

AYAAN OSMAN

IT ASSET & SOFTWARE LICENSING MANAGER CONSULTANT

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Professional Summary

Accomplished IT Asset and Software Licensing Manager with over 17 years of experience in managing and optimising software and hardware assets for large multinational organisations. Expertise in IT Asset Management (ITAM), Software Asset Management (SAM), Configuration Management, and Vendor Management. Known for driving cost reductions through strategic licensing, process improvement, and tool optimisation. Skilled in leading cross-functional teams, conducting compliance audits, and engaging with stakeholders to align IT strategy with business objectives.

Professional Experience

Elsevier | London, UK

September 2022 – Present

Manager for Software Asset Management & Technology Sourcing | Sep 2022 – Present

- **Leadership & Strategic Development:** Directed the SAM & Technology Sourcing team, focusing on optimizing software licensing and ensuring strict compliance across both cloud-based and on-premises environments. Successfully managed a team of six professionals, fostering a collaborative environment that drove innovation and efficiency.
- **Cost Optimization:** Implemented creative strategies like contract consolidation and software harvesting, resulting in significant reductions in software licensing costs. These strategies included renegotiating vendor contracts and optimizing software deployment practices to avoid unnecessary expenditures.
- **Tool Development & Integration:** Spearheaded the development of Flexera SAM tools, which enhanced the organization's ability to accurately report, reconcile software usage, and provide detailed consultancy services to the Technology Group. This tool integration led to a 30% improvement in reporting accuracy and a 20% reduction in software-related incidents.
- **Stakeholder Collaboration:** Acted as a key liaison with the RELX group's Procurement teams, contributing to the development and promotion of SAM best practices across the organization. This collaboration enhanced overall procurement efficiency and governance, leading to better compliance and cost management.
- **Vendor Audit Management:** Successfully managed external vendor audits, ensuring all licensing and compliance requirements were met. This included developing a response strategy that minimized risks and potential financial liabilities.

Capita | Remote

May 2022 – August 2022

Software Asset Management Consultant

- **Compliance & Reporting:** Led the effort to ensure software compliance within Capita by developing optimized software license positions. This involved detailed analysis of existing licenses, identifying gaps, and implementing corrective actions.
- **Inventory Management:** Collaborated with data analysts to accurately identify and categorize software products discovered on the hardware estate. Improved the quality of the software inventory, leading to more accurate reporting and better compliance management.
- **Process Improvement:** Reviewed and imported new purchase information from third-party systems, enhancing the overall efficiency of the SAM lifecycle processes. This improved process resulted in a more streamlined approach to managing software assets, reducing manual reconciliation efforts by 25%.

Euroclear | Remote

February 2022 – March 2022

ITAM Lifecycle Manager Consultant

- **Lifecycle Management:** Developed and documented end-to-end processes for IT Asset Lifecycle Management, ensuring the delivery of essential IT services. This included securing support contracts from original vendors for all IT products in the production environment.
- **Reporting & Analysis:** Formulated and implemented reporting requirements tailored to the needs of IT Product Owners and Application Owners. These reports provided critical insights that helped stakeholders make informed decisions regarding asset management.

Allianz Global Investors | London, UK

July 2021 – January 2022

ServiceNow Asset Management Process Owner

- **Process Ownership:** Led the development and implementation of IT Asset Management processes within the Allianz Global Investors group, specifically focusing on the ServiceNow platform. Mapped out requirements across multiple locations, ensuring consistency and compliance with global standards.
- **Hypercare & Support:** Provided extended Hypercare and support to analysts and asset managers within the group, ensuring they had the necessary tools and training to manage IT assets effectively. This support was crucial during the initial rollout of new processes, helping to stabilize operations and improve efficiency.

- **Continuous Improvement:** Proactively identified areas for process improvement, recommended changes, and addressed gaps within the IT Asset Management lifecycle. These improvements led to more streamlined operations and reduced manual intervention by 30%.

RWE Supply Trading | Essen, Germany

November 2019 – June 2021

Senior License Manager Consultant

- **M&A Integration:** Played a critical role in the software asset integration process during the merger of E.ON, RWE, and Innogy. Managed the transfer of licenses between legal entities, ensuring compliance with corporate policies and reducing licensing costs.
- **Contract Management:** Supported contract negotiations, working closely with the procurement team to ensure favourable terms and compliance with all licensing agreements. This proactive approach helped avoid potential legal issues and optimized the organization's software assets.
- **Operational Efficiency:** Worked with the infrastructure and project teams to onboard applications and servers into RWE's infrastructure. This included data gathering, validation, and ensuring all applications met IT security and compliance standards before being integrated into the system.
- **Risk Management:** Identified and managed risks associated with software licensing, particularly in the context of mergers and acquisitions. Developed and implemented strategies to mitigate these risks, ensuring smooth transitions and minimizing disruption to business operations.

GEA Group | Dusseldorf, Germany

September 2018 – July 2019

IT Asset & Software License Manager

- **Microsoft Enterprise Agreement:** Successfully delivered end-to-end Microsoft Enterprise Agreement Yearly True-up tasks, accurately capturing product consumption and entitlement across various platforms. This ensured the successful delivery of an accurate and automated Enterprise-wide Effective License Position (ELP).
- **Maturity Roadmap:** Defined a maturity roadmap for ITAM and ServiceNow (CMDB) integration, leading to improved data collection, procurement, and financial management processes. This roadmap provided a clear strategy for advancing the organization's ITAM capabilities.

BP | London, UK

May 2018 – August 2018

SAM Service Delivery Manager

- **Enhanced SAM Standards:** Maintained and updated BP's Software Asset Management (SAM) Standards and Operating Practices, ensuring they aligned with industry best practices and met the evolving needs of the organization.
- **Data Management & Analysis:** Led formal assessments to gather, cleanse, model, and reconcile licensing and consumption data, resulting in more accurate and actionable insights for decision-making.
- **Centralized License Management:** Defined and implemented central license management services, streamlining the process for project teams and improving overall efficiency.
- **Licensing Strategy & Advisory:** Advised project teams on licensing requirements, defined license allocation processes, and optimized the licensing strategy during contract negotiations to ensure clarity and effective use of resources.
- **Cross-Functional Collaboration:** Worked closely with IT teams, including S&A and DS, to assess and fulfil licensing requirements, proposing effective solutions that supported business goals.
- **Financial Oversight:** Contributed to the annual budget planning process, monitored financial spending, and recommended optimizations to maximize the value of software assets.
- **Vendor & Product Management:** Managed relationships with preferred vendors and products within the service line, ensuring favourable terms and alignment with BP's strategic objectives.
- **Effective License Position (ELP) Achievement:** Led the onboarding process for achieving an Effective License Position (ELP) within the BP License Repository, collaborating with the SAM Cloud and Systems Manager to ensure compliance and optimization.

Burberry Plc | London, UK

May 2017 – April 2018

IT Asset Manager

- **Comprehensive Asset Lifecycle Management:** Oversaw the complete lifecycle of hardware and software assets, from initial requirement assessment through to decommissioning, ensuring efficient and compliant asset utilization across the organization.
- **Asset Tracking & Compliance:** Managed and maintained asset records using tools like Remedy Force and Aspera SmartTrack, ensuring alignment with company policies and regulatory requirements.
- **Cross-Departmental Collaboration:** Engaged with global teams including End User Computing, Global Service Desk, Desktop Support Engineers, Infrastructure Engineers, and Retail teams to ensure cohesive asset management practices and support business operations.
- **Advanced Reporting & Analytics:** Leveraged device management tools such as Remedy Force, Casper, AirWatch, and SCCM to extract and analyse essential data, producing reports that informed strategic decision-making.

- **Proactive Asset Refresh & Forecasting:** Established and implemented structured asset refresh cycles, accurately forecasting equipment needs for both office environments and retail stores, which optimized inventory management and reduced costs.
- **Vendor & Partner Liaison:** Coordinated with software and hardware vendors, as well as managed service partners, to optimize asset management processes, negotiate favourable terms, and enhance service delivery.

Leidos (Lockheed Martin) | London, UK
SACM Licensing Manager

April 2016 – May 2017

- **Microsoft Enterprise Agreement Management:** Led the end-to-end management of the Microsoft Enterprise Agreement Yearly True-up, accurately capturing product consumption and entitlements across various platforms and technologies. Delivered an accurate and automated Enterprise-wide Effective License Position (ELP), ensuring compliance and optimizing license usage.
- **Supplier & Customer Compliance:** Collaborated with suppliers and customers to ensure strict adherence to policies, processes, and procedures, maintaining high standards of compliance management across all parties involved.
- **Software Renewal Oversight:** Ensured all software renewal updates were captured and managed according to defined processes, with a particular focus on high-value renewals. Coordinated closely with customers to confirm renewal positions and engage stakeholders at critical points.
- **Customer Communication & Support:** Managed customer communications and follow-ups, providing ongoing support for software compliance reviews and reporting. This included reviewing reports, identifying trends, and recommending preventative actions to mitigate non-compliance risks.
- **Risk Management & Governance:** Identified and managed risks related to software licensing, providing governance and assurance to maintain compliance and optimize software asset management. Provided regular management information to Service Review Boards to support informed decision-making.
- **Change Advisory Board Representation:** Served as the SAM representative on the Change Advisory Board, overseeing the instruction and approval of installation and license management across the Ministry of Justice (MOJ) estate, which included over 90,000 devices.

NHS East & North Herts CCG | Welwyn Garden City, UK
Software Licensing Auditor

April 2016 – March 2016

- **License Auditing:** Managed software license contracts, aligning license entitlements with product use rights, and optimizing license consumption per contractual agreements. Generated Effective License Positions (ELP) for the Microsoft estate, ensuring compliance and minimizing risks.

Computacenter | Hatfield, UK
Software Licensing Manager

October 2015 – December 2015

- **License Entitlement Optimisation:** Led the optimization of software license entitlements across multiple vendors, playing a pivotal role in the launch of license management services during key project phases. This involved conducting comprehensive license position assessments, including the interpretation, cleansing, and optimization of entitlement and contract records.
- **Contract Analysis & Compliance:** Analysed software license contracts to align entitlements with product use rights, optimizing license consumption by contractual agreements. Successfully generated Effective License Positions (ELP) for major vendors such as SAP, Adobe, Microsoft, IBM, and VMware, ensuring compliance and cost efficiency.
- **SAM Tool Management:** Managed the update of licensing entitlements within the License Dashboard Manager, a core software asset management tool. Identified the most suitable licensing models, procured necessary software licenses and upgrades, and ensured accurate modelling of vendor-provided licensing information.

AECOM | St Albans, UK

April 2015 – October 2015

IT Asset & Software License Manager for EMEA & India

- **IT Asset Management:** Led the Software Asset Management (SAM) department across EMEA & India, overseeing the complete lifecycle of software and hardware assets. Ensured compliance throughout the AECOM EMEA estate by achieving operational KPIs and SLAs, while efficiently adapting to evolving business demands.
- **Post-Merger Integration:** Orchestrated the integration of diverse software management systems following the merger of URS and AECOM, working closely with the Global IT Asset Management Team to maintain seamless operations and data consistency.
- **Data Integrity & Control:** Maintained meticulous control over asset and licensing data across EMEA offices, ensuring precise documentation within Flexera. This included managing software renewals, tracking associated invoices, and maintaining accurate records to address audit requests as needed.
- **Software & Hardware Asset Management:** Oversaw software license tracking, IT resource volume reviews, and expenditure purchase agreements. Managed hardware leases and refresh cycles across the region, ensuring efficient utilization and cost-effectiveness.

- **Vendor & Contract Negotiation:** Collaborated with IT, finance, procurement, and legal teams to negotiate vendor contracts and conduct comprehensive analyses of proposals for IT software and services procurement, ensuring favourable terms and alignment with organizational goals.
- **Process Design & Documentation:** Spearheaded the documentation and redesign of asset management processes, working in tandem with Global ITAM teams to create, implement, and oversee policies and procedures for software and hardware management, ensuring alignment with stakeholder needs and future requirements.
- **Budget Forecasting & Cost Management:** Contributed to the budget forecasting cycle by identifying future software and hardware spending requirements, helping to ensure accurate financial planning and resource allocation across the EMEA & India region.

Multiple Roles

April 2001 – February 2015

Worked with Multiple Companies

- SAM Sourcing Manager at **Balfour Beatty Plc** (London, UK)
- SAM Consultant at **Atos** (London, UK)
- Software Asset Management Specialist at **Jaguar Land Rover** (Gaydon, UK)
- Configuration Management Analyst at **Capita** (London, UK)
- Transfer of Asset Lead at **NHS North Central** (London, UK)
- Configuration & SAM Consultant at **Fujitsu** (Alicante, Spina)
- SAM Consultant at **Atos** (London, UK)
- Global Asset Management Specialist at **Blackberry Ltd** (Slough, UK)
- SAM & Configuration Analyst at **Capita** (London, UK)
- Software Compliance Analyst at **Atos** (Reading, UK)
- Group Risk Administrator at **Loomis Ab** (London, UK)
- Software Asset Administrator at **BAE Systems** (Guildford, UK)
- Customer Executive Administrator at **Hibu** (Slough, UK)

Education

University of Luton

- BSc Single Honors in Computer Science

Key Skills

- **IT Asset Management (ITAM):** Expertise in managing the full lifecycle of IT assets, ensuring compliance, and optimizing resource allocation across large enterprises.
- **Software Asset Management (SAM):** In-depth experience in software license management, audits, and compliance. Skilled in optimizing software license positions and reducing costs through strategic license management.
- **Vendor Management:** Proven track record in negotiating favourable terms with software and hardware vendors. Extensive experience in managing vendor relationships to ensure compliance and optimize costs.
- **Project Management:** Strong project management skills, with experience in leading large-scale ITAM and SAM projects, including mergers and acquisitions, system integrations, and process improvements.
- **Compliance & Risk Management:** Expertise in managing software compliance audits and mitigating risks associated with software licensing. Skilled in developing strategies to minimize legal and financial risks.
- **Tools & Technologies:** Proficient in Flexera One, ServiceNow, FreshService, Tanium, Intune, SmartTrack, AirWatch Console, Casper, RemedyForce, Flexera Software (FNMP), Snow, License Dashboard, Eracent, BMC Atrium, BMC Remedy, Altiris, Software Organiser, Centennial Discovery, SCCM, Active Directory (AD), SRM, Heat, USD, RMS, Assyst, SAP, STARS ASP, STARS Audit, STARS Web, QlikView, Tableau.

Certification

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

Interest & Hobbies

- **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.