



Federation of Indian Chambers of
Commerce and Industry

Mahratta Chamber of Commerce
Industries and Agriculture



Invitation to participate in Leadership Program in Software Asset Management

We are delighted to invite you for the “Leadership in Software Asset Management (SAM)” Program, an initiative by the Business Software Alliance (BSA) and FICCI Western Regional Council with the support of Department of Industries, Government of Maharashtra as per the following schedule:

Day, Date	Friday, 12th March, 2010
Time	10.00 a.m. to 1.30 p.m.
Venue	Finolex Board Room, B Wing- 5th Floor, MCCIA Trade Tower, Senapati Bapat Road, Pune

This program is a part of the “Progressive Maharashtra” project, which is a joint initiative of FICCI with the Government of Maharashtra and MACCIA, aimed at uplifting the economic progress of Maharashtra in all areas of its development.

The objectives of this meeting are as follows:

- To help companies achieve good levels of IT Governance Standards by making them understand, learn and imbibe the principles of managing their software assets more effectively and efficiently
- To assist in providing effective support for IT departments in continuing compliance with legal and contractual requirements and to demonstrate good IT governance.

For your knowledge and information, Software Asset Management is a business practice that involves optimizing the purchase, deployment, maintenance, utilization, and disposal of

software applications within an organization. It is also an ISO Standard 19770:1- 2006 (Software Asset Management - SAM) that has been formulated by the International Organization for Standardization (ISO), to provide an internationally recognised standard against which organizations can benchmark their SAM process covering acquisition, maintenance and retiring of software assets.

It would be a pleasure to have your presence at this important seminar. In case you are unable to attend, we request you to kindly nominate a senior representative from your esteemed organization. Please confirm your participation :

MCCIA, Pune Email : vinayai@mcciapune.com/madhurac@mcciapune.com or sudhanwak@mcciapune.com, tel : 25709180/25709211

FICCI, Mumbai Email : amitak@ficci.com or purva@ficci.com . tel : 022 24968000



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SEMINAR ON SOFTWARE ASSET MANAGEMENT

Venue : MCCIA Trade Tower, Senapati Bapat Road, Pune

Day & Date : Friday, 12th March, 2010

Time : 10:00AM onwards

AGENDA:	
10.00 – 10.30 am	<i>Registration</i>
<i>Inaugural Session: 10.30 – 11.00 am</i>	
10.30 -10.40 am	▶ Welcome & Opening address by Dr. Vaijayanti Pandit, Director, FICCI Western Regional Council
10.40 – 10.50 am	▶ Introductory address - Dr. Deepak Shikarpur, Chairman – IT Committee, MCCIA

10.50 -11.00 am	<ul style="list-style-type: none"> ▶ Special address by Mr. M V Bhagat, Jt Director of Industries, District Industries Center (DIC)*
11.00 – 11.05 am	<ul style="list-style-type: none"> ▶ Vote of Thanks by BSA
11.05 – 11.10 am	Coffee / Tea Break
Session -1:	
11.10 – 12.10 pm	Software Asset Management: What, Why & How: <ul style="list-style-type: none"> ▶ Lizum Mishra, Director, BSA India ▶ Dinesh Jotwani, Co-Chair, BSA India Committee ▶ KPMG – Mr. Anupam Nagar, Director (Advisory Services)
12.10 – 12:25 pm	Q & A session
Session -2:	
12.25 – 12.45 pm	Case studies presentation: <ul style="list-style-type: none"> ▶ TBD*
12.45 – 01.00. pm	Q & A session
01.10 - 01.20 pm	SAM process: <ul style="list-style-type: none"> ▶ KPMG - Mr. Ashish Apte, Manager - Advisory Services (full on-site) ▶ EY - Maya Ramchandran, Senior Manager - Risk Advisory Services (self)
01:20 pm onwards	Lunch