

## **SEMINAR OUTLINE: CONTRACTING FOR SOFTWARE**

- OBJECTIVES:**
- ♦ Position software contracting in the context of software asset and license management (SAM)
  - ♦ Identify a checklist of terms to be considered in assessing, drafting and negotiating software contracts ("what")
  - ♦ Provide guidance on effective negotiating strategies and tactics ("how")
  - ♦ Provide knowledge on relevant industry issues, trends, and practices ("why")

*In support of SAM objectives, including:*

- ♦ *Cost reduction/avoidance and predictability*
- ♦ *Risk reduction/avoidance*
- ♦ *Compliance by all parties*
- ♦ *Value maximization*

- AGENDA:**
- ♦ IT/Software Asset Management Fundamentals
  - ♦ Software License and Related Agreements
  - ♦ Common Software Licenses
  - ♦ Licensing and License Management Objectives
  - ♦ *Exercise: Software Contracting Objectives*
  - ♦ *Exercise: Key Agreement Terms*
  - ♦ *Exercise: Agreement Assessment*
  - ♦ Contract Negotiations
- Optional, time permitting:
- ♦ License Compliance and Audits

## **ABOUT THE INSTRUCTOR:**

Sherry Irwin, founder and President of *Technology Asset Management Inc.*, has over 25 years of experience in IT asset management (ITAM) and is recognized as a pioneer and expert in this maturing discipline, as well as contract and vendor management. 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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