

# Strategic Software Asset and License Management 2011

Avoiding under and over licensed software to save costs, continuous improvement of SAM, global and enterprise-wide SAM

Hilton  Berlin  
Hilton Berlin, Germany

23rd & 24th February 2011

“Success consists of going  
from failure to failure  
without loss of enthusiasm.”

Winston Churchill (1874–1965)

Software Asset and License Management is still one of the major challenges for IT organisations. It is difficult but not impossible to establish efficient SAM processes that ultimately cut costs.



The Conference Will Present Case Studies on Cutting Edge Topics such as:

- The continuous development of SAM – pitfalls and challenges when implementing SAM; How and where to save expenses?
- Over and under licensed software: How to find the right balance?
- The global direction for Software Asset Management: Service orientation and enterprise-wide optimisation
- Cloud computing and its effect for SAM
- The SAM project: from automatization, inventory, identification and asset models to compliance, asset lifecycle, tools and processes
- Optimised usage of software assets, software metering and transparency to cut costs within SAM
- How to create models and standardisation in a central SAM system?
- 2nd hand licenses: Is it possible to use them legally?

In the Chair:

**Nan Zevenhek**  
Global IT Asset Manager  
**Philips, Netherlands**

**Dr. Bernhard Schweitzer**  
Manager Technology Services  
**Insight Technology Solutions GmbH**

**marcusevans** Expert Speaker Panel:

**Christof Beaupoil**  
Founder and Managing Partner  
**Aspera, Germany**

**Erich Jacobs**  
Senior VP Software Services  
**Insight Enterprises, USA**

**Piotr Ciaston**  
Global IS License Manager  
**ABB, Poland**

**Jason Keogh**  
CTO and Co-founder  
**iQuate, Ireland**

**Rachel Dean**  
Global Software Asset Manager  
**AstraZeneca, UK**

**Ute Koplin-White**  
Senior Manager Global IT Asset Management  
**Merck, Germany**

**Andreas Lentrodt**  
Project Lead IT-Software Asset Management (SAMT)  
**BMW Group, Germany**

**Johannes Ubrig**  
Senior Governance Global IT License Management  
**Merck, Germany**

**Axel Knut Bethkenhagen**  
Corporate License Manager  
**BMW Group, Germany**

**Nan Zevenhek**  
Global IT Asset Manager  
**Philips, Netherlands**

**Nyls Kiestra**  
Lead Manager SAP CoE  
**Essent, Netherlands**

**Andreas Askebris**  
License Manager  
**Posten, Sweden**

**Edmund Schaich**  
Lawyer – Head of Legal and Claims  
**Festo, Germany**

**Peter Resink**  
License Manager  
**Rabobank, Netherlands**

**Joachim Haas**  
Major Account Manager  
**Flexera Software, UK**

**Michael Bonk**  
Global License Manager, Corporate Purchasing  
**Voith, Germany**

**Delphine Chelouche**  
IT Sourcing & License Manager  
**Givaudan Suisse, Switzerland**

**Anders Wester**  
Software Asset Manager  
**Volvo IT, Sweden**

**Michelle Jones**  
Head of IS Asset & Compliance Manager  
**Homeserve Membership, UK**

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## Speaker Profiles

### **Christof Beaupoil**

Co-founder of Aspera, Christof Beaupoil is responsible for consulting services, Aspera managed services, and project management. In this role, he has successfully led numerous license management projects for international corporations. Christof Beaupoil has over 10 years experience in software asset and licensing management. He studied mechanical engineering and information technology at RWTH Aachen, one of the most prestigious universities in Germany, and is a certified ITIL Foundation and Licensing Specialist.

### **Axel-Knut Bethkenhagen**

studied computer science and electrical engineering at the technical university of Munich. He worked as a Systems engineer for Sun Microsystems, later joined Infineon Technologies supporting the electronic design activities with computing and storage infrastructures. His career at BMW started 2003 as an IT-Architect, followed by leading the team for IT-Infrastructure solution building in the server and storage area. From 2007 onwards he led large sourcing activities for BMW central IT such as storage and mainframe out-tasking. Since 2010 he is the corporate license manager of BMW, heading the software asset management team which is responsible for license transparency and compliance for the BMW-Group.

### **Michael Bonk**

works since July 2008 for Voith as Global License Manager. His duties are not only related to License Management, he is also responsible for software purchasing on a global level. Before that engagement, Michael Bonk worked for Telefonica o2 Germany. There he was responsible for the area of strategic vendor management for o2's IT development department. Michael Bonk has studied Business Law at a University of Applied Sciences.

### **Delphine Chelouche**

has been in her position for a year now where the responsibility to put a software asset management program in place was given to her. Delphine Chelouche has a purchasing degree, she started as a regional and then global buyer for marketing and travel. When she was hired at Givaudan in January 2008 she took over the role of Global Category Manager for IT managing an expenditure of 80 M CHF. An important part of this spend was on software and IT management so creating a role to manage this budget would make sense.

### **Rachel Dean**

is Global Software Asset Manager for AstraZeneca and responsible for AstraZeneca's Software Asset Management process and software assets globally. She provides a focal point for all software asset management activity within AstraZeneca and ensures AstraZeneca's compliance with its software license obligations to enable the efficient use of its assets. Rachel Dean is responsible for reducing the risk of over and under licensing. She previously worked for Fujitsu Services for 10 years and has over 16 years experience in the IT industry.

### **Joachim Haas**

is working in sales for solutions that have the need of being explained since 1992. He has been working in leading software companies and was having different management positions in the European market regarding corporate clients.

### **Erich Jacobs**

is currently SVP of software services for Insight. Prior to working with Insight Erich Jacobs was employed by Level 3 Communications, where he was Senior Vice President of emerging opportunities. Before that, he was the Chief Technology Officer for Corporate Software, and President of Rebar Foundry, Corporate Software's incubator of emerging technologies. Erich Jacobs also served as the Vice President of Strategic Planning for Corporate Software. Prior to joining Corporate Software, he was an executive with a boutique real estate firm, directing complex and unique projects, including privatisation of land in Russia and Ukraine for the United States Agency for International Development (USAID). Erich Jacobs is a Chartered Financial Analyst (CFA), a Microsoft Certified Systems Engineer (MCSE), and an instrument-rated private pilot. He received his M.S. in Real Estate Investment Analysis from the University of Wisconsin – Madison in 1986.

### **Michelle Jones**

has worked for HomeServe for five years now where she was employed to manage 1600 assets on one site, however the company has acquired and divested rapidly where her remit increased and decreased over the last 18 months. To manage and control assets in such a diverse fast pace company is challenging and currently she am managing 4000 assets across four sites with the future taking her role internationally.

### **Jason Keogh**

leads the technical team in iQuate which develops solutions to ensure large enterprise customers have access to the accurate data they require to ensure they maximize the value of their IT expenditure and minimize the risks associated with inaccuracy. Jason Keogh has been providing solutions to large organizations for more than 15 years. Initially working as a Systems Administrator and DBA, he was then a consultant working with some of the largest banks in the world for a variety of companies such as Cognotec, Intuition and Eontec (now part of Oracle). Armed with a vast array of technical knowledge and enthusiasm, Jason Keogh spotted an opportunity in the market in 2002 and iQuate was formed. His ability to focus on customer problems and deliver innovative solutions continues to set him apart from his peers in the industry.

### **Nyls Kiestra**

has a Bachelor degree in Logistics Management and a Master of Science for Business Administration. Since 2007 he is IT Architect at Essent. Before that he worked almost 10 years at SAP as a Senior Consultant. Nyls Kiestra was starting his career as a retail consultant and was then IT Consultant at Syntegra.

### **Ute Koplin-White**

began her career in Finance and Accounting. After 15 years, she moved into the IT business. She then specialised in data warehousing and holistic, enterprise-wide data management. As a certified ITIL expert, she has focused on service asset and configuration management over the past five years. The current process ownership includes the responsibility for the set-up and continuous improvement of global IT Asset Management processes within the Merck Group.

## Speaker Profiles

### **Andreas Lentrodt**

studied business administration and mechanical engineering and worked as a Strategy Consultant for several consulting companies in the 1990s. After entering the Inhouse Consulting Organisation at BMW Group in 2000 he managed many projects in Business and IT. For 5 years he was responsible for the HR-IT Strategy and afterwards for the global IT Strategy, Planning and Steering (IT-Governance) of the BMW-Group. Since 2008 he is project manager for the worldwide Software Asset Management project of the BMW Group with a clear focus on the international rollout.

### **Peter Resink**

is working for Rabobank since 2001. Starting off as a member of the Credit Risk Management department, where he was responsible for the processing, analysis and reporting of business risk. Besides this work he studied 4 years Business IT. After successfully completing this study he began his career as Software Asset Administrator, and continued then as License Manager.

### **Johannes Ubrig**

started with License Management in early 2006. He is in charge for the Software Asset and License Management on a global level within the Merck Group. His role includes the design and implementation of a governance framework for centrally managed software assets and licenses.

### **Nan Zevenhek**

is since January 1st 2008 Global IT Asset Manager at Philips. In her previous function as EDP-auditor she specialised in worldwide software compliance reviews. From 1991 till 1999 she (re)designed EDI-interfaces and IT for international logistic, financial systems and improved processes in the international Philips Semiconductors warehouse distribution centre. In several Sectors of Philips she has documented legacy systems to enable re-engineering and has improved Systems & Procedures. In 1983 Zevenhek started her career as hydrologist at Delft Hydraulic laboratory. She is active in local politics and the regional district water board.

### **Anders Wester**

has been working for Volvo IT since 1996. He started out as a Microsoft Office professional, followed by leading the team for the client infrastructure. 2004 he took the role as the global product area manager for the client and application area where he was leading the application area during the migration to the new Volvo Group client platform. During these years license and software management have always been in the scope due to the management of several enterprise agreements. Since 2008 he is working as the Volvo Group Software Asset Manager. In this role he will ensure that the Volvo Group, however complex, has a robust Software Asset Management program in place.

Day 1

**Wednesday, 23rd February**

08.30 Registration with Coffee and Tea

09.00 Opening Address from **marcus evans** and the Chair

**Nan Zevenhek**  
Global IT Asset Manager  
**Philips, Netherlands**

SAM STRUCTURE AND PROCESSES, DEVELOPMENT AND EFFICIENT MAINTENANCE OF SAM, CLOUD COMPUTING AND LICENSES AND TRANSPARENCY WITHIN SAM

09.15 **Case Study:**

**Software Asset Management – The initial stage of a SAM project**

- Where to start with a SAM project?
- What resources do we need?
- What is our vision and does SAM fit in?
- Building of the solution strategy

**Delphine Chelouche**  
IT Sourcing & License Manager  
**Givaudan Suisse, Switzerland**

10.00 **Case Study:**

**Global Software Asset and License Management in a service oriented organisation (SOO)**

- Governance framework for software assets and license management
- Design and set-up of roles and responsibilities
- Alignment with a demand/supply organisation
- Establishing pro-active and reactive controls

**Ute Koplín-White**  
Senior Manager Global IT Asset Management  
**Johannes Ubrig**  
Senior Governance Global IT License Management  
**Merck, Germany**

10.45 Refreshment Break

11.15 **SAM in the age of cloud computing**

- How cloud computing can both complicate and simplify your SAM strategy
- The impact of cloud computing on SAM solutions
- What our customers are saying about SAM and the cloud

**Erich Jacobs**  
Senior VP Software Services  
**Insight Enterprises, USA**

12.00 **It's all in the details! Active data quality management is the deciding success factor for license management**

- How cloud computing can both complicate and simplify your SAM strategy
- What data is relevant?
- What impact does insufficient data or license mapping have?
- How can suitable data quality criteria be determined?
- LMDb requirements to ensure automatic quality assurance regulations for the data
- Implementation of the requirements in real projects

**Christof Beaupoil**  
Founder and Managing Partner  
**Aspera, Germany**

12.45 Luncheon

14.00 **Case Study:**

**The establishment of a global SAM programme**

- Convince top management
- Complexity within a global organisation
- Taking control over software and license management
- Optimise your application portfolio with lifecycle management
- Future challenges

**Anders Wester**  
Software Asset Manager  
**Volvo IT, Sweden**

## Booking Line:

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14.45 **Case Study:**

**The ITAM journey: A long and winding road!**

- Where we were
- Project objectives: Automated asset system, hardware and software inventories, identification of users and owners, asset models, compliance position and asset lifecycle management processes
- Implementation of tools and processes
- What we achieved
- Outlook: 18 months on... Still a long and winding road!

**Michelle Jones**  
Head of IS Asset & Compliance Manager  
**Homeserve Membership, UK**

15.30 Refreshment Break

16.00 **Case Study:**

**SAM and the impact of IT procurement and purchase**

- How to integrate departments as procurement efficiently into SAM?
- Models and standardisation
- The SAM project and its development at Posten
- How to maintain IT procurement?

**Andreas Askebris**  
License Manager  
**Posten, Sweden**

16.45 **Case Study:**

**Software Asset management at Essent; license optimisation**  
**Subject: SAP License optimisation**

- Global trends in SAM
- Reasons for SAM and necessity for optimisation SAP licenses
- Optimal control with License Management
- Tips and tricks

**Nyls Kiestra**  
Lead Manager SAP CoE  
**Essent, Netherlands**

17.30 **Interactive Session:**

**Transparency as crucial factor for SAM**

- Philips IT strategy
- Control on software transparency in an outsourcing situation
- Clauses in the contract
- Measurement and rolling forecasts in software usage
- Execute compliance checks in an outsourced DC
- Lessons learned

**Nan Zevenhek**  
Global IT Asset Manager  
**Philips, Netherlands**

18:15 Closing Comments from the Chair

18:20 **marcus evans** invites: Informal networking drinks reception after Day One. Speakers will be available to answer your individual questions.

Exhibitors at the Conference:

**Insight**

**FLEXERA**  
SOFTWARE

**Flexera Software** is the leader in strategic solutions for Application Usage Management, helping application producers and their customers strategically manage application usage to achieve continuous compliance, optimised usage and maximised value. The producer and consumer communities have moved from tactical tools for application administration to strategic solutions for Application Usage Management.

**iQuate**

**Aspera**  
APPLIED SOLUTIONS

## Thursday, 24th February

08.30 Registration with coffee and tea

09.00 Opening Address from the Chair

**Dr. Bernhard Schweitzer**  
Manager Technology Services  
**Insight Technology Solutions GmbH**

### SAM TOOLS AND PROCESSES, LICENSE OPTIMISATION AND APPLICATION USAGE MANAGEMENT WITHIN SAM

09.15 **Case Study:**

#### "One size doesn't fit all" – The development of tools and processes within SAM at Rabobank

- The need for SAM/License Management
- Organisation, roles and responsibilities
- Implementation approaches
- Tools and technology

**Peter Resink**  
License Manager  
**Rabobank, Netherlands**

10.00 **The dangers of data – Counting the true cost of inaccuracy**

- Accurate inventory is the foundation for better decisions
- Both manual and automated inventory solutions are often "fooled" by virtualization, partitioning, hyper-threading and other technologies
- Learn how inaccurate data can lead to massive over expenditure and exposure to compliance risks
- Learn about some of the common causes of inaccuracy and how to best ensure accurate data to maximize value and minimize risk

**Jason Keogh**  
CTO and Co-founder  
**iQuate, Ireland**

10.45 Refreshment Break

11.15 **Application usage management – Strategic solutions that deliver continuous compliance, optimised usage and maximised value**

- Application usage has turned strategic
- Application management must move beyond administration to usage optimisation
- Enterprises require continuous compliance, maximised value and optimised usage
- Major forces are driving the move to strategic application usage management
- It is possible to put together a strategic application usage optimisation model

**Joachim Haas**  
Major Account Manager  
**Flexera Software, UK**

### SOFTWARE METERING AND SECOND HAND LICENSES

12.00 **Case Study:**

#### Controlling your software usage effectively with software metering

- Setting up the general framework: How to reduce the number of not used software?
- Developing the tools and starting the process
- Obstacles one should be aware of
- Receiving the results – Significant savings

**Michael Bonk**  
Global License Manager, Corporate Purchasing  
**Voith, Germany**

12.45 Luncheon

14.00 **Case Study:**

#### Models and standardisation of the central license management at ABB

- The global SAM project and its central focus
- To which extent does standardisation make sense?
- Outlook: How to keep on track?

**Piotr Ciaston**  
Global IS License Manager  
**ABB, Poland**

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14.45 **Case Study:**

#### 2nd hand Licenses: Are you used to them?

- Legal background / basics
- Actual situation / discussion of court decisions
- How to purchase 2nd hand licences

**Edmund Schaich**  
Lawyer – Head of Legal and Claims  
**Festo, Germany**

15.30 Refreshment Break

16.00 **Case Study:**

#### Successfully established SAM – A practical example from BMW Group

- SAM processes
- SAM roles
- SAM organisation
- SAM regulations
- Challenges in the international rollout

**Andreas Lentrodt**  
Project Lead IT-Software Asset Management (SAMT)

**Axel Knut Bethkenhagen**  
Corporate License Manager  
**BMW Group, Germany**

16.45 **Case Study:**

#### Software Asset Management in a Global Organisation

- Fiction vs. Fact
- Start with the Basics
- Challenges in Global Licence Agreements
- Centralised Licence Management & Procurement
- Global Pooling of Licences in a Multi Cost centre environment
- Outsourcing

**Rachel Dean**  
Global Software Asset Manager  
**AstraZeneca, UK**

17.30 Closing Comments from the Chair

17.40 End of Conference

We would like to thank everyone who has helped with the research and realisation of this **marcus evans** conference, in particular the speakers for their continued support and commitment.

**Verena Lagler**  
Conference Producer, General Business Division  
**marcus evans (Germany) Ltd.**

#### Who Should Attend:

#### CIO's, IT Directors, Heads of IT Department, Vice Presidents, Managers and Executives responsible for:

- IT Asset Management • IT License Management
  - Software Asset Management • IT Procurement
  - IT Contract Management • Vendor Management • IT Controlling
  - IT Legal and Claims Management • IT Infrastructure
  - IT Governance • IT Strategy / Technology • IT Service Management
  - IT Compliance • Technology Implementation • IT Sourcing
  - IT Audit • Software Engineering • Supplier Portfolio Management
- from all industries**

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# Strategic Software Asset and License Management 2011

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