

	STRATEGY BRIEFINGS	TECHNICAL ROUND-TABLES	SOFTWARE ASSET MANAGEMENT
TOPICS	Desktop Virtualisation SoftGrid, Ardence, VMWare	1 - Microsoft Exchange 2 - Citrix Access Suite	How Software Asset Management aids compliance and cuts the cost of procuring and managing your software estate
AUDIENCE	Business and Senior Technical Management	Technical Operations/Management	Software Asset & Compliance Management
OVERVIEW	Gives an overview of current and future technology sets and helps customers identify how they can address business issues and visualise the value of deployment.	Meet industry-recognised consultants in a free half-day technical event. Our consultants will help customers get their technical questions answered and plan for technology upgrades – at no cost.	The agenda includes: - The case for SAM and ISO 19770-1 - Counterfeit Software - Presentations from Microsoft and Centennial - Self-audit: how software publishers can support your own SAM program - Leveraging available SAM tools
DURATION/COST	Half Day – No Cost	Half Day – No Cost	Half Day – No Cost
BENEFITS	<ul style="list-style-type: none"> - Clearer picture of the technology roadmaps including 2007 and 2008 wave of MS technologies - Maximise benefits of existing technology platforms - Maximise licensing agreement position - Visualise the value and help adoption of new technology 	<p>A high-level technical “surgery” where customers can:</p> <ul style="list-style-type: none"> - Obtain free consultancy - Resolve technical problems - Meet technical peers - Plan for technology enhancements 	<p>By understanding and implementing SAM processes, organisations can:</p> <ul style="list-style-type: none"> - Mitigate non-compliance risks - Take control of assets - Improve software procurement - Improve budgeting - Maximise software entitlementsand save money
DATES:	<p>Wed 16th Apr – London Wed 11th Jun – London Wed 13th Aug – London Wed 15th Oct – London</p>	<p>Wed 21st May – Exchange (London) Wed 9th Jul – Exchange (Reading) Thu 28th Aug – Citrix (London) Wed 24th Sep – Exchange (London) Wed 19th Nov – Exchange (Reading) Wed 10th Dec – Citrix (London)</p>	<p>Wed 14th May - London Tue 3rd Jul - London Tue 16th Sep - London Wed 5th Nov - London</p>