

## Increasing Transparency | Reducing Software Costs | Progressing SAMS Maturity

**Berlin 11<sup>th</sup> of October 2021**

Sberbank, Atruvia AG & Toyota Tsusho Systems Europe GmbH are winning the 2021 edition of the [SAMS EUROPE AWARD](#).

SAMS Award exclusively honours the best SAM projects. It celebrates outstanding solutions, innovations and unique development processes SAM & IT Procurement.

Among all applications, the best 3 projects were nominated by an internal jury of experts. The criteria for the nomination are clear and easy-to-follow:

- How easy is the project to realize and to maintain?
- How innovative or unique is the approach?
- What is achieved through the implementation?
- Is the function ready to use?
- Cost efficiency – what is the balance of development costs and savings?

At the Award Ceremony during the SAMS Europe event, all nominees presented their solutions in a short presentation. Via live voting, the SAMS Europe community voted for their leaders and projects that show outstanding efforts to bring SAM & IT Procurement to the next level. Congratulations to Maxim Kachelkin, Project – “Integrated SAM solution at SberBank” from Sberbank (1<sup>st</sup> Place), Silvia Bisio & Zabiullah Hamid, Project – “Microsoft Enterprise Economics (MEE)” from Atruvia AG (2<sup>nd</sup> Place) & Gaurrav Manshawramani, Project - “SAM Pyramid”, from Toyota Tsusho Systems Europe GmbH (3<sup>rd</sup> Place) for winning the SAMS Europe Award 2021 for the Best SAM Project Overall!

Atruvia AG wins on top the Jury Choice Award 2021 for their project: Microsoft Enterprise Economics (MEE)

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**About SAMS Europe:**

- Get answers to your pressing questions from the cross-industry and best-in-class SAM, IT Procurement & IT Vendor Managers, who will be presenting case studies and sharing insights in interactive sessions.
- The **10<sup>th</sup> anniversary edition** took place on October 7-8, 2021 at Copenhagen, Marriott, Denmark & Online (11<sup>th</sup> edition: September 26 – 27, 2022)
- **2,5 days of keynotes, interactive sessions and workshops** about the challenges and solutions, technologies, trends and best practice innovations in the field of SAM & IT Procurement
- **Livestream** – Experience all keynotes at your preferred location in real time or on-demand
- **Multi-Touchpoint:** 20+ interactive sessions for individualized exchange and in-depth discussions: Keynotes, panel discussions, numerous workshop formats, One2Ones and live Q&A - live and virtual on the event app.
- **Business Networking** with hubs101 – the unique AI-based matchmaking & event app, which helps you to find the right participants tailored to your profile and business interests
- Flexible access to the **conference documentation:** on-demand access, presentations as PDF and round table & workshop documentation available during and after the event.