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Thursday, July 12, 2012

**information technology sector**

## 4th Strategic Software Asset & License Management 2009

Reducing software license costs, establishing global SAM processes, effective negotiation with vendors, server licensing and SAM outsourcing

**Event Date:** 17-18 Feb 2009

**Location:** Maritim Hotel Berlin, Germany

**key conference speakers**
**Michael Koch**

 License Management, **Autoliv**
**Lene Sørensen**

 IT Purchasing Manager, **Danfoss**
**Claudia Rollersbroich**

 Senior System Manager, **NATO Programming Centre**
**Mark Dawson**

 Global Category Manager - IT, **Novartis Pharma**
**key conference topics**

- Reducing software asset & license costs
- Server licensing and virtualisation
- Avoiding penalties of under-licensing and costs of over-spending
- Launching and establishing a global software asset management program
- Strategic vendor management and effective contract management

**conference focus**

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Comprehensive Software Asset & License Management strategies, tools and techniques are essential for avoiding over-spending, preventing risks, improving performance, being in-line with license agreements and lowering purchase costs. The consequences of under-licensing and over-spending are substantial and serious. Therefore an effective Software Asset & License Management (SAM) is not only important to become compliant but also crucial for company successes.

Companies that have implemented an integrated SAM have been able to capitalize on software license reallocation opportunities, achieve volume licensing discounts, decrease software support costs, increase infrastructure security and resilience, justify future purchasing activities, and ensure license agreement compliance.

Losing money because of a lack of effective software asset management is not inevitable. Stop the problem. Get the way out!

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**who should attend the conference**

CIOs, IT Directors, CISOs, Heads of IT Department, Vice Presidents, Managers and Executives responsible for:

- IT License Management
- Software Asset Management
- IT Procurement
- IT Contract Management
- Vendor Management
- IT Controlling
- IT Legal & Claims Management
- IT Infrastructure
- IT Governance
- IT Strategy/Technology
- IT Service Management
- IT Compliance
- Technology Implementation
- IT Sourcing

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**conference speakers**
**Michael Koch**

 License Management  
Autoliv

**Lene Sørensen**

 IT Purchasing Manager  
Danfoss

**Leo Modderman**

 Principal Consultant Process & Information  
Management  
Eneco Holding

**Rob Cheshire**

 Sales Director  
ManageSoft

**Ute Koplin-White**

 Senior Manager IT-Assets  
Merck

**Johannes Ubrig**

 IT Controlling  
Merck

**Claudia Rollersbroich**

 Senior System Manager  
NATO Programming Centre

**Mark Dawson**

 Global Category Manager - IT  
Novartis Pharma

**Leo Meijer**

 EMEA Director Software & IT Asset Management  
PC-WARE

**Michel van Ewijk**

 Software Asset Strategist  
Rabobank

**Michael Prinz**

 Head of IT Vendor Management  
RWE

**Carlos Fabián Bastos**

 IT Senior Buyer  
Siemens Spain

**Björn Westerlund**

 SAM Specialist, SIS  
Swedish Standards Institute

**Eckart Holzinger**

 Business Organization, IT Manager  
Vienna Insurance Group