

## Are you confident that your information assets are being optimally deployed and managed?

Software licenses represent a significant investment by your firm to achieve operational excellence and effective competitiveness in the marketplace. If you've ever wondered about how to reduce the confusion and time involved in managing your organization's software assets, this executive briefing on Software Asset Management can help.

Software Asset Management, or SAM, is a comprehensive process that provides the structure necessary to manage, control and protect your organization's software through all stages of its lifecycle. SAM is essential to good governance, risk management and continued compliance with corporate accountability measures. A Software Asset Management strategy is mission critical in today's competitive business world.

### **Business benefits realized through SAM:**

- Enables a secure and reliable business environment.
- Optimizes software investments and deployment.
- Enhances strategic ability to plan for technological change.
- Determines where your software assets are installed and how they are utilized.
- Reduces inefficiencies and can eliminate unnecessary costs.

**Please join us** for an exclusive executive breakfast to address and discuss how Software Asset Management can help optimize your organization's investments, secure your infrastructure and build for the future. The presentation will be co-hosted by Microsoft ([www.microsoft.com/sam](http://www.microsoft.com/sam)) and Software Management Systems<sup>®</sup> ([www.swmanagementsystems.com](http://www.swmanagementsystems.com)).

 **Please RSVP by sending an email to [GSASAM@Microsoft.com](mailto:GSASAM@Microsoft.com), returning the enclosed fax form or calling 877-241-2543.**