

# Course : Software Asset Management, defining and implementing a strategy

**Synthesis course - 1d - 7h00 - Ref. SFA**

**Price : 990 CHF E.T.**

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Corporate software expenditure accounts for a large proportion of IT budgets. This course will help you understand the challenges of Software Assets Management (SAM) and master the basics of an effective license management strategy.

## **Teaching objectives**

**At the end of the training, the participant will be able to:**

- Identifying the basics of Software Assets Management (SAM)
- Quantifying a SAM project
- Define the risks of not doing SAM
- Define the benefits of a SAM approach

## **Intended audience**

Anyone directly or indirectly involved in license management: IT, purchasing, IT department, support, user...

## **Prerequisites**

No special knowledge required.

## **Practical details**

### **Teaching methods**

The course will be based on case studies.

## **Course schedule**

### **PARTICIPANTS**

Anyone directly or indirectly involved in license management: IT, purchasing, IT department, support, user...

### **PREREQUISITES**

No special knowledge required.

### **TRAINER QUALIFICATIONS**

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### **ASSESSMENT TERMS**

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Licenses and software

- What is software and what is a license?
- Licenses, a genuine company asset.
- The software life cycle.
- Different types of license.
- Perpetual licenses versus subscriptions.
- Differences between "on-premise" and Cloud installation.

### Storyboarding workshops

Discussions on the basics of software licensing. Discussions on the situations of seminar participants.

## 2 Software Asset Management (SAM)

- Definition of Software Asset Management (publishers, reference organizations).
- Software Asset Management (SAM) according to ISO, ITIL, IAITAM...
- Why implement an enterprise Software Asset Management strategy?
- What does Software Asset Management manage?
- Who are the key players in the Software Asset Management process?
- What are the roles of a Software Asset Management approach?

### Group discussion

Analysis of the main stakeholders in an ASM (Software Asset Management) approach. What uses for my company.

## 3 Software Asset Management (SAM) maturity levels

- Vendor-defined maturity levels.
- The SOM model (from ISO).
- The GARTNER model.
- How do you define your maturity level?
- Clearly define your target and objectives.

### Group discussion

Joint reflection on SAM maturity levels. Exchanges on success stories.

## 4 Software Asset Management in the enterprise

- What approach?
- Which steps?
- What skills?
- An overview of Software Asset Management tools.
- Essential technical tools.
- Workflows and reporting.

### Storyboarding workshops

Working together to identify the keys to a successful Software Asset Management approach. Q&A and conclusion.

## Dates and locations

### REMOTE CLASS

2026 : 25 June, 17 Dec.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.