Data Sheet

Robust training comprised of all the skills and knowledge needed to manage, maintain and procure software in today's dynamic environment.

Strategize on how to respond to a publisher's SAM assessment request to determining the total cost of ownership of software products, the Expert Software Manager (ESM) certification provides the knowledge needed to take any software manager to the *next* level. Learn the sales tactics of the software publishers to help craft one's negotiations. Develop practical approaches and considerations when managing cloud and virtualized environments. This is the certification to obtain to have the knowledge to be an expert in software management.

What You Will Learn

- Align IT Security with SAM
- Understand Publisher Sales Strategies to Prepare Your Negotiations
- How and When to Respond to Publisher Assessments/Audits
- Management Considerations for Cloud and Virtualization Models
- Determine Total Cost of Ownership, and evaluate the Value of Service Level Agreements

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. Exam fee included with registration fee for course seminar.

Seminar Availability

OnDemand Course and Exam: The ESM Curriculum is offered via computer-based training. 45 Day Access within our learning management system course and exam.
Pricing: $595 – Course and Exam; for Volume pricing please email seminars@licenselogic.com or call us @ (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: Introduction - How Managing Software Fits into ITAM

- Defining ITAM
- Best Practice Recommendations

Unit II: Security and SAM

- Aligning IT Security and Software Asset Management (SAM)
- Six Actions to Take
- Cloud Control and Virtualization Risks
- EXERCISE: Security Breach

Unit III: Software Publishers Sales Strategies

- Direct vs Indirect Sales Models
- Sales Management Processes
- Impacts on Sales Approach
- Preparing Your Organization's Negotiations

Unit IV: Publisher Audit Tactics and Response

- Publisher Assessment Requests
- How and When to Respond
- Audit Clauses – Audits are Not Pretty… So Negotiate What You Can
- EXERCISE: Audit Letter vs SAM Assessment

Unit V: Cloud and Virtualization Models and Management

- Balancing the Trade-Off: Outsourcing vs Loss of Flexibility
- Introducing the Organization to SaaS
- Deployment Models Overview
- Cloud Computing and Virtualization Models
- Management Considerations and License Impacts

Unit VI: Outliers: Managing Server Licenses and Open Source

- Server License Model Examples
- Strategies to Gain Knowledge
- Considerations for Open Source Use

Unit VII: SLAs and Maintenance Agreements

- Maintenance and Support Services
- Service Level Agreements (SLAs)
- Scenarios for Upgrade Paths and Pricing
- EXERCISE: Upcoming Maintenance Renewal

Unit VIII: Determining TCO

- Defining Total Cost of Ownership (TCO)
- Assessment Checklist
- EXERCISE: Two Approaches to TCO

Unit IX: Successful Procurement and Ongoing Management

- Assembling the Right Procurement Team
- Assembling the Right Management Team
- Tips for Procurement and Management
- Conclusion