New course in Software Asset Management (SAM) helps companies in the license jungle

Those days are over when purchasing and managing and licenses in large IT environments was a simple task. This has led companies such as Arla, Coop and DFK to implement ITAMOrg's new certified training that helps them to succeed with SAM

The course, which is the first of its kind in Europe, helps the participants to deal with the pitfalls and issues they face in their everyday lives handling licensing requirements, procurement and audit control.

Peder Kornmaaler, responsible for contract and license management in one of the nation's largest public IT environments, the Prison and Probation Service (DFK), counts among the first participants. With more than 8,000 IT users, having an understanding of the proper license management is the alpha and omega to minimize risks and achieve the benefits of potential savings:

"The course is highly relevant. Here you are raised far above the general level and are reviewing processes, that can be used in relation to any product portfolios and not just one single area. It is a course I've been looking for a long time and certainly a course that more people can benefit from."

The course gives businesses insight into the risks, obvious savings areas and an understanding of the processes that are crucial to the success of Software Asset Management. Peder Kornmaaler has been implementing major changes in the organization after the course, ranging from stricter documentation procedures to a tightly managed procurement:

"The course has given me a great understanding of the entire process needed to be set up to get control over your licenses. I've really got a lot of good input back with me to help initiate specific actions."

Nina Agerlin, Configuration Manager at Coop, has also completed training in order to gain a deeper understanding of the SAM and the optimization areas she can implement:

"I was very surprised at how complex license management is and I've got an insight into what I should be aware of in my organization. Both in terms of improvement areas and the risks one faces without the right focus on license management."

Trainers at ITAMOrg have many years of experience in advising businesses to navigate the suppliers' complex license terms. Once a company faces an audit, it can get really expensive if you do not have a sufficient knowledge of the requirements for license management.

"You must have great respect for the software vendors' audit control. It's probably not fun to be in a situation where you have to legitimize a huge million DKK bill to the business. And that expense is often not covered for in the existing budgets. "Peder Kornmaaler, DFK.

This makes heavy demands on the organization, which must take a critical look inward and decide if license management has the right focus.

"The course has made me able to ask the right questions regarding our organization: Where are we today and where do we want to be? What does it take to get there? "Nina Agerlin, Configuration Manager, COOP.

Jan Lynge Jakobsen, license manager at Arla has also benefited from the course:

"I have been on many courses and I certainly think that this was among the very best. Now I can point out the areas we must focus on at Arla to minimize risk while gaining an economical benefit. "

Peder Kornmaaler's message is clear:

"License Management requires that senior management has a great understanding of it and implements a strict management. I would definitely recommend others to take SAM-training at ITAMOrg."

Get more information at www.ITAMOrg.com