



SEMINAR: SOFTWARE ASSET AND LICENSE MANAGEMENT

WHO SHOULD ATTEND?

This seminar will be of value to organizations committed to reducing their annual software costs by 5-25% or more, while maintaining compliance with software license agreements.

- **IT managers** whose responsibilities include software planning, acquisition and management, and who are concerned about the costs, benefits and risks related to software investments.
- **IT support staff** responsible for software deployment, operation and administration.
- **Purchasing staff** responsible for assessing, negotiating and administering software license agreements.
- **IT users** unfamiliar with the complexities of software agreements and restrictions on software use.
- **Corporate auditors** responsible for assessing organization compliance with license agreements.

WHY YOU SHOULD ATTEND

The seminar will assist attendees in defining and implementing the essential components of an effective software asset management program, and achieving the corresponding benefits, including: cost reduction and avoidance; improved return on investment; proactive contract and vendor management; and risk management - particularly as relates to compliance with software license agreements. Seminar attendees will also benefit from interaction with peers from other organizations and discussion on common issues and strategies.

SEMINAR OUTLINE

Topics to be covered in the seminar include:

- Why software asset management – the benefits.
- Software asset management defined – key program components and practices.
- Software piracy – the problem, industry response, and the consequences.
- Software license agreements – types of licenses, usage restrictions, review of sample agreements.
- Conducting a software compliance audit.
- Developing a software management plan.

TESTIMONIALS FROM PAST ATTENDEES

- Great seminar with valuable information. The materials were worth it alone!
- Very informative – will assist me in organizing my thoughts and practices.
- Very professional instructor – knowledge is overwhelming!
- Great forum for sharing and interacting – structured, but informal.

TECHNOLOGY ASSET MANAGEMENT INC.

Technology Asset Management Inc. (TAM) specializes in the maturing discipline of information technology (IT) asset management – policies, processes and technologies that *minimize costs, maximize benefits and reduce risks* associated with software and hardware investments. We have a mature consulting practice in IT asset management, through which we assist our clients in implementing IT asset management practices that are relevant to their organization and specific requirements.

ABOUT THE INSTRUCTOR

Sherry Irwin, President and founder of *Technology Asset Management Inc.*, has over 20 years of experience in IT asset management and is recognized as a pioneer and expert in this maturing discipline. Prior to forming TAM in 1995, Sherry was a management consultant with Gartner Group Canada, where she had significant input into Gartner Group's *Software Asset Management (SAM)* research service. In 1998, she became a Giga Expert, providing IT asset management advice to clients of Giga Information Group's research and advisory service. Sherry is also the founder and chair of the *Canadian IT Asset Management Users' Group*, as well as the sponsor of an ITAM conference held annually in Toronto.

SEMINAR DETAILS

Locations: Toronto/Ottawa/Montreal/Calgary

Dates: See www.tam-inc.com for scheduled dates

**For more details or to register, contact
Technology Asset Management Inc.
at 905-602-9292 or events@tam-inc.com**