

Certified **Software Asset Management** ***Professional***

SAM



The Software Asset Management Professional extends the qualities of an effective SCCA to include an extensive range of preventative strategies and techniques for optimizing technology value. The key to a SAM is their capacity for deflecting risk and minimizing costs up front—where the originally negotiated license terms and conditions and operational procedures can still be modified to gain business consumer leverage. What's more, SAMs receive the strategic knowledge that enables them to extract as much as 400% more direct value from software-related assets. A capable SAM, supported by a knowledgeable management, can begin impacting the bottom line within days of completing training.

This unique vendor-neutral program steps you through the background knowledge, strategies, and techniques necessary to initiate and support a cost effective software asset management program. The core knowledge of this program delivers the proven foundation to life cycle management of the entire technology environment.

Core Knowledge

- Agreement Terms & Conditions
- Alternative Dispute Resolution
- Automated SAM Tools
- Building the RFP / RFQ
- Conducting & Documenting the Cost Benefit Analysis
- Demystifying & Detailing Software Licensing, Support, & Maintenance Terms & Conditions
- Developing & Delivering Effective Proposals & Presentations
- Establishing & Managing the Requirements & SWOT Analysis
- Human & Organizational Change Management
- Identifying & Maximizing Software-Related Savings Opportunities
- Legislation Update & Regulations Analysis
- Managing License, Support, & Maintenance Agreement Documentation
- Negotiating Software-Related Agreements
- Proactive Software Audit & Review Process
- Software Asset-Related Project Management
- Software Risk Identification & Mitigation
- Software-Related Policies & Procedures
- Strategic Vendor Management
- Work Flow Analysis / Process Analysis
- And more...

Prerequisites For The SAM Qualification: The Business Technology Consumer Network SCCA, or pre-approved equivalent.

Who Can Benefit From The SAM Program? Are you interested in breaking the financial and contractual stranglehold the software and related industry players have been exerting on your company and your IT budget? Are you concerned about the unfavorable contractual agreements that severely limit your use of unnecessarily complex and expensive products. Are you concerned that these same products frequently contain extensive defects—or that support and maintenance services often fail to support or maintain? Would you be interested in accomplishing more with the same IT budget, or even reducing that budget to better reflect genuine enterprise needs? Then The Business Technology Consumer Network **SAM** Program is your next step.

Caution: As with the SCCA, the SAM is not necessarily a technical profession—technical expertise still definitely helps, but the effective candidate remains the employee who is ethical, detail oriented, and a good communicator. Specifically, those interested in this training would include:

Executive management, middle management, corporate auditors, compliance assurance personnel, acquisitions professionals, technology management, and agreement negotiations professionals. Additional personnel who would benefit from this professional development program include, but are not limited to, administrative assistant professionals, advanced clerical professionals, as well as students of accounting, technology, and business management.

WIIFM - What's In It For Me? Small to medium-sized businesses—specifically those in the so-called developed nations—represent the largest business technology consumption segment in the world. Yet, merely due to their relative size, these SMEs pay the most for the least technological value. Large enterprises, up to and including the massive multi-nationals, invest less per system but nonetheless receive insufficient real world, bottom line, value for their efforts.

As a trained Software Asset Management Professional, you have the unique ability to cut through the smoke and mirrors to identify serious value while directly and positively impacting the rate of return on invested capital. As with the SCCA, a majority of companies, in every industry and every country are in need of your services and expertise.

Real World ROI—Small Company? - The SAM-trained owner-operator identified and installed an alternative desktop productivity suite and Internet firewall application on six computers. Immediate cost reduction exceeded \$500 per system. The same applications reduced the company's exposure to hackers as well as to punitive compliance audits by over 90%. Life cycle savings for this single small company nearly tripled the bottom line value of each asset.

Real World ROI—Large Corporation? - A SAM reviewed his enterprise server licensing agreements and reduced costs from \$1 million plus to less than \$500,000 simply by redefining the license core.

And It Doesn't End Here. When you continue on and complete the remaining modules of the Technology Portfolio Management Program, you can help virtually any company reduce—conservatively—by as much as 25%-35%—the costs and risks relating to the entire life cycle of corporate hardware as well as software (and related products or services).

Are You With a Non-American Business? You still acquire and use operating systems, software, fonts, graphics, and other applications—products that are supposed to enhance your productivity, not confine or control it. The potential for reducing your costs through more effective software asset management can add substantially to your bottom line—merely by refocusing brain power on actually obtaining the value you expect. This professional training is applicable and vital to you no matter where your business is located.

Schedule your professional development program right now at BizTechNet.org. Get back on the road to technology portfolio value assurance. **The Network!** delivers the knowledge you need, when you need it, where you need it, and at a price you can afford!