

Software Asset Management Strategies Europe 2013 is only a few months away, and we've been busy behind the scenes building a fantastic conference agenda for our attendees.

Software Asset Management Strategies Europe 2013 provides a unique opportunity for your organization to connect face-to-face with the industry most influential Software Asset Management (SAM) and Software License Management (SLM) decision makers and vendors.

Taking place from the **26th to the 27th of September 2013** in the heart of Berlin, Germany, **we.CONECT** is inviting Managing Directors and leading Managers to the 2nd annual **SAMS Europe** conference in Berlin.

The **SAMS Europe** has now become one **of the leading conferences** for strategic approaches and challenges in the field of SAM and SLM and would be the perfect opportunity for you to **share** experiences and discuss about the current **challenges**, brand new **approaches** and **future trends**.

- **Registration for SAMS Europe 2013 is Now Open! Take Advantage of Our Early Bird Discount & Save €250 on Current Pricing!!**
- **Team Discount: Register as part of a team of 2 or more and you save another €100 per person. That's a possible savings of €350 on the current pricing for a Conference Pass!**

[MAIN UPCOMING TOPICS TO DISCUSS IN 2013](#)

- Structuring license agreements and company-wide coordination of software procurement processes to meet specific requirements
- Efficient management and reporting of software licenses
- Legal background, recent court decisions, national and international trends and tendencies
- IT-based enterprise SLM: From theory to working practice
- Tools, reporting solutions and licensing models under scrutiny
- Benefits and risks of using open source and used software
- Balancing over- and under-licensing
- Management of server licenses – Challenges and solutions
- Virtualization and software as a service – simplification or even more complexity?
- Impact of cloud computing in licensing
- Software asset and license management in dynamic and distributed enterprise environments
- Authorization and software metering in virtualized environments

Follow this link to download the complete agenda for the **SAMS Europe 2013**: <http://sams-europe2013.we-conect.com/en/preview/agenda/>

[REVIEW 2012](#)

- More than **80 participants** from over **50 companies** attended **SAMS Europe 2012** to discuss cutting-edge topics in the field of Software Asset Management and Software License Management.
- An exclusive format offering **24 extraordinary sessions: 11 Case Studies, 5 World Cafés, 5 Challenge your Peers Round Tables**, a wonderful **Evening reception** with the attribution of the **SAM Award** and one surprising **Icebreaker Session** the evening before the start of the conference.
- **Leading Business Partners** like **Flexera Software GmbH, Aspera GmbH, Dell Corporation Limited, iQuate and IT Governance Ltd.** showcased innovative and pioneering solutions for decision makers in the field of **Social Intelligence & Business Collaboration Management**.
 - ✓ *"Great new way of conference!"*
Sree Mukesh Lokanadham, Senior Configuration Manager, Unisys Global Services
 - ✓ *"New, refreshing conference structure and different than others."*
Gerrit Gipmans, Software License Manager, Bayer Business Services GmbH

- ✓ "Fresh, interactive, educational."
Kacey Weinberg, Market Communications, Aspera GmbH

QUANTIFY OF THE SAMS EUROPE 2012:

- **More than 50 Companies** based in **Germany, France, Denmark, Finland, Switzerland, the UK, Spain, the USA, Turkey, Ireland, Sweden, Austria, Poland, Italy, Belgium, the Netherlands and Norway**
- A vast majority (73%) of companies larger than 10 000 employees, such as **Adidas AG, GlaxoSmithKline Biologicals, Rolls-Royce Marine AS, Vattenfall Europe Information Services GmbH, Danish Defense IT Agency, etc.**
- The main industries/companies represented at the **SAMS Europe 2012** were:
 - Business Partner **18%**
 - Software/IT/Services **15%**
 - Pharmaceuticals/Biotechnology/Medical Device/ Cosmetics **14%**
 - Machinery/Equipment **10%**
 - Utilities **8%**
 - Financial Services **6%**
 - Government Agency/International Affairs **6%**
 - Aerospace/Automotive/Defense **6%**
 - Media/Telecommunications **5%**
 - Chemical/Petrochemical **4%**
 - Food/Beverages **3%**
 - Logistics/Supply Chain **3%**
 - Packaging/Containers **1%**
- **80** participants consisting of:
 - **9%** Board Member/Managing Director
 - **22%** Leader/Head of/Director
 - **69%** Manager/Senior Manager

TOP STORIES 2012

Short summaries of our best-rated speakers' presentations from the SAMS Europe 2012 conference:

Lene Bader, Director, Supplier Relationship Management, **Danfoss A/S / Denmark** presented on going from reactive compliance management to proactive software asset management. Mrs. Bader detailed how Software Asset Management was developed within Danfoss, moving from a SAM team making compliance management to anchoring SAM in the entire organization. Mrs. Bader then highlighted the challenges while integrating SAM with supplier and contract management, internal governance and life-cycle management. Finally, Mrs. Bader gave the audience a look at the issues in a global technology-oriented organization, illustrating the topic with the example of legal and cultural differences.

Pat Durkin, EVP International, **iQuate / Ireland** showcased the costs of virtualization and cloud computing. Mr. Durkin first dealt with how virtualization has made software licensing more complex and often led to costly licensing errors. The following topic focused on Oracle and the reputation it has gained of being an expensive technology to virtualize on platforms such as VM ware. As a consequence, companies avoid virtualizing Oracle and miss out on the significant benefits it can bring. Mr. Durkin concluded on the subject of accurate inventory data, mentioning that it is the key to successful cloud and virtualization projects for all types of software (including Oracle).

Jörg Stehlin, Global Project Lead IT Procurement, **Zurich Insurance Company Ltd. / Switzerland** focused his presentation on how to make Software Licensing Metrics work for you and your company. Mr. Stehlin first defined what Software Licensing Metrics are before highlighting which problems could occur in licensing, such as virtualization or processor definition. The next topic tackled was non-standard licensing, when using customized definitions. And finally, Mr. Stehlin concluded his presentation on licensing for backup and non-productive environments.

We are looking forward to welcome you at the SAMS Europe from the 26th to the 27th of September 2013 in Berlin.

Visit the conference homepage at <http://sams-europe2013.we-conect.com/en/> to find more details about the conference.

The **SAMS Europe 2013** online registration is now opened for the price of 2.499 Euro + VAT.

Follow this link to complete your registration: <http://sams-europe2013.we-conect.com/en/preview/register/>



With new tracks and workshops the conversations at SAMS Europe 2013 are expanding into all facets of Software Asset Management and Software License Management.

I'm excited about the event we have in store for you, and hope to see you in September in Berlin!

Katja Müller

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