

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:**
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| <ul style="list-style-type: none">♦ 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♦ <i>Exercise: Software License Lifecycle Processes and Policies</i>♦ <i>Exercise: SAM Implementation Plan</i> | <ul style="list-style-type: none">♦ Software License Agreements♦ Software License Compliance♦ <i>Exercise: License Agreement Assessment</i>♦ Appendix:<ul style="list-style-type: none">– Representative Accountabilities– Relevant Regulations– Toolkit– Selected Resources |
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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