

## **SEMINAR OUTLINE:**

### **SOFTWARE ASSET AND LICENSE MANAGEMENT**

**OBJECTIVES:** To provide an overview of 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.*, 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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