



September 9-11

Virtual Conference Agenda

Wednesday September 9, 2020	
8:45am– 9:15am ET	Start Your Day with A New Vision Hal Elrod's Miracle Morning Life Savers Overview Keith Minick Eracent Hall
9:15am - 9:45am ET	Coffee Connect Jimmy Yeary Eracent Hall
10:00am - 12:00pm ET	Track Session
Data Eracent Hall	Itam's 360 Degree View of your Organization William Choppa & Paul "Doc" Burnham Eracent
10:00am - 11:00am ET	Track Sessions
ITAM Flexera Auditorium	The Evolving Responsibilities of ITAM Cyndi Tackett Flexera
SAM PlanITROI Learning Center	Discovery- The Basis for Successful SAM Sumin Tchen Belarc
Best Practices SoftwareONE Learning Center	10 Pitfalls to Avoid during a SAM Implementation Rebecca Wannamaker Aspera
People ServiceNow Learning Center	Building Interdependent Culture with Agile and Design Thinking Ludmila Kantova IBM
Risk Management Anglepoint Learning Center	Asset Strategy Management - Connecting Reliability Strategies to Work Execution Jason Ballentine Arms Reliability
Usage IAITAM Theater	Smarter SaaS Phil Hames TBSC
11:15am - 12:15pm ET	Track Sessions
Mobile Flexera Auditorium	New Insights to Mobile Disposition, Maximizing Value and Lowering Risk Ryan Laber Cascade Asset Management
Best Practices PlanITROI Learning Center	On Being like 'Goldilocks' for Your ITAM Policy Management! Leslie June



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Case Study SoftwareONE Learning Center	Case Study: Accelerating your SAM Maturity Level Harman Devansh Software ONE
ITAM ServiceNow Learning Center	Take Charge of your Evolving Environment Jillian Salamon Quest Software
Licensing Anglepoint Learning Center	Six Keys to Success in Your Salesforce Contract Scott Bickley Info-Tech Research Group
SAM IAITAM Theater	Stop Spending Unnecessary Costs on Oracle Support Richard Spithoven B-lay
12:15pm - 2:00pm ET	Lunch Exhibit Hall Hours
2:00pm - 4:00pm ET	Track Session
Best Practices Eracent Hall	Starbucks: Building your ITAM community one cup at a time Bo Guilbeault Starbucks
2:00pm - 3:00pm ET	Track Sessions
Security Flexera Auditorium	ITAM Best Practices. The foundation for a successful cybersecurity program Jose Carrillo JAC Blue
ITAM PlanITROI Learning Center	Planning for the "New Normal" Paul Baum PlanITROI
Case Study SoftwareONE Learning Center	The Future of Software Asset Management (SAM) is SaaS Management Eric Christopher Zylo
Emerging Tech ServiceNow Learning Center	ITAM in the Age of Blockchain Jeremy Boerger Boerger Consulting
Cloud Anglepoint Learning Center	IT & Cloud Usage Optimization through Data Driven Insights Rich Reyes Connor Consulting Corp
Security IAITAM Theater	Overlooked Data Breach Risks: The New Age of Hardware Hacking John Shegerian ERI
3:30pm-4:30pm ET	Track Sessions



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Virtualization Flexera Auditorium	Straight Talk on Oracle Licensing and Licensing Trends Michael Corey and Dean Bolton LicenseFortress
Best Practices PlanITROI Learning Center	Microsoft's approach on how to build your Governance program to mitigate Risk and drive improved Software Lifecycle Management Patrick Graff Microsoft
Audit SoftwareONE Learning Center	Quest Software Audits Kristy Hawkins Xcite Consulting
SAM ServiceNow Learning Center	Keeping your SAM Program Flexible Mike Temple ServiceNOW
Best Practices Anglepoint Learning Center	Overcoming the Pitfalls of Doing it Yourself Rike Sandlin Rivervista Partners
Disposal IAITAM Theater	Asset Disposition Tips Renee Lottes & Mamta Modha Accenture
4:30pm-5:30pm	Specialty Event
Eracent Hall	Cooking with Bill

Thursday September 10, 2020

8:45am– 9:15am ET	Start Your Day with A New Vision Sometimes a thing is impossible...Until it is actually done Andy Andrews Eracent Hall
9:15am - 9:45am ET	Coffee Connect Jimmy Yeary Eracent Hall
10:00am - 12:00pm ET	Track Session
Best Practices Flexera Auditorium	Tuning your Program for Success Walter Darrough Flexera
10:00am - 11:00am ET	Track Sessions



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Program	<p>Eracent Hall</p> <p>Creating an ITAM Program with Nothing!</p> <p>Stephanie Baerenwald</p> <p>SKYGEN USA</p>
People	<p>PlanITROI Learning Center</p> <p>ITAM and COVID-19, the new normal</p> <p>Bill Talbot</p> <p>Influx Consulting</p>
Negotiation	<p>SoftwareONE Learning Center</p> <p>Vendor Negotiation Strategy: Simulation of License Agreement with Usage Data</p> <p>Hans Graebener</p> <p>OpenIT</p>
Data	<p>ServiceNow Learning Center</p> <p>Legislation Labyrinth: Navigating Global Privacy Laws Along the Asset Lifecycle</p> <p>Fredrik Forslund</p> <p>Blanco</p>
Software License	<p>Anglepoint Learning Center</p> <p>Basics of Licensing Microsoft SQL Server and Windows Server</p> <p>Ken Shaw</p> <p>Belarc</p>
Licensing	<p>*Prerecorded Session</p> <p>IAITAM Theater</p> <p>Microsoft Software on dedicated Hosted Cloud Services</p> <p>John Grubb</p> <p>Software Advocates</p>

11:15am - 12:15pm ET

Track Sessions

Program	<p>Eracent Hall</p> <p>The Program of the Future: The Changing Discipline of SAM</p> <p>Beth Kaminski</p> <p>Dart Container Corp</p>
Risk Management	<p>PlanITROI Learning Center</p> <p>Data Destruction around the Globe and New Threat Vectors</p> <p>Dag Adamson</p> <p>Destroy Drive</p>
SAM	<p>SoftwareONE Learning Center</p> <p>The Secret Sauce: How to Drive Superior SAM Results with limited Resources</p> <p>Nichole Williams</p> <p>Aspera</p>



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Usage ServiceNow Learning Center	Best Practices for Optimizing Your Software Assets Linda Cole Open IT
Best Practices Anglepoint Learning Center	5 Essential Principles to Building Best in Class SAM Michael Swanson ISAM
Case Study *Prerecorded Session IAITAM Theater	Anatomy of a SaaS Optimization Engagement and Shadow IT Discovery John Tomeny ITAM Partners LLC
12:15pm - 2:00pm ET	Lunch Exhibit Hall Hours
2:00pm - 4:00pm ET Eracent Hall	Track Session IMUG
2:00pm - 4:00pm ET	Track Session
Best Practices Flexera Auditorium	Turning Dysfunctional ITAM into World Class Solutions Rob Rosenthal NYC Dept of Sanitation
Licensing PlanITROI Learning Center	Getting more out of your IBM Contracts: An Alternative Path Frank Venezia & Javier Moreno Ernst & Young/ IBM
SAM SoftwareONE Learning Center	Pragmatic Approach to Develop a SAM Business Case Balram Pandey Ernst & Young
Financial ServiceNow Learning Center	Leveraging SAM Data Into Value through Centralized IT Procurement Alan Bain ISAM
Licensing Anglepoint Learning Center	Modernize your Microsoft Licensing for the Cloud Era Aadil Nanji Info-Tech Research Group
Process *Prerecorded Session IAITAM Theater	Adapting to Uncertainty: Your Role in Embracing New Ways of Working Victoria Barber Snow



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3:30pm-4:30pm ET	Track Sessions
Program Flexera Auditorium	Evolving ITAM into IT Spend Management Daniel Galecki
Other PlanITROI Learning Center	Why is there so much fake news in the ITAM space? Craig Guarente Palisade Compliance and Paliversity
SAM SoftwareONE Learning Center	Achieving Greater Value with Agile Software Asset Management Sean Robinson License Dashboard
Best Practices ServiceNow Learning Center	Hardware Asset Management: The Power of One Platform Eric Martinez ServiceNOW
Tools Anglepoint Learning Center	Selecting and Implementing an ITAM tool Andrea Anderson Xcite Consulting
People *Prerecorded Session IAITAM Theater	Lead the Pro Football Way Mark Oristano Mark my Words

4:30pm-5:30pm

Specialty Event

Eracent Hall	International Bartending Class
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8:45am– 9:15am ET	Start Your Day with A New Vision BREATHE Dr. Stephen “Rocco” Milano Eracent Hall
9:15am - 9:45am ET	Coffee Connect Jimmy Yeary Eracent Hall
10:00am - 11:00am ET	Track Sessions
Disposal Eracent Hall	To Pay or Not to Pay Kyle Marks ITAD Central



September 9-11

Virtual Conference Agenda

Friday September 11, 2020

Best Practices	Why ITAM Matters - Building a Solid IT Asset Management Foundation Todd Hogan Network Consulting Services Inc
PlanITROI Learning Center	
Disposal	Back to the Basics and Beyond- What is in the future for ITAD? Ann Hughes MRK Group Ltd
SoftwareONE Learning Center	
Best Practices	Turning Dreams Into Digital Businesses Patrick Graff Microsoft
ServiceNow Learning Center	
SAM	SAM is the data enabler for your business Christopher Winter Ernst & Young
Anglepoint Learning Center	
11:15am - 12:15pm ET	Track Sessions
Data	Information Overload: What Data is Essential and What's Nice to Have? William Choppa & Paul "Doc" Burnham Eracent
Eracent Hall	
Security	There's a lot to Lose When Shredding Your Hard Drives Neil Peters-Michaud Cascade Asset Management
Flexera Auditorium	
Disposal	How Your Retired IT Assets Are Helping 20 Million Students Learn Paul Baum PlanIT ROI
PlanITROI Learning Center	
Program	Shift Your Company's Culture One Process At A Time Annaliza Bradley
SoftwareONE Learning Center	
Audit	Physical Inventory an Agile Approach Angelo Rivera KPMG
ServiceNow Learning Center	
SAM	The Role of ITAD in Data Security Ed Pletner Avritek
Anglepoint Learning Center	
12:30pm - 1:30pm ET	Track Sessions
Risk Management	Risks to Consider: From Oracle On-Premise to Orcale Cloud Max Ablimit Tarim Consulting
Eracent Hall	



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Disposal Flexera Auditorium	Interactive Discussion – Addressing the Unique ITAD Needs of Today’s Remote Workforce Josh Humm and Sean Jarosh Dynamic Lifecycle Innovations
Procurement/Vendor Management Flexera Auditorium	The Mysteries of ITAD- The Questions You Don't Ask Your ITAD Vendor, and the Answers Very Few Can Give You Rike Sandlin Rivervista Partners
Best Practices PlanITROI Learning Center	3 Keys to Optimizing SaaS in Today’s Environment Kim Weins Flexera
Best Practices SoftwareONE Learning Center	Delivering Software Asset to User Constraint's Howard Magill RoadMap Technologies
Disposal ServiceNow Learning Center	R2 and E-Stewards, The Fork in the Road Robert Akers

The Perfect Vision for Your Business