

SEMINAR OUTLINE:

SOFTWARE ASSET AND LICENSE MANAGEMENT

OBJECTIVES: To provide an introduction to the discipline and current state of software asset & license management (SAM), as may be required to:

- ♦ Develop a high-level charter and plan
- ♦ Identify and assess core practices and gaps
- ♦ Develop and implement new and improved practices
- ♦ Identify benefits, support business case
- ♦ Support RFX for products and services
- ♦ Validate and demonstrate effectiveness

- AGENDA:**
- ♦ Introductions and Seminar Objectives
 - ♦ SAM Fundamentals
 - ♦ Why SAM? Benefits
 - ♦ What is SAM? Core Components
 - ♦ Industry Perspective: SAM Current State
 - ♦ SAM Charter and Planning
 - ♦ Software License Management
 - ♦ *Exercise: Software License Lifecycle Processes and Policies*
 - ♦ *Exercise: SAM Implementation Plan*
 - ♦ Software License Agreements
 - ♦ Software License Compliance
 - ♦ *Exercise: License Agreement Assessment*
 - ♦ Appendix:
 - Representative Accountabilities
 - Relevant Regulations
 - Toolkit
 - Selected Resources

ABOUT THE INSTRUCTOR:

Sherry Irwin, founder and President of *Technology Asset Management Inc. (TAM)*, has over 25 years of IT asset management (ITAM) experience, including license, contract and vendor management. She is widely recognized as a pioneer, advocate, educator and expert in these maturing disciplines. In addition to her consulting practice, Sherry also developed and conducts a series of workshops and seminars including ITAM strategy and program development, software asset and license management, and contract and vendor management. Prior to forming TAM in 1995, Sherry was a management consultant with Gartner Group Canada.

Through TAM Inc., she was also a Giga Expert, providing software asset/license management advice to Giga's clients. Sherry is also the founder and chair of the *Canadian IT Asset Management Users' Group*.

Seminar content subject to change. For more details or to register, contact



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