



## CSAM Certified Software Asset Manager

The IAITAM Certified Software Asset Manager (“CSAM”) Course is a foundational education program that ensures students are able to manage software assets. Students learn about the ever-changing variables throughout our industry. From software piracy and compliance issues to legislation and organizational challenges, it’s necessary to evaluate both the internal and external influences that bring about change in how organizations manage their IT assets. A successful Software Asset Manager must look at the overall goals of the organization and determine where Software Asset Management will be a strategic influence in achieving those goals.

During this course, students learn best practices in Software Asset Management, the “when” and “why” to question whether something should or shouldn’t be done, how to clearly identify goals, and how to quantify success with metrics. Software Asset Management (“SAM”) is the set of business practices that support the use of software within an organization and frequently involves a new view on how and why software traverses throughout the organization. SAM is currently considered a necessary business function by many organizations who view Software Asset Managers as key contributors to achieving their overall organizational goals and success. Some of these goals include:

- Reducing Risk
- Increasing Accountability
- Uncovering Savings
- Gaining Control of the IT Environment

### REAL WORLD ASSET MANAGEMENT

The CSAM Course represents the combined knowledge and understanding of the ever-changing software information, laws, and regulations. This information is collected and focused into an educational certification course that will equip students with the knowledge of new standards covering software applications as well as the severe penalties associated with not being aware or adhering to current and upcoming regulatory mandates.

It has never been more important that organizations have at least one individual whose focus and training is devoted and specialized in Software Asset Management. Organizations are able to actualize long term value and benefits that are derived from that specialization. Everything begins with the CSAM course and certification and is designed to provide a core function and foundation from which to build any ITAM program.

The CSAM Program itself has always been, and will continue to be developed by professional Software and Hardware Asset Managers who codify a number of existing IAITAM professional development programs. The CSAM Certification as produced by IAITAM has evolved over the past 10 years to encompass the changes experienced within the profession as well as adding notable credibility to any organization’s IT Asset Management Program.

The CSAM course consists of two days’ worth of instruction. The Certification test is designed around those two days and guide individuals within the profession to gain awareness of existing software regulations, the importance of adhering to the regulations, and how those regulations have an effect on every aspect of current and future business endeavors. Additionally, students learn the importance of a proactive stance when concerning software compliance as well as the steps necessary to achieve this end result.

Instruction is focused on Communication and Education, Policy, Procedures, Project Management, Software Assets, and Compliance Management. The CSAM instruction and related materials will bring to light the importance of a well planned and executed Software Asset Management Program.

CSAM conveys the same primary goal of educating IT Asset Management professionals in effective asset management, automation, and centralization best practices. This equates to a higher Return on Investment (ROI), compliance risk mitigation, and increased overall productivity.

### ◇ WHO SHOULD ATTEND

The two-day CSAM Course is designed for those individuals with minimal or entry-level experience in the field of Software Asset Management. It is essential learning for beginning IT Asset Managers and other IT professionals involved in asset management, resource budgeting, finance, software licensing, contract management and strategic planning.

### ◇ WHERE TO START: LET CSAM GUIDE YOU

This course exposes students to numerous concepts for ITAM that are relevant for both direct application and as a means of discussion for those persons who will implement, manage and direct ITAM initiatives for their organizations.

*The CSAM course consists of the following components:*

CSAM Course Manual

CSAM Course Presentation Slide Book

CSAM instructor daily presentation and interaction with attendees – administered in-person or online

Optional CSAM Comprehensive Online Examination necessary for achieving CSAM Certification

