

## Data Sheet

The Advanced Software Manager (ASM) builds upon the Certified Software Manager (CSM) seminar by delving further into the logistics and methods of a software license management initiative, developing a check list of terms and conditions for license negotiations, auditing procedures and several other key topics when managing and negotiating software licenses.

### What You Will Learn

- ❑ The importance of processes, tools/technology, and people in a software asset management (SAM) and license optimization initiative
- ❑ Functional roles within your organization that are directly involved with the SAM initiative
- ❑ How to establish program objectives and scope for one's own organization environment
- ❑ Understand license trends, acquisition planning, and critical terms and conditions that need to be considered in negotiations
- ❑ Perform gap analysis on policies, procedures and licenses

### Who Should Attend

Employees that are involved with the management of software licenses: Software Licensing Managers; Software Compliance Managers; IT Administrators; IT Asset Managers; IT Procurement Managers; IT Service Managers; Purchasing Agents; Legal Representatives; HR Personnel; and Software Asset Managers.

### Certification

The online exam is separate from the seminar and is a must for certification. This professional certification is a leader in the industry, not only by like-minded colleagues but also the software industry itself. Highly recommended for anyone who manages software licenses.

### Materials

The [Advanced Software Manager Manual](#) is [143 pages](#) and provides an excellent resource on planning out processes to how to best allocate resources to develop a software asset management plan internally.

### Seminar Availability

**OnDemand Course and Exam:** The ASM Curriculum is offered via computer-based training.

**Pricing:** \$595 Course and Exam; for Volume pricing please contact us @ [seminars@licenselogic.com](mailto:seminars@licenselogic.com) or (301) 363-1658.

**On-Site/Private Training:** A great way to bring the team together and not only learn the curriculum, but to converse about roles and responsibilities. This course is delivered via live instruction in a one (1) day; six (6) hour format on-site or online to a group. For more information, pricing and availability visit [On-Site/Private Training](#) or feel free to email or call us @ anytime.



## Syllabus

### Unit I: SAM Processes

- ▣ Process Importance to SAM
- ▣ The Software Lifecycle
- ▣ SAM Processes
- ▣ Best Practice Considerations

### Unit II: SAM Tools

- ▣ Inventory and Auto-Discovery
- ▣ Software Usage
- ▣ License & Contract Management

### Unit III: SAM Team

- ▣ Core Team
- ▣ Identifying Stakeholders
- ▣ Functional IT & Business Roles
- ▣ Program Technical Resources
- ▣ Mapping Functions to Your Resources

### Unit IV: SAM Program Assessment

- ▣ Data Gathering
- ▣ Gap Analysis
- ▣ Identifying and Quantifying Potential Benefits

### Unit V: SAM Program Implementation

- ▣ Establishing Program Objectives and Scope
- ▣ SAM Operations Manual with Policies and Standards
- ▣ Prioritize Major Activities
- ▣ Develop Clear Project Plan

### Unit VI: Understanding Software Licensing

- ▣ Licensing Trends and Impacts
- ▣ Other Licensing Impacts
- ▣ Organizational Licensing Consideration

### Unit VII: Software Acquisition Planning

- ▣ Obtaining the “Right” License Agreement
- ▣ License Agreement Analysis
- ▣ Dispute Management Considerations