Certified Software Asset Manager (CSAM)
Syllabus

Summary

During this course, you will 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 their overall organizational success. Some of these goals include:

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

To be successful, Software Asset Managers need to learn what the Software Asset Management business best practices are and how to implement and leverage those best practices in a way that is tailored to their organization.

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 education and training 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.

Students will also learn the importance of Software Asset Management in the current, dynamic ITAM environment. It has never been more important that there is at least one individual within an organization 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 is 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 Certification test is designed to 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.

The CSAM course consists of the following components:

- CSAM Course Manual
- CSAM Course Presentation
- CSAM instructor daily presentation and interaction with students – administered in-person or online
- CSAM Comprehensive Online Examination (This is necessary for achieving CSAM Certification)

This interactive and instructor-led course is available through both online instruction as well as in-person in a traditional classroom setting. The goal is for ITAM professionals to review existing organizational infrastructure and effectively enhance any Software Asset Management Program thus creating a mature program that meets global expectations.

As with all IAITAM courses, 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.

TOPICS COVERED INCLUDE:

- The Scope of Software
- Strategic License Management
- Software Harvesting
- License Documentation
- The Right to Audit
- Proactive vs. Reactive SAM
- Developing Goals
- Savings Opportunities
- ITAM Compliance
- Audit Letter
- Examples of License Data Documentation

- Compliance Enforcement
- Understanding the EULA
- Due Diligence for Compliance
- The Art of Negotiation
- Ts & Cs Advice
- ITAM Automation
- Selecting a Discovery Tool
- ITAM Repository
- Hardware & Organizational Impacts