IT Asset and Licensing Professionals to Gather at SAM Summit London

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London—The Software Asset Management (SAM) Summit returns to London Nov. 3-6, 2015, bringing together IT asset management (ITAM) and software licensing professionals for three days of training and networking. This year's event focus is on mastering two of the most complex software assets in any enterprise: IBM and Oracle.

The session lineup features speakers from Oracle and IBM as well as internationally recognized industry specialists and enterprise IT consultants to discuss the latest developments, tips and best practices. View the session details.

Every enterprise IT and software asset manager wants a better grip on IBM and Oracle, and the demand is growing.

David Fraser, a senior director with Oracle's License Management Services, told SAM Summit London conference attendees last year, "What we're seeing now is an absolute appetite to engage in a larger conversation to understand Oracle licenses on-site and in the cloud. Cloud licensing is still relatively new in the market and customers are working through their cloud strategy." Oracle representatives will be on hand this year to dive deeper in to Oracle in the cloud and present innovations in licensing.

Several significant IBM licensing developments occurred in just the last year, including updated terms and conditions, new options with IBM licensing in the cloud, and efforts to support standardized software ID tags as well as new technologies like Docker containers, according to SAM Summit speaker Antonio Gallotti (IBM).

The new format, a day-long, multi-speaker track (either IBM or Oracle) coupled with an intense classroom-style certificate program, is a unique opportunity for IT pros seeking high-quality instruction from seasoned professionals and publisher representatives.

SAM Summit has been the leading American conference for IT asset management and licensing professionals for the past 13 years. The annual Chicago event (July 11-13, 2016) attracts hundreds of IT professionals and earns high attendee reviews. "I always look forward to this summit. Topic presentations and materials are always spot on," said one attendee. "I love the networking and discussion in each session. Thanks for a great, must-attend conference," said another attendee. The SAM Summit London, now in its second year, focuses on Europe and its distinct SAM market.

The SAM Summit experience provides IT professionals with the knowledge they need to cut costs, make better decisions about the direction of their IT program, lower software compliance risks, promote value and evangelize the latest tools and techniques.

SAM Summit London will be held at the Queen Elizabeth II Conference Centre, London, and is sponsored by the International Business Software Managers Association, a nonprofit organization with nearly 8,000 members in more than 100 countries.

For more details on our speakers, sessions, exhibitors and events visit us online at SAMSummitLondon.com or follow us on Twitter at @SAMSummit_IBSMA or LinkedIn for the latest updates.

About IBSMA
The International Business Software Managers Association (IBSMA) is an international association of 8,000-plus business-focused software asset management (SAM) professionals working together to develop and promote SAM best practices and education. Visit IBSMA.com for details.

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