| WEDNESDAY - MAY 11 | |
|---|---|
| 7:00am - 7:45am | **Networking Breakfast** - Grand Ballroom |
| 7:45am - 8:15am | **Opening**<br>Grand Ballroom |
| 8:15am - 9:30am | **Keynote - Eric Wahl**<br>Grand Ballroom |
| | **AM Networking**<br>Studio Foyer |
| 10:00am - 11:00am | **Track Sessions** |
| Program<br><br>Studio 2 | **Running a Software Asset Management Program: Goals, Focus, Workstreams, Benefits, and Pitfalls**<br><br>Jessica Allen, BDO |
| Disposal<br>Studio 9 | **IT Asset Disposal, Recycling and Reclamation Best Practices**<br><br>John Sharpe, Iron Mountain |
| Program<br>Studio 3 & 4 | **Solve IT Risk with Integrated ITAM**<br>Ganapathy Balakrishnan & Kannan Bhaskaran, The Bank of New York Mellon Corporation |
| SAM<br><br>Studio 7 | **Getting the Most from your Software Asset Management –<br>Outcome Based SAM**<br>Michael Swanson, ISAM |
| Emerging Tech<br><br>La Galleries 1 | **Software Asset Management in an Emerging Technical Landscape**<br><br>Luke Marples, Verizon |
| Audit<br>La Galleries 2 | **Why Good Accountants Do Bad Audits**<br>Daryl Ullman, Emerset Consulting Group |
| Negotiations<br><br>La Galleries 3 | **Negotiating License Metrics, Compliance and Collection Processes**<br><br>Walter Darrough, Dell, Inc. and Craig Moore, Cajun Coast Tech LLC |
| Tools<br><br>La Galleries 5 | **How to Leverage ILMT v9 for IBM Sub-Capacity Reporting**<br><br>Chris Konow, PreferredPartner |
| Security<br><br>La Galleries 6 | **Managing Your Risks. Data Security, Environmental and Media**<br><br>Jeff Datkuliak, ARCOA Group |
| 11:00am - 11:15am | **AM Break**<br>Studio Foyer |

## WEDNESDAY - MAY 11

| 11:15am - 12:15pm | Track Sessions |
|---|---|
| **Process**<br>Studio 2 | **Have a Discovery Tool, Now What?**<br>Joshua Reynolds, SHI International |
| **Case Study**<br>Studio 9 | **The SAM Journey at MasterCard - Where We Are and Where We Are Going**<br>Mike Trachsel, MasterCard |
| **Data Sanitization**<br>Studio 3 & 4 | **Data Wiping Best Practices - Good, Better, Best**<br>Nathan Jones, WhiteCanyon Software |
| **Audit**<br>Studio 7 | **What Old Louisiana Songs & Recent Unpublicized Audit Litigations Teach On Upgrading Your SAM (& Career)**<br>Henry W. (Hank) Jones, III, Law Office of Henry W Jones III & Intersect Tech. Consulting |
| **People**<br>La Galleries 1 | **Beyond Compliance – SAM and the CIO Agenda**<br>Dr. Jan Hachenberger, Consalt Unternehmensberatungs GmbH |
| **Program**<br>La Galleries 2 | **What's Next: Attaining IT Asset Management Maturity in Your Organization**<br>Patricia Adams, LANDESK Software |
| **Disposal**<br>La Galleries 3 | **IT Asset Disposal Risk Management Masterclass**<br>Steve Mellings, ADISA |
| **Licensing**<br>La Galleries 5 | **What Gets Measured Gets Managed, the Key to Software Licensing Efficiency**<br>Phil Hames, The Business Software Centre |
| **Cloud**<br>La Galleries 6 | **Demystifying ITAM in the Cloud**<br>Frank Venezia, Siwel Consulting, Inc. |
| **12:15pm - 2:15pm** | **Lunch - Grand Ballroom** |
| **2:15pm - 3:15pm** | Track Sessions |
| **Cloud**<br>Studio 2 | **SAM in the Cloud**<br>Michael Heflin, Anglepoint Group, Inc. |
| **Security**<br>Studio 9 | **Protecting Sensitive Data and Shareholder Value with Software Asset Management**<br>Terry Divelbliss, Eracent |
| **Data**<br>Studio 3 & 4 | **Enabling TCO Optimization for Internet Infrastructure: Servers, Networking, Storage, and Enterprise Software**<br>Doug Ehrenreich, iQuate |
| **Program**<br>Studio 7 | **ITAM Success: IT Asset Lifecycle Interdependencies - People, Process and More**<br>Sherry Irwin, Technology Asset Management Inc. |
| **Mobile**<br>La Galleries 1 | **Mobile is the New Workplace**<br>Errol Emmert, Snow Software |
| **Licensing**<br>La Galleries 2 | **Save Millions in Minutes with Advanced License Optimization**<br>Christof Beaupoil, Aspera Technologies, Inc. |
| **Process**<br>La Galleries 3 | **Effectively Using LEAN to Streamline the ITAM Process**<br>George Spalding, Pink Elephant |
| **Licensing**<br>La Galleries 5 | **Managing Adobe Creative Cloud Licensing for Compliance & Cost Reduction**<br>John Tomeny, Sassafras Software Inc. |
| **Disposal**<br>La Galleries 6 | **Managing Data Center Asset Disposition**<br>Sean Magann, Sims Recycling Solutions |

| WEDNESDAY - MAY 11 | |
|---|---|
| **3:15pm-3:30pm** | **PM Break -** Studio Foyer |
| **3:30pm-4:30pm** | **Track Sessions** |
| **Compliance**<br>Studio 2 | **Software Compliance vs. Optimization**<br>Linda Cole, Open iT, Inc. |
| **Case Study**<br>Studio 9 | **Maturity of SAM: An Unexpected Voyage**<br>Christian Björkly-Nordström, Saab AB |
| **Licensing**<br>Studio 3 & 4 | **Licensing Oracle Database and IBM Products - Making the Complex Simple**<br>Sumin Tchen and Ken Shaw, Belarc, Inc. |
| **SAM Tools**<br>Studio 7 | **What SAM Tools Can and Can't Do**<br>Julie Brandt, SoftwareONE US |
| **Mobile**<br>La Galleries 1 | **Eliminating Hidden Asset Costs with Mobile Apps – Self Assessment and Solutions**<br>Nasrin Azari, Mobile Reach |
| **Program**<br>La Galleries 2 | **The Art of Discussion and the Logistical ITAM Roadmap**<br>Leslie June, Linium |
| **Security**<br>La Galleries 3 | **Reduce Risk with Integrated Software Asset Management and Security Processes and Tools**<br>John Emmitt, Flexera Software |
| **Licensing**<br>La Galleries 5 | **Software Customers: Demanding and Getting More From Their Suppliers**<br>Steve Klos, 1E |
| **Disposal**<br>La Galleries 6 | **ITAD in the Data Center: 5 Areas to Optimize Your Total Value Return**<br>Aidin Aghamiri, ITRenew |
| **6:00pm-9:00pm** | **IAITAM 2016 Exhibition Fair & Reception**<br>Grand Ballroom |

| THURSDAY - MAY 12 | |
|---|---|
| 7:00am - 7:45am | **Networking Breakfast** - Grand Ballroom |
| 7:45am - 8:15am | **Opening**<br>Grand Ballroom |
| 8:15am - 9:30am | **Keynote - Hal Elrod**<br>Grand Ballroom |
| | **AM Networking**<br>Studio Foyer |
| 10:00am - 11:00am | **Track Sessions** |
| **Process**<br>Studio 2 | **IT Fixed Asset Reconciliation and the Sound of One Hand Clapping**<br>Benito Esquenazi |
| **People**<br>Studio 9 | **Leadership: The Foundation to Building an Effective IT Asset Management Organization**<br>Mari Hern, Kaiser Permanente |
| **Audit**<br>Studio 3 & 4 | **Stop the Leaks in Your IT Budget**<br>Martin Sommer, Cimpl |
| **Case Study**<br>Studio 7 | **Starting With the End in Mind - Planning Your ITAD Effectively to Pay for Your New or Re Deployments**<br>Paul Baum, PlanITROI, Inc. |
| **Asset Tagging**<br>La Galleries 1 | **RFID Tagging: The Successful Solution to IT Asset and Data Center Management**<br>George E. Daddis Jr., PhD, Omni-ID |
| **Cloud**<br>La Galleries 2 | **Understanding Impact of Containers and Hybrid Cloud on Asset Management**<br>Jeanne Morain, iSpeak Cloud & Rahul Ravulur, appOrbit |
| **Security**<br>La Galleries 3 | **Security Standards – What They Mean For ITAD: SAS 70 / SSAE 16, AAA NAID, PCI and More**<br>Dag Adamson, Red Sand Ventures |
| **SAM/ITAM**<br>La Galleries 5 | **Evolution of SAM with SAAS**<br>Melody Ayeli & Hani Badran, Deloitte & Touche LLP |
| **Disposal**<br>La Galleries 6 | **5 Secrets to Making IT Asset Disposition Even More Profitable**<br>Arman Sadeghi, All Green Electronics Recycling |
| 11:00am - 11:15am | **AM Break**<br>Studio Foyer |

## THURSDAY - MAY 12

| 11:15am - 12:15pm | Track Sessions |
|---|---|
| **Emerging Tech**<br>Studio 2 | **Transformation to the Digital Enterprise – What Does This Mean For You?**<br>Roger Mallet, Hewlett Packard Enterprise |
| **Licensing**<br>Studio 9 | **A Beginner's Guide to License Metrics**<br>Jill Powell, PwC |
| **Cloud**<br>Studio 3 & 4 | **Microsoft Office 365 Lessons From the Trenches**<br>John G. Grubb, SoftwareAdvocates |
| **ITSM**<br>Studio 7 | **How to Successfully Integrate SAM With a Wider IT Service Management (ITSM) Program**<br>Mike Adams, KPMG |
| **People**<br>La Galleries 1 | **Around the Gallery of Security Standards and Certifications**<br>John Laskey, APMG International |
| **Case Study**<br>La Galleries 2 | **How to Eat a Whale: Achieving Successful, Global SAM Implementation**<br>Robbie Plourde, Aspera Technologies, Inc. and George Arezina, F Hoffman-La Roche AG |
| **Negotiations**<br>La Galleries 3 | **Negotiating Software Enterprise Agreements**<br>Barbara Spagnola, CSC (Computer Sciences Corporation) |
| **Mobile**<br>La Galleries 5 | **Unsubsidized: How the Changing Payment Landscape for Mobile Devices Affects IT Asset Managers**<br>Craig Boswell, HOBI International, Inc. |
| **Program**<br>La Galleries 6 | **What's Your "Plan B" If Your Software Vendor Disappears?**<br>John Boruvka , Iron Mountain, Intellectual Property Management Group |
| **12:15pm - 2:15pm** | **Lunch** - Grand Ballroom |
| **2:15pm - 3:15pm** | Track Sessions |
| **Security**<br>Studio 2 | **Data Security in the New-Age of IT**<br>Matt Mickelson, ITRenew |
| **Licensing**<br>Studio 9 | **What Oracle's Cloud Strategy Means for End Users From a Compliance Perspective**<br>Max Ablimit, Tarim Consulting. LLC |
| **Disposal**<br>Studio 3 & 4 | **The Backbone of ITAD – Systems Integrity**<br>Rike Sandlin, HiTech Assets, Inc. |
| **Licensing**<br>Studio 7 | **SAM Considerations for Open Source Software**<br>Jack Fulford & Tim Maldonado, PwC |
| **Negotiations**<br>La Galleries 1 | **Managing the Fine Print – Working with Terms and Conditions**<br>Bruce McDowell, McDowell Consulting LLC |
| **Process**<br>La Galleries 2 | **Hardware vs. Software Asset Management: Are They Really All That Different?**<br>Thomas Watson, AMI |
| **Case Study**<br>La Galleries 3 | **The Hidden Cost of Unused Software - Results from Benchmarking Study**<br>Peter Beruk, 1E |
| **Financial**<br>La Galleries 5 | **Beat the Odds for Being Successful: Establish or Repurpose Your ITAM Practice by Focusing it on Tangible Financial Outcomes**<br>Brett Husselbaugh, eTelligent Solutions Inc. |
| **Licensing**<br>La Galleries 6 | **Click Through Contracts**<br>Jennah Bordson, Allianz Life |

| THURSDAY - MAY 12 | |
|---|---|
| **3:15pm-3:30pm** | **PM Break** - Studio Foyer |
| **3:30pm-4:30pm** | **Track Sessions** |
| **Case Study**<br><br>Studio 2 | **What to Consider When Beginning an ITAM Program and ITAM Tracking Solution**<br><br>Damon Mulligan & Shaun Ericson, Cireson |
| **Security**<br><br>Studio 9 | **Maximizing Supply Chain Eligibility in an Evolving ITAD World**<br><br>Michael Cheslock, DestructData, Inc. |
| **Program**<br><br>Studio 3 & 4 | **Toddler, Teen or Senior: How Mature is Your ITAM Program?**<br><br>Kevin Panteli, Siwel Consulting Inc. |
| **Tools**<br><br>Studio 7 | **How We Selected Our SAM Tool**<br><br>Aamer Trambu, DISH Network |
| **Licensing**<br><br>La Galleries 1 | **Demystifying the SAM Safari**<br><br>Kathleen Bugajski & Yesenia Jimenez, The Bank of New York Mellon Corporation |
| **Security**<br><br>La Galleries 2 | **Creating a Global Integrated Program for Certification, Quality and Security in IT Asset Management**<br><br>Eric Capps and Scott Venhaus, Arrow Value Recovery |
| **Process**<br><br>La Galleries 3 | **Taking a Crawl, Walk, Run Approach for Your SAM Program**<br><br>Bill Talbot, Aspera Technologies, Inc. |
| **Cloud**<br><br>La Galleries 5 | **Living in Your Mortgage: Considerations for Moving to the Cloud**<br><br>Heather Young, Google |
| **ITSM**<br><br>La Galleries 6 | **ITAM and ITIL: Can They Play Well With Each Other?**<br><br>Charlie Miles, Pink Elephant |
| **6:00pm-9:00pm** | **IAITAM 2015 Exhibition Fair & Reception**<br><br>Grand Ballroom |

| FRIDAY - MAY 13 | | |
|---|---|---|
| **7:00am - 7:45am** | **Networking Breakfast** - Grand Ballroom | |
| 7:45am - 8:15am | **Opening** <br> Grand Ballroom | |
| 8:15am - 9:30am | **Keynote - Ann LaFrance** <br> Grand Ballroom | |
| | **AM Networking** <br> Studio Foyer | |
| **10:00am-11:00am** | **Track Sessions** | |
| People <br> Studio 2 | **How to Preserve Your Tribal Knowledge** <br> Andrew Olmsted, Blue Shield of California | |
| Case Study <br> Studio 9 | **Information Technology Asset Disposition: How to Evaluate and Select the Right ITAD Partner** <br> Jeffrey A. Dean, Shepherd Mountain Security, LLC | |
| Emerging Tech <br> Studio 3 & 4 | **ITAM 2017-2022: How Asset Management is Evolving in the Digital Enterprise** <br> Jon Hall, BMC Software | |
| Mobility <br> Studio 7 | **Is MDM and MAM Software Strong Enough to Protect Smartphone and Tablet Data at Disposition?** <br> Ryan Laber, Arrow Value Recovery | |
| Financial <br> La Galleries 1 | **When is the Right Time to Retire…Your IT Assets?** <br> Neil Peters-Michaud, Cascade Asset Management, LLC | |
| Life Cycle Management <br> La Galleries 5 | **Thank You for Buying Our Product…Now You're Really Screwed** <br> Jeffrey Klein, KCI, Inc. | |
| Process <br> La Galleries 6 | **Where Have All the Assets Gone – and Why Can't I Find Them?** <br> Paul 'doc' Burnham, ServiceNow Inc. and Yvette Mathews, ITS Partners | |
| **11:00am-11:15am** | **Coffee Break** <br> Studio Foyer | |

| 11:15am-12:15pm | Track Sessions |
|---|---|
| **Process**<br>Studio 2 | **Optimization Opportunities and Risks in Your MS-RDP/-VDI/-APP-V World**<br>Wolf Kristen, Softwaremanagement.org |
| **Cloud**<br>Studio 9 | **Software License Optimization in the Cloud – Containing Costs While Managing Compliance in a Virtualized World**<br>Paul Baguley, KPMG & Cyndi Tackett, Flexera Software |
| **Tools**<br>Studio 3 & 4 | **IBM Sub-Capacity & Continuous Compliance**<br>Jason Westfall, PreferredPartner |
| **SAM/ITAM**<br>Studio 7 | **SAM and Analytics – Enhancing the Value Proposition of SAM in the Enterprise**<br>Kelli Abbott & Daniel Waters, Deloitte & Touche LLP |
| **Disposal**<br>La Galleries 1 | **Are You Being Served? The Measure of Value-Adding Asset Disposition**<br>Robert Houghton, Sage Sustainable Electronics |
| **Data**<br>La Galleries 5 | **The Value and Efficiencies of a Consolidated, Common Product Catalog**<br>Scott Van Giezen, Eracent |
| 12:30pm-1:30pm | Track Sessions |
| **Audit**<br>Studio 2 | **IBM Software Audit Support**<br>David Tidwell, SoftwareONE |
| **Licensing**<br>Studio 9 | **Software Asset Management as a Service (SAMaaS)**<br>Andre Guerreiro, Accenture |
| **Licensing**<br>Studio 3 & 4 | **License Entitlements; Start at the Source...Documents**<br>Mary Barr, Snow Software |
| **Licensing**<br>Studio 7 | **Demystifying SAP Licensing**<br>Anoop Mohankumar, Anglepoint |
| **Process**<br>La Galleries 1 | **SAM 101 and The Secret for Success**<br>Steffani Lomax, Siwel Consulting, Inc. |
| **Program**<br>La Galleries 5 | **Managing Hardware and Software in an Out of Control World**<br>Daniel Anderson, Flexera Software |
| **1:30pm-3:00pm** | **Lunch, Closing Ceremony & Raffle**<br>**Dr. Barb Rembiesa, D.Litt**<br>Grand Ballroom |