



AYAAN OSMAN

IT ASSET & SOFTWARE LICENSING MANAGER CONSULTANT

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SUMMARY

A top tier, IT Consultant, with a wealth of experience and a strong background in IT Asset Management, Software and Hardware and Configuration Management. In-depth knowledge of IT Asset Management & Software Asset Management, with a solid grasp of all significant vendors and technologies, audits, policy creation and processes.

A strategic approach to successful IT leadership, engaging with business stakeholders at the CIO level, delivering IT solutions and business process change via developing new technology solutions.

Able to think laterally, turn problems on their head and create inspiring solutions, with a natural talent for reducing and managing costs, thinking strategically and communicating effectively at all levels from board level downwards.

EXPERIENCE

ELSEVIER, London, UK

Sep 2022 - Present

Manager for Software Asset Management & Technology Sourcing

As the Manager for Software Asset Management and Technology Sourcing at Elsevier covers two important areas within the organisation. My focus is on providing innovative solutions for the effective management and upkeep of software licensing in the cloud and supporting our valued Technology groups. Our goal is to enable our Technology customers by giving them expert advice, strong governance, and simplified sourcing processes for software, services, and key resources.

- Led the Software Asset Management & Technology Sourcing department, focusing on optimising licensing and ensuring stringent compliance.
- Spearheaded the development of efficient practices for the seamless onboarding of new software titles and optimizing software asset acquisition, deployment, and management across the organisation.
- Manage a dedicated team of six professionals within the Software Asset Management department.
- Head the Technology Sourcing department, actively engaging in software title onboarding, licensing management, renewals, and audits.
- Pioneered creative approaches, such as contract consolidation and software harvest strategies, to optimise software licensing costs.
- Committed to enhancing our capabilities by developing Flexera SAM tools, enabling us to provide effective reporting, reconcile software usage and offer valuable consultancy services to the Technology Group.
- Diligently respond to external vendor audits, promptly addressing the needs and concerns of external stakeholders to ensure their utmost satisfaction.
- Maintain an efficient sourcing and procurement service to cater to the dynamic requirements of the Technology Group.
- Act as the organisation's representative, collaborating closely with Procurement teams within the RELX group. This collaboration contributes significantly to the drive for Software.

CAPITA, Remote

May 2022 - Aug 2022

Software Asset Management Consultant

- Ensure accurate reporting of software compliance within Capita and develop optimised software licence positions.
- It is working with Data Analysts to correctly identify software products that have been discovered on the hardware estate. Process Proof of Entitlement to manually match applications where automatic reconciliation is impossible.
- Reviewing/importing new purchase information from third-party systems.
- Developing and improving SAM lifecycle processes
- Qualifying and verifying all data sources required for SAM processing.
- Analysis of market changes and assessing the impact on vendor licensing

EUROCLEAR, Remote

Feb 2022 - Mar 2022

ITAM Lifecycle Manager Consultant

- Ensured the delivery of essential IT services by securing support contracts from the original vendors for all IT products in the Euroclear Production environment.
- Developed and documented end-to-end processes for Lifecycle Management.
- Formulated and implemented reporting requirements catering to the needs of IT Product Owners and Application Owners. Collaborated with various stakeholders to gather and define reporting requirements effectively.
- Collaborated with the SACM team to enhance the quality of data in the CMDB.

ALLIANZ GLOBAL INVESTORS, London, UK

Jul 2021 - Jan 2022

ServiceNow Asset Management Process Owner

- As the ServiceNow Process Owner for the Project, leading the development of IT Asset Management within the AGI group and the ServiceNow platform. This included overseeing the creation of processes and mapping ServiceNow requirements across multiple locations.
- Provided Hyper-care and extended support to analysts and asset managers within the AGI group.
- Proactively identified process improvements recommended changes, and pinpointed gaps and issues within the IT Asset Management process.

RWE SUPPLY TRADING, Essen, Germany

Nov 2019 - Jun 2021

Senior License Manager Consultant

- Software Asset Manager on Project Lead for handling integration of the renewable energy business (EON / RWE / Innogy), & (Nordex SE's) tracking and transferring licenses between legal entities (RWE/Innogy/EON) within a Merger & Acquisition on the project and support ongoing operative license management.
- Responsible for managing the inventory and transfer of software related to Mergers and Acquisitions (M&A). Also, working with the M&A project teams, this individual will collect all the licensing entitlement (contracts, tripartite agreement proof of licensing) for the companies being acquired, conduct a thorough and accurate software inventory, coordinate the transfer of licenses, and then help resolve any compliance issues.
- Responsible for handling all new license demands between legal entities within RWE.
- Handle license transfers between legal entities within a Merger & Acquisition RWE.
- Support for contract negotiations and preparatory work for the procurement team. Taking over licensing and transferring responsibility for assigned vendors.
- Working with the project's teams and infrastructure team for onboarding applications & Servers into RWE infrastructure, which includes data gathering, data validation using AML, approved (IT security/data protection/ works council), Vendor validation, data normalisation, service offering, incident management, final quality check and ITSM application import.
- Working with the project's team for migration readiness which includes identifying all relevant users and access rights for applications in scope and agreeing with a rollout strategy.
- Ensure readiness of AD-Accounts, Email, PKI, and access rights for target RWE devices (UAT).
- Identify all relevant clients and servers and ensure appropriate malware protection (Cylance for endpoint protection); Align all data or user migration together between E.ON/Innogy/Nordex and RWE IT Security Migrate users to Energy Domain.
- Working with the project's teams for decommissioning of servers and applications. Working with DXC handover for DXC license management contract with EDT/E.ON.
- Responsible for reviewing and refining the existing processes, working with the software asset management team and project management teams, and engaging and assisting internal clients and service owners in understanding and controlling their software licensing compliance.
- Working with the software asset management team with the client, performing an inventory of installed software, and matching software with license.
- Prepare reports for stakeholders and programmer communications with licensors' commercial and operational readiness.

GEA GROUP, Dusseldorf, Germany

Sep 2018 - Jul 2019

IT Asset & Software License Manager

- Delivering end-to-end Microsoft Enterprise Agreement Yearly True up tasks that accurately capture product consumption and entitlement across various platforms and technologies to ensure the successful delivery of an accurate and automated Enterprise-wide Effective License Position (ELP).
- Defined maturity roadmap for ITAM and ServiceNow (CMDB) to integrate data collection, procurement, and finance.
- Manage IT Asset and Software License, control, and protect the client's organisation's IT assets (Hardware & Software) throughout their life cycle, from acquisition through final disposition. In addition, the IT Asset Manager designs, develops and implements the organisation's asset management strategy.
- Manage IT hardware asset portfolio with respect to risk, cost control, governance, compliance, and performance objectives.
- Manage an outsourced team of IT Asset Analysts.

BP, London, UK

May 2018 - Aug 2018

SAM Service Delivery Manager

- Maintained and updated company SAM Standards and Operating Practices.
- Conducted formal assessments, gathered, interpreted, cleansed, modelled, and reconciled licensing and consumption data.
- Provided internal training, and guidance, and conducted compliance assessments against the standard.
- Defined internal central license management services.
- Advised on licensing and defined license allocation processes for centrally managed licenses within project teams.
- Collaborated with relevant IT teams, such as S&A and DS, to assess licensing requirements and propose effective options.
- Influenced and optimized the licensing strategy during contract negotiations, ensuring clarity and understanding of usage metrics.
- Contributed to the annual budget, and recoveries, and monitored financial spending against the plan.
- Made recommendations to optimize software assets.
- Managed preferred vendors and products within the service line.
- Led the onboarding process to achieve an Effective License Position (ELP) within the BP License Repository in collaboration with the SAM Cloud and Systems Manager.

IT Asset Manager Consultant

- Manage the entire hardware and software asset lifecycle, from requirement assessment to decommissioning.
- Track, record, and maintain assets within Remedy Force and Aspera SmartTrack, ensuring alignment with company policies.
- Engage with and oversee global relationships across various departments, including End User Computing, Global Service Desk, Desktop Support Engineers, Infrastructure Engineers, and Retail teams.
- Utilize device management tools like Remedy Force, Casper, AirWatch, and SCCM to extract essential reports.
- Establish structured asset refresh cycles and proactively forecast equipment needs for both office and in-store assets.
- Collaborate with retail and customer business functions to ensure seamless customer experiences.
- Liaise with software and hardware vendors, as well as managed service partners, to optimize hardware and software asset management.
- Reconcile entitlements with hardware/software inventory data to produce compliance summaries and gap analyses.
- Provide monthly and ad-hoc reports on asset management and effective license positions.
- Contribute to shaping software license standards and initiatives, particularly in regional contexts.
- Champion the full adoption of asset management-related requirements across the global business.

LEIDOS (LOCKHEED MARTIN)	SACM Licensing Manager	Apr 2016 - May 2017
NHS EAST & NORTH HERTS CCG	Software Licensing Auditor	Apr 2016 - Mar 2016
COMPUTACENTER	Software Licensing Manager	Oct 2015 - Dec 2015
AECOM	IT Asset Manager for EMEA & India	Apr 2015 - Oct 2015
PWC	Software Asset Manager Consultant	Aug 2014 - Feb 2015
Balfour Beatty Plc	SAM Sourcing Manager	Apr 2014 - Jul 2014
ATOS	Software Asset Manager Consultant	Jul 2013 - Jul 2014
JAGUAR LAND ROVER	Software Asset Management Specialist	Jun 2013 - Jul 2013
CAPITA	Configuration Management Analyst	Apr 2013 - May 2013
NHS NORTH CENTRAL	Transfer of Asset Lead	Oct 2012 - Nov 2012
FUJITSU TECHNOLOGY SOLUTIONS	Configuration & Software License Consultant	Jul 2012 - Oct 2012
ATOS	Software Asset Manager Consultant	Apr 2012 - Jun 2012
RESEARCH IN MOTION LTD	Global Asset Management Specialist	Apr 2011 - Mar 2012
ATOS	Software Compliance Analyst	Feb 2009 - Mar 2010
LOOMIS AB	Group Risk Administrator	Jul 2008 - Feb 2009
BAE SYSTEMS (DETICA)	Software Asset Administrator	Sep 2007 – May 2008

EDUCATION

University of Luton

- BSc Single Honors in Computer Science

KEY SKILLS

- **Core Strength:** Software Asset Management; Software Audits; Configuration Management; IT Asset Management, IT Procurement; Vendor Management; Contract Management; Project Management; Merger & Acquisition Activity; Compliance Reports; and ITIL.
- **SAM Tools:** Flexera Software (FNMP); Flexera One; ServiceNow SAM Pro; Snow License Manager; Aspera SmartTrack; ServiceNow and License Dashboard.
- **ITSM/CMBD Tools:** ServiceNow; FreshService; Cherwell Service Management; BMC Helix ITSM (formerly BMC Remedy; RemedyForce; Symantec IT Management Suite (formerly Altiris); Ivanti Service Manager (formerly LANDESK Service Desk); Zendesk.
- **Other Tools:** Tanium; Intune; SCCM; Casper; AirWatch Console; Centennial Discovery; Alchemy.

Additional Information

- Experience with managing software assets in a large and complicated organisation.
- Experience with CMDB and IT Asset Management Understanding of ITIL and ITSM Processes.
- Background in data analytics and knowledge of governance, risk, and control frameworks will be helpful.

CERTIFICATION

- Foundation Certificate in Software Asset Management Essentials
- PRINCE2 Foundation Certificate

INTEREST

- **Photography:** My passion for photography extends beyond mere interest; it's a pivotal aspect of my creative expression and visual storytelling. Through my lens, I capture the essence of moments, portraying emotions and narratives that resonate deeply with viewers.
- **Travelling:** I'm inherently drawn to the enriching experience of traversing the globe, immersing myself in diverse cultures, and embracing the beauty of unfamiliar landscapes. Each journey fuels my curiosity, broadens my perspective, and fosters a profound appreciation for the interconnectedness of humanity.