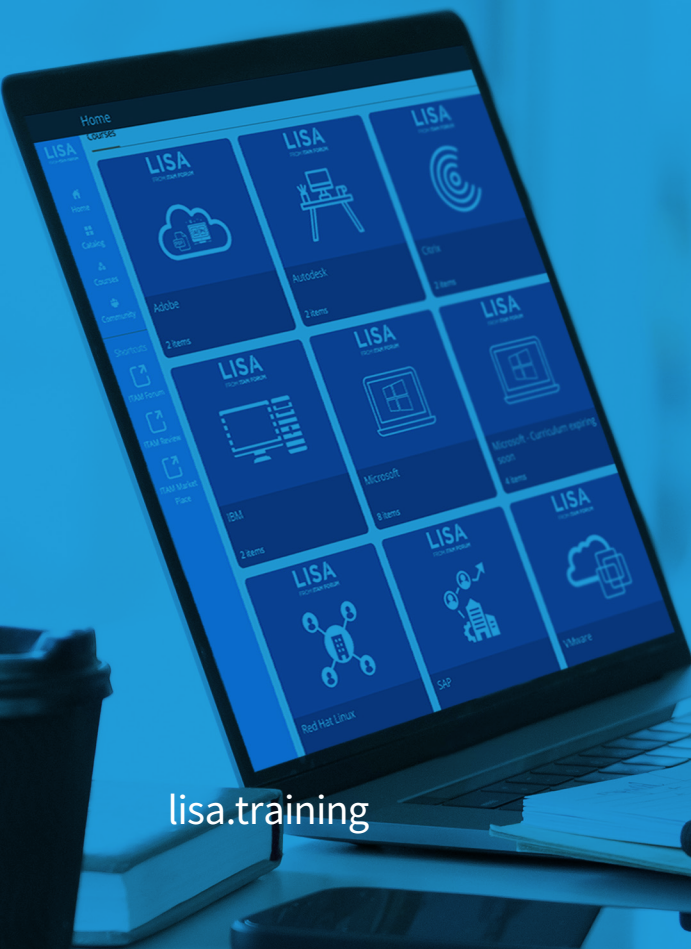


LISA

FROM ITAM FORUM

Course Catalogue 2025



lisa.training

Q1 2025

Welcome

Welcome to LISA!

LISA was founded in 2016 to fill a gap in the market for ITAM, SAM and licensing training.

We started in 2016 with the launch of our Practical ITAM course, which helps those relatively new to ITAM, SAM and licensing learn about the 12 elements of world-class ITAM. We now offer more than 50 courses (and counting!), covering ITAM disciplines, ITAM tools, ITAM concepts and software licensing.

We develop and provide a range of courses that meet the real-world needs of ITAM professionals. We work hard to be proactive with our topics and course development and to never get stale. Plain and simple.

Here's what you can expect when you study with LISA:

- Learn from industry-leading experts with decades of experience.
- Access regularly updated course materials that feature real-world scenarios.
- Enjoy an expanding range of courses and topics.
- Study when you want and from wherever you want with our flexible learning eco-system – live in-person, live online, and on-demand.
- Benefit from the world-wide LISA community of your peers – connect, seek guidance, and offer support.
- Gain certificates that recognise and celebrate your hard work and achievements.

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“I’ve found the LISA platform a real asset to my day-to-day work. Having the course content, exam, and certification in one platform and being able to return to exactly where you got to previously, when you’re busy, is invaluable.”



HELEN LEWIS
MORGAN SINDALL GROUP PLC.



Software Licensing

> Microsoft Essentials: Introduction to Microsoft

This course provides a comprehensive introduction to Microsoft. You'll also gain insights into products/services and learn the basic structure of different license and agreement models. It covers:

- Microsoft SaaS products
- Cloud and On-premise products
- Microsoft license models
- Microsoft agreement models
- Software Assurance



On-Demand



7 Modules



25 Minutes



Course Leader: Kelly Yip

> Microsoft Essentials: Microsoft Licensing

This course provides a deep-dive into how to license Microsoft software and services. Suitable for those new to Microsoft licensing, this course covers the fundamentals through to the more intricate details of licensing and agreements. It covers:

- Office 365/Microsoft 365
- Enterprise Mobility Suite (EMS)
- Dynamics 365
- Azure
- On-premise software
- Microsoft licensing programs



On-Demand



8 Modules



1 Hour 15 Minutes



Course Leader: Kelly Yip



Microsoft Licensing Certification Available

Software Licensing – continued

> Microsoft Advanced: Server Based Licensing

This course provides a detailed guide for the complexities of licensing Windows Server and SQL Server in an on-premise environment. You'll learn about the different versions/editions and how these impact different licensing models. It covers:

- Windows Server 2012
- Windows Server 2016, 2019 & 2022 (and beyond)
- Windows Server VM Licensing
- SQL Server 2008
- SQL Server 2012-2022 (and beyond)
- SQL Server Virtualisation
- Software Assurance

 On-Demand
  10 Modules

 1 Hour 3 Minutes
  Course Leader: Kelly Yip

 Microsoft Advanced Certification Available

> Microsoft Advanced: Power Platform

This course provides a full and detailed overview of the entire Power Platform range. You'll learn about the different subscription models available and how to navigate the lines between free and paid for usage. It covers:

- Power BI
- Power Apps
- Power Pages
- Power Automate
- Copilot Studio

 On-Demand
  8 Modules

 42 Minutes
  Course Leader: Kelly Yip

 Microsoft Advanced Certification Available

> Microsoft Advanced: Bring Your Own Licenses (BYOL)

Migrating to cloud can be a time consuming and costly process, and these challenges are only exacerbated by complex rules around licensing. The Microsoft Advanced Bring Your Own Licenses course will help you achieve better value from your existing license pool.

 On-Demand
  6 Modules

 35 Minutes
  Course Leader: Kelly Yip

Software Licensing – continued

> Microsoft Advanced: Azure

This course provides a comprehensive overview of the Azure platform and how to best utilise its services. It explores how to provision services, the benefits of reservations, and the Hybrid Use Benefit for SQL and Windows Server. It covers:

- SQL - Infrastructure as a Service
- SQL - Platform as a Service
- Hybrid Use Benefit for Windows Server & SQL
- Provisioning Services



On-Demand



8 Modules



25 Minutes



Course Leader: Kelly Yip



Microsoft Advanced Certification Available

> Microsoft Advanced: Optimise

This course thoroughly examines optimisation opportunities available and actively demonstrates how to achieve them. Using example data, it demonstrates different cost calculations across different server licensing models, highlighting how small changes can bring significant savings. It covers:

- M365/O365 Optimisation guidance
- Azure Cost Management
- Windows Server cost calculations
- SQL Server cost calculations



On-Demand



7 Modules



47 Minutes



Course Leader: Kelly Yip



Microsoft Advanced Certification Available

> Microsoft Licensing Statement

Explore the Microsoft License Statement (MLS) document, guiding you through normalisation and integration into your SAM tool. Using a real MLS document, we demonstrate data interpretation, key considerations, and methods to ensure accurate integration into your SAM solution.



On-Demand



7 Modules



2 Hours 45 Minutes



Course Leader: Kelly Yip

Software Licensing – continued

> Adobe: Essentials

Gain a comprehensive overview of essential Adobe Licensing information, including the broad range of buying programs and key license agreement terms.



On-Demand



5 Modules



35 Minutes



Course Leader: AJ Witt



Adobe Certification Available

> Adobe: Advanced

This course provides a comprehensive overview of essential Adobe Licensing information including company overview, buying programs, and key license agreement terms.



On-Demand



6 Modules



54 Minutes



Course Leader: AJ Witt



Adobe Certification Available

> Autodesk Licensing

Learn how to prepare an internal audit license balance report and how to transition effectively from multi-user licenses to Named User licenses. Learn best practices for managing a license compliance audit and what to expect when negotiating a new Enterprise Agreement or considering entering one.



On-Demand



8 Modules



1 Hour 3 Minutes



Course Leader: Mátyás Jula



Certification Available

> Citrix: Essentials

Gain a solid foundation for Citrix licensing. Learn buying programs and license agreement types.



On-Demand



5 Modules



45 Minutes



Course Leader: AJ Witt

> Citrix: Advanced

Understand Citrix license metrics, master compliance strategies, learn how to maximise cost savings, and be well-prepared to effectively manage licensing-related risks and audits.



On-Demand



5 Modules



52 Minutes



Course Leader: AJ Witt

Software Licensing – continued

> DocuSign Licensing

Learn how to prepare and deliver business reports, the DocuSign Enterprise Agreement, how to prepare cost centre and usage forecast reports, and what to pay attention to during contract negotiation.



On-Demand



4 Modules



24 Minutes



Course Leader: Mátyás Jula

> IBM: Essentials

This course is the gateway to understanding IBM licensing.

- Gain a comprehensive understanding of various IBM contracts and agreements (including the Client Relationship Agreement (CRA), International Program License (IPLA), Passport Advantage Agreements (PA)).
- Acquire foundational knowledge of IBM's standard metrics (such as Value Units, Capacity-Based metrics, and User-Based metrics).
- Explore cloud and virtualisation technologies, including containers.
- Discover critical considerations when licensing and utilising IBM software.



On-Demand



5 Modules



54 Minutes



Course Leader: Miriam Redding



IBM Licensing Certification Available

> IBM: Advanced

This course builds on the IBM: Essentials course.

- Discover the pre-Cloud Pak licensing model for Message Que (MQ), how Cloud Paks influence licensing and which Cloud Pak offerings include MQ.
- Learn about Cloud Paks, including Cloud Pak for Integration, Cloud Pak for Data, and others.
- Learn how WebSphere Application Server (WAS) is affected by different editions and Cloud Pak offerings, including conversion rates to Virtual Processor Cores (VPCs).
- Gain insights into InfoSphere products and the Information Server bundle.
- Understand the nuances of alternative licensing arrangements, including how they diverge from standard terms and metrics and usage implications.



On-Demand



6 Modules



1 Hour 35 Minutes



Course Leader: Miriam Redding



IBM Licensing Certification Available

Software Licensing – continued

> IBM: Sub-capacity & ILMT

The third course in our IBM series, it builds upon the foundational courses required to understand and master the complex landscape that is IBM licensing.



On-Demand



5 Modules



1 Hour 21 Minutes



Course Leader: Eric Chiu



IBM Licensing Certification Available

> IBM: ILS (IBM License Service)

This advanced course is the fourth in the IBM series, providing a solid understanding of Containerisation technology and IBM Container Licensing principles to support effective license management.



On-Demand



5 Modules



41 Minutes



Course Leader: Eric Chiu



IBM Licensing Certification Available

> Open Source Licensing

This course provides a comprehensive overview of open-source licensing, focusing on the key license types, their implications, and associated legal and compliance risks.



On-Demand



6 Modules



1 Hour 11 Minutes



Course Leader: AJ Witt

> Oracle: Essentials

Gain a comprehensive overview of Oracle, including its diverse product offerings, licensing models and metrics, product agreements, and support policies. This course is designed for Oracle beginners.



On-Demand



5 Modules



1 Hour 10 Minutes



Course Leader: Brian Lowinger



Oracle Licensing Certification Available

> Oracle: Licensing

Learn the fundamentals of Oracle Database licensing rules to better identify and avoid common non-compliance scenarios.



On-Demand



18 Modules



4 Hours 17 Minutes



Course Leader: Richard Spithoven



Oracle Licensing Certification Available

Software Licensing – continued

> Oracle: Java

Learn about the three key categories of risk associated with Oracle Java and how to effectively manage them.

	On-Demand		5 Modules
	1 Hour 2 Minutes		Course Leader: Roy Reijnen
	Oracle Licensing Certification Available		




> Oracle: Fusion Middleware

Understand the pivotal role Middleware plays in supporting the application stack and the challenges associated with its licensing. This course also covers how key Oracle Fusion Middleware programs/products (such as Forms and Reports, Internet Application Server, and WebLogic) are used and licensed. It also provides guidance on how to mitigate risks and optimise spend.

	On-Demand		13 Modules
	1 Hour 18 Minutes		Course Leader: Adrian Cristache
	Oracle Licensing Certification Available		





> Quest: Licensing Essentials

Gain a solid overview across a range of areas, from data management and protection to navigating an audit. Learn how to manage a Quest estate and track and report on Quest consumption.

	On-Demand		8 Modules
	30 Minutes		Course Leader: Kristy Hawkins
	Certification Available		

> Red Hat Enterprise Linux (RHEL)

Learn about Red Hat Enterprise Linux subscription rules, rights, grants, and restrictions in physical, virtual, and cloud platforms. This course also covers some of the key concepts about open source software vs proprietary vendors and how to track and report on Red Hat RHEL consumption.

	On-Demand		9 Modules
	55 Minutes		Course Leader: Rebecca Horton

Software Licensing – continued

> Salesforce: Essentials

This course covers 10 main areas:

1. Salesforce Ecosystem Overview
2. Clouds and Cloud Editions
3. Licenses and Right Functional Choice
4. Limits and Allocations
5. User Management and License Distribution
6. Identity Verification
7. Roles and Permissions
8. Personalisation and User-Specific Settings
9. AppExchange Apps Installation and Management
10. Salesforce Commercial Agreement and Pricing

	On-Demand		10 Modules
	2 Hours		Course Leader: Serge Koczanowski
	Certification Available		

> SAP: Essentials

Learn SAP licensing terms and concepts, the fundamentals of SAP licensing, and understand S/4HANA. In addition, gain an understanding of Indirect Access and Digital Access and how to identify when a third-party application requires further licensing.

	On-Demand		13 Modules
	2 Hours 9 Minutes		Course Leader: Becki Riall
	SAP Licensing Certification Available		

> SAP: Advanced

Gain an understanding of how SAP prices its licenses, the intricacies of a SAP audit, and how Named User licensing works. The S/4HANA conversion models is also discussed in detail.

	On-Demand		12 Modules
	3 Hours 45 Minutes		Course Leader: Becki Riall
	SAP Licensing Certification Available		

Software Licensing – continued

> VMware: Essentials

Gain an overview of VMware, key agreements, routes to purchase, common on-premise software titles, and licence metrics. This is a foundation-level course intended for VMware licensing newcomers.



On-Demand



6 Modules



1 Hour 22 Minutes



Course Leader: Barry Pilling



VMware Certification Available

> VMware: Advanced

Understand advanced licensing concepts, unusual metrics, and learn about VMware support (including VMware Skyline), product lifecycles, and VMware Cloud Services (both SaaS and IaaS).



On-Demand



5 Modules



1 Hour 26 Minutes



Course Leader: Barry Pilling








VMware Certification Available

ITAM Disciplines

> Introduction to Audit Defence

Learn what does and doesn't trigger a software audit and the skills and preparation needed to take control of the audit process.

	On-Demand		3 Modules
	1 Hour 46 Minutes		Course Leader: Kylie Fowler
	Certification Available		





> Audit Circle

Gain a practical guide to handling audits. This course focuses on the 'The Five Ps', a methodology our Course Leaders have used for years to successfully navigate audits.

	On-Demand		7 Modules
	31 Minutes		Course Leaders: Julia Veall, Rick Scheffer

> Contract Negotiation

Gain best practice guidance and learn how to negotiate across all aspects of the contracting process to help you effectively participate in commercial negotiations.

	On-Demand		9 Modules
	2 Hours 21 Minutes		Course Leader: Martin Chalkley

> Introduction to Software Licensing

This is an entry-level introduction to software licensing in the context of IT Asset Management.

	On-Demand		7 Modules
	1 Hour 50 Minutes		Course Leader: AJ Witt

> Building & Delivering an Asset Management Strategy

Learn how to develop an asset management strategy aligned to your organisation's goals, including tools and methodologies, metrics and KPIs, aligning to stakeholder expectations, and more.

	On-Demand		8 Modules
	1 Hour 25 Minutes		Course Leader: Mátyás Jula

> Introduction to ISO/IEC 19770-1





Gain a solid understanding of the intricacies of this ISO ITAM standard and its significance in steering the course of organisational management.

	On-Demand		7 Modules
	41 Minutes		Course Leader: Martin Thompson

ITAM Disciplines – continued

> HAM Practitioner





Gain fundamental knowledge about Hardware Asset Management and how to implement an effective HAM strategy. Topics include: HAM fundamentals, how to assess your HAM maturity level, planning, compliance, risk management, and more.

	On-Demand		19 Modules
	2 Hours 21 Minutes		Course Leaders: Martin Chalkley, Piotr Jurkiewics, Kyle Marks, Michael Rainer, Martin Thompson, Tom Watson

 Certification Available

> ITAD Foundation

Gain a full understanding of IT Asset Disposition (ITAD) from an ITAM perspective, enabling you to assess and improve your current disposition program, or, start from scratch.

	On-Demand		6 Modules
	2 Hours 28 Minutes		Course Leaders: Bob Johnson, Ryan Laber, Kyle Marks, AJ Witt

> PITAM Foundation

This course provides an independent view of ITAM best practices, processes, and technology.

	On-Demand		5 Modules
	1 Hour 8 Minutes		Course Leader: Martin Thompson

> PITAM Practical IT Asset Manager

Explore stakeholder engagement, complex dependencies, ITAM implementation phases, and how to reclaim assets. Gain the knowledge and skills to address inefficient asset utilisation, costly software license compliance issues, and inadequate risk management associated with IT assets. Learn solutions to common barriers, including difficulties in demonstrating the value of ITAM initiatives to stakeholders.





	On-Demand		12 Modules
	7 Hours 33 Minutes		Course Leader: Martin Thompson
	Certification Available		

ITAM Tools

> Flexera – Managing SaaS with Flexera One





Learn how to use Flexera One to optimise costs and gain visibility and actions:

- Discover SaaS apps purchased and used by your business units
- Collaborate with business owners to optimise subscriptions and consolidate contracts
- Track the value delivered by SaaS apps through proactively generated, easy-to-read usage reports
- Find redundant SaaS applications
- Secure invaluable data stored in SaaS apps
- Report on unsanctioned SaaS spend

	On-Demand		8 Modules
	1 Hour 5 Minutes		Course Leader: Steve Cowherd

> Flexera One ITAM Operations

Learn how to leverage the operational features of Flexera One, navigating the interface and delving into fundamental aspects of IT asset management, including licensing, procurement, contracts, assets, inventory and more.

	On-Demand		16 Modules
	6 Hours 7 Minutes		Course Leader: Steve Cowherd



> License Dashboard: SAM Essentials

Gain an overview of License Dashboard tools, portal, and the SAM Essentials programme – training and support to accelerate your SAM programme and maintain momentum.

	On-Demand		3 Modules
	30 Minutes		Course Leaders: James Bell, Adam Green, Leah Rawlings

> Xensam: Gaining Control of Your IT Environment




Learn how Xupervisor can give full visibility and control over the IT environment, allowing users to access and navigate data and reports produced from the Xearch agent and the Xync connector. Xensam's cloud-based, AI-powered platform has industry-leading software discovery capabilities, integrating data from the cloud, on-prem, and SaaS applications to provide total visibility of IT assets.

	On-Demand		11 Modules
	1 Hour 9 Minutes		Course Leader: Ali Anware

ITAM Tools – continued

> ServiceNow: Asset Management Overview

Gain a comprehensive understanding of ServiceNow's ITAM product family and the value proposition of ServiceNow's unified and integrated ITAM offering. Learn about the interactions between ITAM and ServiceNow products and features, such as CMDB and ESG, and third-party integrations, including SCCM.

 On-Demand	 6 Modules
 54 Minutes	 Course Leader: Matt Brazil

> ServiceNow: Hardware Asset Management

Acquire a fundamental understanding of the hardware asset management capabilities offered by ServiceNow. Explore how ServiceNow employs native and third-party discovery integrations to identify, reconcile, deduplicate, and enrich hardware asset data to enhance visibility and improve decision making. Learn to navigate the hardware asset lifecycle within the NOW platform, including key integrations with other parts of the platform like contract management and configuration management.

 On-Demand	 7 Modules
 47 Minutes	 Course Leader: Maria Marasigan-Leon

> ServiceNow: Software Asset Management

Gain a comprehensive overview of the capabilities and features of ServiceNow's SAM product offerings (Professional and Enterprise). Learn how ServiceNow can discover software installations (and SaaS consumption), ingests data from third parties, and then, normalizes the data. Learn how to add contracts and entitlements to the platform, publisher packs, and integrated and automated workflows.

 On-Demand	 7 Modules
 42 Minutes	 Course Leader: Hannah Kirzhner

> ServiceNow: Cloud Cost Management

This foundational course provides a comprehensive overview of ServiceNow Cloud Cost Management. Discover how Cloud Cost Management can help your organisation better control and govern your cloud spend across AWS, Azure, and Google while integrating with the broader NOW platform.

 On-Demand	 7 Modules
 47 Minutes	 Course Leader: Pedro Romero

ITAM Concepts

> Sustainable IT: Essentials

Learn what sustainable IT is, why it's important, key concepts, how to get started, how to build a sustainable IT Operational Program, and much more.



On-Demand



5 Modules



1 Hour 10 Minutes



Course Leaders: AJ Witt, Clare Hobby

> FinOps: Essentials

Learn how to manage cloud costs and effectively optimise technology investments. Gain insights into the foundational elements of the FinOps framework, essential data prerequisites, and the tools necessary for successful implementation.



On-Demand



5 Modules



1 Hour 23 Minutes



Course Leaders: Rich Gibbons,
Ryan Stefani

> ITAM for IaaS

This course focuses on cloud economics, containers, and managing license risk in new environments. Course content will grow with new technologies, trends, and vendors.



On-Demand



2 Modules



28 Minutes



Course Leader: AJ Witt

> ITAM for SaaS

This course defines SaaS for ITAM Managers and covers the differences between managing on-premises perpetual software and SaaS. It also provides an introduction to the people, processes, and tools needed for effective SaaS management.



On-Demand



5 Modules



2 Hours



Course Leader: AJ Witt

Course Leaders

Meet some of our trainers who are experts in their field and have decades of real-world experience.



Ali Anwar
Xensam Expert

Ali is the Certification and Training Manager at Xensam. He has more than 10 years of IT experience covering IT support, data intelligence, SAM, and training.



James Bell
ITAM Expert

James is a Senior ITAM Consultant with over a decade of experience in software and hardware asset management. He develops tailored ITAM strategies aligned with business goals, helping organisations maximise IT investments, optimise compliance, reduce costs, and mitigate risk.



Matt Brazil
ServiceNow Expert

Matt is a Senior Solution Consultant at ServiceNow. His certifications include: Certified Implementation Specialist for both Hardware and Software Asset Management, ITIL v4, ServiceNow Certified System Administrator, and AWS Cloud practitioner.



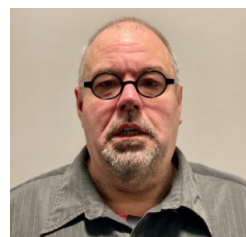
Martin Chalkley
ITAM Expert

Martin brings 25 years of experience in IT asset management, vendor management and commercial management & procurement. He's spanned diverse industries such as: oil and gas, clean energy, telecoms, government, charities, infrastructure, inc. work with Gartner. His consultancy and training work across the UK, Middle East, Australia, Africa, and West Asia, focus on value for money and risk reduction.



Eric Chiu
IBM Licensing Expert

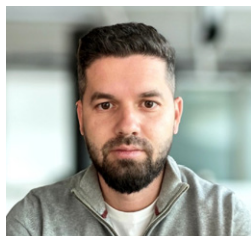
Eric began his SAM career as an IBM license compliance auditor in the early 2000's, conducting over 200 audits across the UK, Europe, and North America. Surprised by how often innocent non-compliance led to major penalties, he launched an independent SAM consultancy and coined the term "IBM audit defence." He now shares his experience with the ITAM community through LISA.



Steve Cowherd
Flexera Expert

Steve has managed software assets since the early 90s and has worked in many different aspects of ITAM. He started his Flexera career as a Principal Licensing Consultant before migrating to enablement where he remains to date.

Course Leaders – continued



Adrian Cristache

Oracle Licensing Expert

Adrian is a Senior Oracle Consultant and Project Manager with 12+ years of experience. He specialises in Oracle licensing and possesses technical expertise in Database, Middleware and Java programs.



Kylie Fowler

Audit Defence Expert

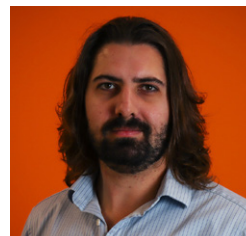
Kylie currently works as an independent consultant. She is skilled at leading vendor negotiations to drive outcomes that maximise IT investments and cost savings through efficient license management.



Rich Gibbons

Software Licensing Expert

Rich has more than 20 years of ITAM experience. He has a deep focus on ITAM, SAM, FinOps and GreenOps. He started his career in software sales and holds more than 20 certificates from the FinOps Foundation, AWS, and Microsoft, among others. He is known for his software licensing expertise, love of hip-hop music, and colourful shirts.



Adam Green

Licensing Expert

Adam has 10+ years' experience supporting vendor and customer-led compliance reviews, with expertise in Microsoft and Adobe and Autodesk lead licensing and audit practices. As the industry moves to subscriptions and the cloud much of the work now focuses on identifying cost savings through implementing ITAM best practice and helping organisations understand their estate and licensing.



Kristy Hawkins

Quest Licensing Expert

Kristy has 15+ years of ITAM experience covering roles with IAG, KPMG, Livingstone and most recently, Xcite Consulting. She is skilled in IT Strategy, Software Asset Management, Contract Management, and Risk Management.



Clare Hobby

Sustainability Expert

Clare leads purchaser engagement for TCO Certified, the worldwide sustainability certification for IT products. A global sustainability advocate for 20+ years, she empowers procurement and policymakers to act on environmental and social responsibility connected to IT.

Course Leaders – continued



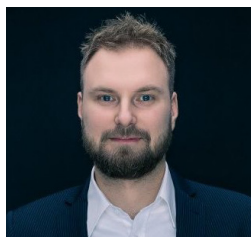
Rebecca Horton
Red Hat Licensing Expert

Rebecca is a 15+ year veteran of software sales, licensing, compliance, audit, and asset management. Currently, she is the Senior Director IBM & Red Hat with Anglepoint.



Mátyás Jula
Autodesk & DocuSign Licensing Expert

Mátyás is a Software Asset Manager at Deloitte, delivering global SAM services. He is the main reporting expert for engineering software and the Technical Lead of the SAM Service. During his career, he has held various SAM, IT Operations and Team Leader roles at Aegon/ Transamerica, Tata Consultancy Services, Kingfisher, and Hewlett-Packard.



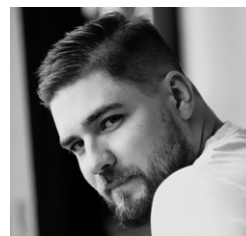
Piotre Jurkiewicz
Hardware Asset Management Expert

Piotre is a Hardware Asset Management Lead with EY. He has 20 years of ITAM experience. He has earned 10+ industry certifications, including PITAM, CSAM, CHAMP, CITAD, and ITL v.4 Foundation.



Hannah Kirzhner
ServiceNow Expert

Hannah is a Solution Consultant at ServiceNow specialising in IT Asset Management. She is a Certified Implementation Specialist for both ServiceNow Hardware Asset Management & Software Asset Management. She also has an ITIL v4 certification and Certified Hardware Asset Management Professional and Certified Asset Management Professional certification from IAITAM.



Serge Koczanowski
Salesforce Licensing Expert

Serge has more than 10 years of experience handling complicated Salesforce projects, as an architect and a solution consultant. He shares his knowledge of Salesforce best practices, non-trivial Salesforce solutions, and master integration techniques with customers across the globe.

Course Leaders – continued



Brian Lowinger
Oracle Licensing Expert

Brian is a Senior Consultant with SoftwareOne where he focuses on delivery of its Oracle Advisory Services. His experience includes: compliance risk mitigation, audit defense, unlimited license agreement (or ULA) certification, deployment optimisation, and cost savings strategies. Prior to SoftwareOne, Brian worked for Oracle as an auditor. He has 20 years of software industry experience.



Maria Marasigan-Leon
ServiceNow Expert

Maria is a Senior Solution Consultant at ServiceNow focusing on IT Asset Management. Previously, she worked as a Procurement Manager and Logistics Manager for a large publishing company. Her certifications include: ITIL, Certified Implementation Specialist in Hardware Asset Management Pro (CIS – HAM) and Software Asset Management Pro (CIS – SAM), Asset Management (CAMP), and Hardware Asset Management (CHAMP).



Kyle Marks
Hardware Asset Management Expert

Kyle is a seasoned CEO and ITAD consultant, specialising in helping organisations effectively manage their retired computer equipment. He is the owner of Retire-IT a value-added reseller of ITAD services. He has earned a CHAMP certification and an MBA from Harvard Business School.



Barry Pilling
VMWare Licensing Expert

Barry has worked in the ITAM industry for 14 years and specialises in licensing software for datacentres and cloud technology platforms. His deep knowledge of vendors, such as VMware, Microsoft, and IBM, has helped numerous clients to optimise and realise savings.



Michael Rainer
ITAM Expert

Michael is a highly skilled professional with a thorough understanding of asset management strategies, processes, practices, and industry trends.

Course Leaders – continued



Leah Rawlings
SAM Expert

Leah is a Senior SAM Consultant at License Dashboard who collaborates closely with a diverse portfolio of clients, including License Dashboard's SAM Essentials customers. Leah helps customers maximise the value of their software investments by optimising assets efficiently and cost-effectively.



Miriam Redding
IBM Licensing Expert

Miriam is known for her expertise in SAM and IBM contract negotiations and licensing. She is also the Founder and Director of Navigate Clear, where she offers expert guidance in the software advisory realm.



Becki Riall
SAP Licensing Expert

Becki works as a Senior SAP Licensing Consultant at JNC, a specialist SAP Licensing and Security Consultancy.



Pedro Romero
ServiceNow Expert

Pedro is a Solutions Consultant with ServiceNow, helping customers and prospects to understand the full capabilities of ServiceNow products. He has 5+ years of IT experience. He holds an ITIL v4 Foundation certificate and a Certified System Administrator certificate from ServiceNow.



Rick Sheffer
Audit Defence Expert

Rick is the Global Head of Enterprise Asset Management at Wolters Kluwer. He has spent close to 25 years within the IT sector. He is a Certified Snow Professional and has earned the Lean Six Sigma Black Belt and CSAM certifications.



Ryan Stefani
ITAM Expert

Ryan has more than 15 years of IT Asset Management experience. He excelled as an ITAM practitioner in the financial services industry, specialising in SAM, HAM, contract and vendor management, procurement, software compliance, and ITSM implementations.

Course Leaders – continued



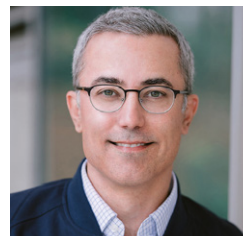
Martin Thompson
ITAM Expert

Martin is the founder of LISA. On a voluntary basis, he is the Chief Agitator at the Campaign for Clear Licensing, a contributor to the ISO ITAM Standards Committee (which develops the ISO/IEC 19770 family of standards), and is a board member of Free ICT Europe, which supports the ICT secondary market.



Julia Veall
ITAM Expert

Julia is Senior Manager for Asset Management at Vodafone, leading the VOIS SAMaaS offering across markets. With 30+ years in the IT industry she is a highly experienced ITAM and Service Delivery Manager, she brings extensive experience from major corporates. Her focus is on building strong teams, driving change strategies, and delivering business value.



Tom Watson
ITAM Expert

Tom has more than 20 years of IT experience. He founded AMI in June 2003 to provide enterprise asset tracking solutions, consulting, software development, product design and architecture, with a focus on data collection processes and technology.



AJ Witt
ITAM Tools Expert

AJ has worked in IT for 20 years. He has practical, hands-on experience of ITAM tools and a deep understanding of discovery and inventory techniques. He trains ITAM professional on ITAM tools, virtualisation, containerisation, cloud, and SaaS.



Kelly Yip
Microsoft Licensing Expert

Kelly works for the ITAM Forum as an ITAM Thought Leader and Advisor. Prior to the ITAM Forum, she spent eight years with Flexera and close to five years with Microsoft. She holds Certified Snow Administrator and Certified Snow Specialist 070 certificates.

Contact us

Are you ready to advance your ITAM career?

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