

# LISA

FROM ITAM FORUM

## Course Catalogue September 2024



# 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 35 courses (and counting!), covering ITAM disciplines, ITAM tools 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 always 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 on-line, and on-demand.
- Benefit from the world-wide LISA community of your peers – seek and provide help and support.
- Gain certificates that recognise and celebrate your hard work and achievements.

# Contents

Welcome	02
Certificates	04
Software Licensing	06-12
ITAM Disciplines	13-17
ITAM Tools	16-17
Course Leaders	18-22
Contact us	23

“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.



# Available Certificates

## > Autodesk Licensing

 On-Demand   
  7 Modules  
 90 Minutes   
  Course Leader: Mátyás Jula





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## > Intro to Audit Defence

 On-Demand   
  3 Modules  
 120 Minutes   
  Course Leader: Kylie Fowler

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## > HAM Practitioner

 On-Demand   
  18 Modules  
 150 Minutes   
  Course Leaders: Martin Chalkley, Piotr Jurkiewics,  
 Kyle Marks, Michale Rainer, Martin Thompson,  
 Tom Watson

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## > Microsoft Essentials: Microsoft Licensing





 On-Demand   
  8 Modules  
 75 Minutes   
  Course Leader: Kelly Yip

## > Oracle: Essentials

 On-Demand   
  3 Modules  
 79 Minutes   
  Course Leader: Brian Lowinger

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## > Oracle: Licensing

 On-Demand   
  12 Modules  
 257 Minutes   
  Course Leader: Richard Spithoven

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## > Oracle: Fusion Middleware

 On-Demand   
  11 Modules  
 85 Minutes   
  Course Leader: Adrian Cristache

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## > Oracle: Java

 On-Demand   
  3 Modules  
 45 Minutes   
  Course Leader: Roy Reijnen





# Available Certificates – continued

## > Oracle: Java

 On-Demand   
  3 Modules  
 45 Minutes   
  Course Leader: Roy Reijnen





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## > Salesforce

 On-Demand   
  10 Modules  
 120 Minutes   
  Course Leader: Serge Koczanowski





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## > PITAM Practical IT Asset Manager

 On-Demand   
  12 Modules  
 720 Minutes   
  Course Leader: Martin Thompson

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## > SAP Licensing





 On-Demand   
  15 Modules  
 160 Minutes   
  Course Leader: Becki Riall

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## > Quest: Licensing Essentials

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

## > SAP: Advanced



 On-Demand   
  12 Modules  
 227 Minutes   
  Course Leader: Becki Riall

# 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  4 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

 75 Minutes  Course Leader: Kelly Yip

 Certification Available

## > 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



 63 Minutes  Course Leader: Kelly Yip

# Software Licensing – continued

## > 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  7 Modules

 42 Minutes  Course Leader: Kelly Yip

## > 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: 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

# 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   
  3 Modules  
 35 Minutes   
  Course Leader: AJ Witt

## > 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   
  7 Modules  
 90 Minutes   
  Course Leader: Mátyás Jula  
 Certification Available

## > Citrix: Licensing 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 Licensing

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  
 45 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
  3 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  
 45 Minutes
  Course Leader: Miriam Redding

## > 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
  4 Modules  
 88 Minutes
  Course Leader: Miriam Redding

# Software Licensing – continued






## > 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  3 Modules
-  79 Minutes  Course Leader: Brian Lowinger
-  Certification Available






## > Oracle: Licensing

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

-  On-Demand  12 Modules
-  257 Minutes  Course Leader: Richard Spithoven
-  Certification Available






## > Oracle: Java

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

-  On-Demand  3 Modules
-  45 Minutes  Course Leader: Roy Reijnen
-  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  11 Modules
-  85 Minutes  Course Leader: Adrian Cristache
-  Certification Available

# Software Licensing – continued

## > 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  8 Modules

 60 Minutes  Course Leader: Rebecca Horton

## > Salesforce

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






 120 Minutes  Course Leader: Serge Koczanowski

 Certification Available

# Software Licensing – continued






## > SAP Licensing

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   
  15 Modules  
 160 Minutes   
  Course Leader: Becki Riall  
 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  
 227 Minutes   
  Course Leader: Becki Riall  
 Certification Available

## > 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   
  4 Modules  
 78 Minutes   
  Course Leader: Barry Pilling

## > 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  
 78 Minutes   
  Course Leader: Barry Pilling

# ITAM Disciplines





## > Intro 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  
 120 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
  5 Modules  
 60 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  
 90 Minutes
  Course Leader: Martin Chalkley

## > Intro to Software Licensing

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

 On-Demand
  6 Modules  
 120 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
  12 Modules  
 90 Minutes
  Course Leader: Mátyás Jula

## > Intro 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  
 45 Minutes
  Course Leader: Martin Thompson

# ITAM Disciplines – continued

## > 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

 83 Minutes  Course Leaders: Rich Gibbons, Ryan Stefani

## > 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  18 Modules

 150 Minutes  Course Leaders: Martin Chalkley, Piotr Jurkiewics, Kyle Marks, Michale Rainer, Martin Thompson, Tom Watson

 Certification Available

## > 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

 65 Minutes  Course Leaders: AJ Witt, Clare Hobby

## > 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

 360 Minutes  Course Leaders: Bob Johnson, Ryan Laber, Kyle Marks, AJ Witt

# ITAM Disciplines – continued






## > PITAM Foundation

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

 On-Demand   
  5 Modules  
 90 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  
 720 Minutes   
  Course Leader: Martin Thompson  
 Certification Available

## > 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   
  4 Modules  
 31 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  
 60 Minutes   
  Course Leader: AJ Witt

# 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

 60 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: Dive into Xupervisor

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

 68 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  4 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  5 Modules

 45 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  5 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

# Course Leaders

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



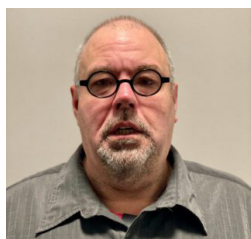
**Ali Anwar**  
**Xensam Expert**

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.



**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.



**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.



**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**  
**ITAM 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.

## Course Leaders – continued



### **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.



### **Rebecca Horton**

#### **Red Hat Licensing Expert**

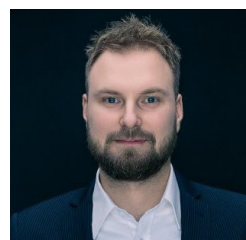
Rebecca is a 15+ year veteran of software sales, licensing, compliance, audit, and asset management. Currently, she is the Senior Director IBM & Red Hat with Anglepoint.



### **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 ITIL 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.

## Course Leaders – continued



**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.



**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.

## Course Leaders – continued



**Michael Rainer**  
**ITAM Expert**

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



**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 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.



**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.

## Course Leaders – continued



**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 professionals 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

[lisa@itassetmanagement.net](mailto:lisa@itassetmanagement.net)

<https://lisa.training/>

## 10 great reasons to choose LISA

- 1 Up-to-date, applicable content
- 2 Training delivered by industry experts
- 3 Continually expanding range of courses
- 4 Hybrid learning environment – on-demand, live online, live in-person
- 5 24/7 access to courses and content
- 6 Deep-dive, in-person licensing workshops
- 7 Online community so you can get help and give help
- 8 Certificates to celebrate your achievements
- 9 Free tickets to Wisdom events
- 10 One license provides access to all courses and content

“I love the way you can access ITAM and SAM training in bite-size chapters... all delivered by the industry’s leading experts.”



MICHAEL RAINER  
MANAGER SOFTWARE ASSET MANAGEMENT,  
NBN

**LISA**  
FROM ITAM FORUM

ITAM Review Learning Ltd, Fairview House, 43 Bath Road,  
Old Town, Swindon SN1 4AS, United Kingdom