

# Software Asset Management (SAM) Essentials

The reputation of your organisation is at risk if you do not have appropriate processes in place to prove your compliance with software licencing laws. Software Asset Management is more than demonstrating good governance, it is about maximising the benefit and minimising the cost of owning these business critical assets.

It is no longer 'if' but 'when' your organisation will be audited. Having the right management processes in place reduces the global piracy of software which is costing the software industry, and consequently software purchasers, billions of dollars every year. Software Asset Management (SAM) is an initiative fully supported by the major software manufacturers and vendors. This is why the International Standard has been 'fast-tracked' into existence.

ProActive's Software Asset Management 3-day course will explain the importance of maintaining a register of software assets (SAM DB) and controlling licencing including procurement, redistribution, supply chain verification, authenticity, Proof of Licence, the various types of licences, ISO 19770 and simple copyright law. The course covers the ITIL Software Asset Management book plus adds important information relevant to the topic not represented in ITIL.

## COURSE FORMAT

ProActive's course format ensures that students get maximum benefit from the training day.

- ❖ Classroom theory supported by informal discussions to equate the relevance of Software Asset Management to their own organisations
- ❖ Students work in teams to complete practical exercises which consolidate the course material
- ❖ Students complete an exam to be accredited with the ITIL Software Asset Management certificate as part of the course.

## ASSESSMENT

There is a 1-hour, multiple-choice exam which is completed on the third day of the course.

## CERTIFICATION

This is an ISEB accredited course which means that on successfully completing the exam, students will receive their ITIL Software Asset Management Essentials certificate.

This is the highest certification in this area of ITIL at this stage.

## PREREQUISITES

There is no formal entry requirement for this course, however candidates are expected to be able to show knowledge and comprehension of the software used within their own environment. Some exposure to software licencing and control would be advantageous.

It is strongly recommended that candidates hold the ISEB/EXIN Foundation Certificate in IT Service Management although it is not mandatory.

## WHO SHOULD ATTEND?

The ProActive Software Asset Management course is specifically aimed at staff who will have direct responsibilities for managing software licences, purchasing software, planning an organisations software needs, managing and maintaining an organisation's Proof of Licence portfolio.

The course will be of benefit to IT and Business management staff that interface with or are responsible for the governance of software assets.

## COURSE FEE

Course price is \$1925.00 (AUS) / \$2193.75 (NZ)  
Optional Exam \$412.50 (AUS) / \$464.00 (NZ)  
Prices include GST.

**Terms:** Full payment with booking is required. Cancellations received less than two weeks prior to the event will attract no refund - however, substitute candidates are accepted.

# fact sheet

## Software Asset Management (SAM) Essentials

## BENEFITS

- ❖ Understand, manage and support the Software Asset Management (SAM) processes
- ❖ Learn how to gather data for a SAM audit and process to determine the organisation's exposure
- ❖ Understand the principles behind ISO 19770

# Software Asset Management (SAM) Essentials

## COURSE CONTENTS

### 1. Introductions and ITIL Refresher

Course objectives, certification and a review of the ITIL ITSM and Application Management processes. The bigger ITIL picture to better understand where Software Asset Management fits in.

### 2. Overview of ITIL SAM

What is ITIL Software Asset Management, the structure, strategy, purpose, weaknesses and interfaces with the other IT areas.

### 3. Business Case

Stating the problem and explaining the value to the organisation of implementing the SAM processes for good governance.

### 4. SAM Processes

An introduction to the five process areas of SAM, what they do and why they are required.

### 5. Overall Management

The first of the process areas around policy, risk, competency, and continual improvement.

### 6. Core Asset Management

Identifying and controlling the data required to manage the software and licencing.

### 7. Logistics

The interface points between the SAM processes and the Application Management Lifecycle.

### 8. Verification and Compliance

Checking that what is planned is being performed. Compliance to licencing, staff usage, policies, security.

### 9. Relationship Management

The fifth of the process areas covering the relationships between SAM and Suppliers, Internal Business and Outsourcers.

### 10. Implementing SAM processes

How to approach the implementation of SAM. Getting started, getting there, staying there and proving you are staying there.

### 11. ISO 19770

An introduction to the international standard which encompasses the SAM processes. The scope of the standard and the two parts of it.

### 12. Roles and Responsibilities

Roles and responsibilities in the SAM process regime. A checklist to ensure activities are being addressed within your organisation.

### 13. Tools and Technology

The various tools and technologies applicable to the SAM processes.

### 14. SAM Reporting

Metrics and KPIs for the SAM processes and who to report to.

### 15. Copyright Law and Litigation

What is the law? What are the implications should it be breached? What are the likely actions on the litigation path?

### 16. Software Licence Types

Understanding the different types of licences in the market, how to recognize them and what they mean, to ensure that you can be confident that your organisation complies.

## ABOUT PROACTIVE

ProActive Services is Australia's longest serving ITIL training provider and is responsible for establishing ITIL in Australia.

ProActive has trained well over 15,000 students in IT Service Management through Australia, New Zealand, SE Asia, the UK and USA, with positive feedback reflected in student comments and excellent pass rates.

All of our instructors hold the highest level of ITIL accreditation, the ITIL Expert in Version 3 and also have practical, hands-on experience of ITIL implementations around the globe.

• MELBOURNE • SYDNEY • BRISBANE • CANBERRA • ADELAIDE • AUCKLAND • WELLINGTON •

ProActive Services Pty Ltd. ABN 42 006 674 791  
(AUS) 1300 880 855 Fax: 03 9696 4565  
(NZ) 0800 115 656 Fax: 0800 115 657  
(All other countries) +61 3 9696 4344  
Email: info@proactiveservices.com.au

Information is subject to change.  
Prices correct at time of printing. Copyright January 2008

[www.proactiveservices.com.au](http://www.proactiveservices.com.au)

**ProActive**  
BUSINESS DRIVEN IT SERVICE MANAGEMENT

[www.proactiveservices.co.nz](http://www.proactiveservices.co.nz)