True-up** — paying for usage that exceeded your entitlement during a period.

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**Licence harvesting** — reclaiming unused licences for reallocation.

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**Shelfware** — software that's purchased but never deployed or used.

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**SWID tag** — a software identification tag (ISO/IEC 19770-2) that identifies installed software.

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**CAL** — Client Access Licence; permits a user/device to access a server product.

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**ISO/IEC 19770** — the international standard family for SAM processes & data.

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**SaaS sprawl** — uncontrolled growth of subscription software across an organisation.

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**FinOps** — cloud financial management; overlaps with SAM on cost optimisation.

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## Your 30-60-90 action plan

From interested to certified, in three steps.

### Days 1–30

- ✓ 2713 Enrol in the CSAM program
- ✓ 2713 Complete Modules 1–3 (foundations)
- ✓ 2713 Learn the SAM lifecycle & frameworks
- ✓ 2713 Set your target exam week

### Days 31–60

- ✓ 2713 Work Modules 4–8 (licensing–tools)
- ✓ 2713 Practise ELP & compliance scenarios
- ✓ 2713 Use the toolkits & capstone
- ✓ 2713 Take a first practice exam

### Days 61–90

- ✓ 2713 Finish Module 9 & revise weak domains
- ✓ 2713 Hit 65%+ on practice exams
- ✓ 2713 Sit & pass the CSAM exam
- ✓ 2713 Add credential + badge to LinkedIn

**You can move faster:** the 90-day frame is comfortable — many certify in weeks. Pick your start date and the plan does the rest.

# GSDC

## Manage software smarter. Get certified in SAM.

The full training syllabus and module breakdown, the exam blueprint (40 questions, 65% to pass, 5-year validity), sample salary benchmarks and a clear SAM career roadmap — the whole certification, in one brochure. The next move is yours.

### Next steps & resources

**Explore the SAM frameworks**

Strategy, governance & best practice.

**Enrol in CSAM**

Self-paced, vendor-neutral, globally recognised.

**Grab the study materials**

E-books, toolkits, cheat sheets & practice exams.

**Talk to an advisor**

Questions about CSAM or the path? Ask.

**Become a Certified Software Asset Manager.****OFFER ENDS SOON**

You've seen the syllabus, the exam, the salaries and the career path. The next step is enrolment. Join the GSDC CSAM program — this offer closes in 48 hours.

FINAL CALL · OFFER VALID 48 HOURS

**Enroll Now** ›