

SCHEDULE DAY 1

7:00am - 7:45am	Networking Breakfast Redwood Ballroom
7:45am - 8:15am	Opening Redwood Ballroom
8:15am - 9:30am	Keynote - Redwood Ballroom
9:30am - 10:00am	Break Redwood Foyer
10:00am - 11:00am	Track Sessions
Case Study Redwood A	Getting the Most From your Software Asset Management – Outcome Based SAM Michael Swanson, ISAM
Mobile Fahrenheit	Overcoming the Challenges of Mobile Lifecycle Management Craig Boswell, HOBI International, Inc.
Program 15/16	Increase the Value and Effectiveness of Your SAM Program with Automated Self-Service Processes Terry Divilbliss, Eracent
Audit 18	Ticking Timebombs, Licensing Pitfalls and Lessons Learned from Software Audit Defense Projects at Fortune 1000 Companies Michael Cleary, Canyon Consulting Inc.
11:00am - 11:15am	Break Redwood Foyer
11:15am - 12:15pm	Track Sessions
Security Redwood A	Play Defence - Reduce Security Risk with SAM and Software Vulnerability Management Greg Holmes, Flexera Software
Program Fahrenheit	Do you Trust your Discovery Data? Aimee Dundon, U.S. Cellular Corporation
ITSM 15/16	How to Successfully Integrate ITAM with a Wider IT Service Management (ITSM) Program Davis Mathai, Cireson
Audit 18	The Risks and Tips to Managing Oracle Licensing in a Virtualised or Cloud Environment Piaras MacDonnell, Suredatum
12:15pm - 2:15pm	Lunch & Exhibition



IT ASSET MANAGEMENT *is* SMART BUSINESS WORLDWIDE

SCHEDULE DAY 1

2:15pm - 3:15pm		Track Sessions
Program	IT Asset Management: Plan Changes Through Simulation and Automate the Deployment Accordingly	
Redwood A	John Sorensen, CA Technologies	
Licensing	Oracle Audits: Common Misunderstandings About your Real Software Entitlements?	
Fahrenheit	Richard Spithoven, B.lay - The License Management Company	
Cloud	The Risk of Evergreen IT	
15/16	Jan Hachenberger, ConSalt Unternehmensberatung GmbH	
Tools	What's Under the Hood? Choosing the Right Engine to Drive Your SAM Framework	
18	Lara Schneider, Quantak Solutions	
3:15pm - 3:30pm		Break
		Redwood Foyer
3:30pm - 4:30pm		Track Sessions
Program	How to Chart Your ITAM and SAM Journey Using the Attainment Model	
Redwood A	Patricia Adams, LANDESK Software	
Case study	Schneider Electric Provides Flexibility and Personalization for Data Centre Clients Using eMaint CMMS	
Fahrenheit	Dana Madama, eMaint	
Financial	Demonstrate Value of IT to the Business	
15/16	Signe Stenseth, Open IT	
Cloud	Where Did The Hardware Go?	
18	Mark Cresswell, Scalable Software, Inc.	
4:30pm- 4:45pm		Break
		Redwood Foyer
4:45pm - 5:45pm		Interactive Session
	Birds of a Feather Interactive Session	
Redwood A	IAITAM	
6:00pm- 9:00pm		Exhibit Fair & Reception



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SCHEDULE DAY 2

8:30am - 9:30am	Networking Breakfast Redwood Ballroom
10:00am - 11:00am	Track Sessions
SAM Redwood A	SAM and Analytics – Enhancing the Value Proposition of SAM in the Enterprise Hans Vandewijer, Deloitte & Touche LLP
Program Fahrenheit	Asset Management Governance and Best Practice Roger Mallett, EMEA HPE Software
Project 15/16	How to Avoid the 10 Most Common Pitfalls in a SAM Project Andreas Müller, Quantak Solutions
Security 18	Designing a Secure IT Asset Disposal Policy & Selecting a Provider Andy Warner, RDC
11:00am - 11:15am	Break Redwood Foyer
11:15am - 12:15pm	Track Sessions
Financial Redwood A	Business Intelligence for Software Licensing Phil Hames, The Business Software Centre
Licensing Fahrenheit	Eight Challenges for SAP License Management and How To Tackle Them Patrick Dickinson, Aspera GmbH
Disposal 15/16	IT Asset Disposal, Recycling and Reclamation Best Practices John Sharpe, Iron Mountain
ITSM 18	Converged Value: ITAM and ITSM Ian Aitchison, LANDESK UK
12:15pm - 2:15pm	Lunch & Exhibition



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SCHEDULE DAY 2

2:15pm - 3:15pm		Track Sessions
Licensing Redwood A	Licensing Oracle Database and IBM Products - Making the Complex Simple Sumin Tchen and Andrew Ridgers, Belarc, Inc.	
Program Fahrenheit	The Hidden Cost of Unused Software. What is Unused Software Costing your Business? Peter Beruk, 1E	
RFID 15/16	RFID: The Successful Solution to IT Asset and Data Center Management George E. Daddis, Jr. PhD, Omni-ID	
SAM 18	Evolution of SAM with SAAS Diederik Van der Sijpe, Deloitte & Touche LLP	
3:15pm - 3:30pm	Break Redwood Foyer	
3:30pm - 4:30pm		Track Sessions
Program Redwood A	SAM in 2017 & the Top Business Drivers David Foxen, Snow Software	
Compliance Fahrenheit	Software Compliance vs Optimization Linda Cole, Open IT, Inc.	
Vendor Management 15/16	Empathy v Bully – Why Cooperation, Neutrality and Mutual Respect Wins the Day in SAM Filipa Preston, Software Optimisation Services	
Audit 18	Should The Audit Tail Be Waging The Enterprise Dog? Laurence James, Flexera Software	
4:30pm-4:45pm	Break Redwood Foyer	
4:45pm - 5:45pm	IAITAM Closing Ceremony and Raffle	



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