

Reducing the Costs & Risks of Business Technologies

Online Knowledge Briefing

April 22, 2010

Alan Plastow, founder of *The Network & The Institute*, has been asked to deliver a series of free online Asset Management Knowledge Briefings. The intent is to deliver high level compressed briefings that cover the basic foundations of Technology Portfolio Management – beginning with basic License Compliance (*minimizing software non compliance & piracy audits while reducing their financial impact*).

The value to you – the business technology consumer – is in the simple, cost-effective processes we'll discuss for reducing the costs of the entire technology portfolio. Each person who registers and attends this program will receive a Unique Custom-Designed Workbook for documenting the issues, processes and solutions we cover. The Workbook – valued at over \$200 when completed – has been developed specifically for this series and will be updated with each new session we cover.

Throughout the series, we'll do our best to answer your most frequently asked questions. For Session One these will be:

Compliance Assurance & Cost Minimization

- In what ways can I reduce my audit exposure by _____ %.
- In what ways can I reduce potential fines/penalties by _____ %.

Ongoing Value Enhancement

- In what ways can I streamline IT spending by _____ %.
- In what ways can I improve ROI on my IT spend by _____ %.

Single Caveat: You need to be willing to commit to getting the job done!

Each session includes two options for getting your questions answered:

- During the session via online chat Q & A,
- After the session via email exchange with *The Institute & The Network*

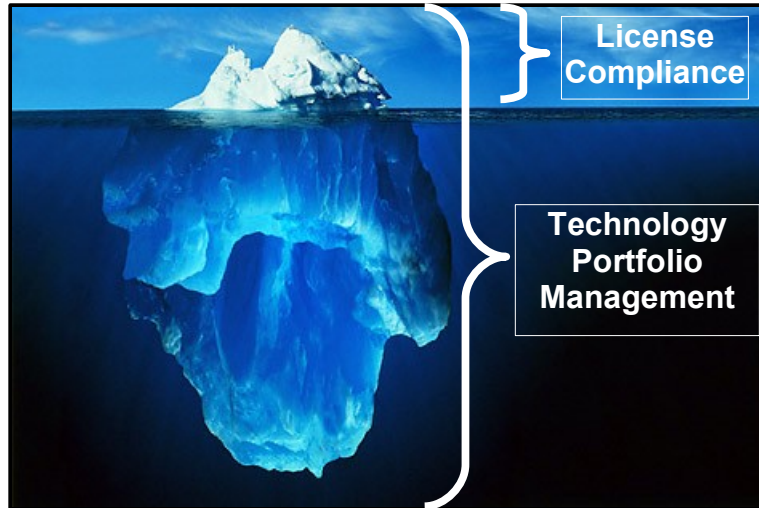
Where else could you get supplier- and product-neutral answers?

The programs are being hosted by Integrity Software but these are not sales or marketing events. Instead, Integrity has offered to provide us with this opportunity to deliver core knowledge in an effort to help you & your business survive & thrive during these tough economic times.

Remember the immortal question posed by Captain Edward John Smith...

“What iceberg?”

Effective Technology Portfolio Management is Comprehensively Proactive...



Technology
Cost & Risk
Reductions:
a Matter of
Perspective

Session One Topic:

“Minimizing The Exposure and Expense of Software Non-Compliance”

This is the first of a planned quarterly continuing education “webinars” provided to help companies stay “up to date” on the latest regarding technology asset management methodologies.

Date: Thursday, April 22, 2010, 2:00-3:00 PM CDT (GMT -6)

Registration: Visit http://www.softwaremetering.com/_webinar01.htm

or call 1.866.372.8991 ext. 612

Note: Seats are limited and will be allocated on a first come, first serve basis. Make sure to register TODAY to insure your place, receive your Custom Workbook, & Get Your Questions Answered!

Both The Network & The Institute continue to be committed to providing our members with supplier- and product-neutral methods for establishing and growing effective technology portfolio management initiatives. We firmly believe that the best way to advance the professions is to help you – the asset management practitioner – become more capable at what you do. As a result, we are more than happy to lend our expertise to this program series in our efforts to reach out to asset management professionals and the enterprises they serve.

If you have any questions or concerns, please contact us right away.