# Sassafras Software

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**Sassafras Software Inc**. *is an early pioneer in SAM technology. Sassafras actively promotes the dialog between software licensing administrators, software publishers, and license service providers. Mr. Tomeny has presented software licensing issues by invitation for discussion at many industry forums including Gartner Group's Software Asset Management Special Interest Group (SWAMI), the US National School Board's Association (NSBA), the Japan Personal-Computer Software Association (JPSA), the Japanese Ministry of International Trade and Industry (MITI), the US Department of Defense (DOD) Software Product Manager's Team, the DOD IT Asset Management Integrated Product Team, Macworld IT Management Conference, SIIA, IBSMA, IAITAM and numerous other forums.*

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# Development Begins for ISO/IEC 19770-3 Software Entitlement Tag Data Standard

**Hanover, NH - August 25, 2008**: John Tomeny of Sassafras Software Inc has been appointed as Convener of the ISO/IEC 19770-3 working group. The working group has been tasked by the joint technical committee (JTC1) of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) with drafting an international data standard for software license entitlement tags. Mr. Tomeny is an itSMF Delegate to ISO/IEC Working Group 21 and a co-author of the ISO/IEC 19770-2 data standard for software identification tags.

Software entitlement tags are computer files that provide authoritative identifying information about software licensing rights. These entitlement tags taken together with 19770-2 software identification tags, which accurately identify installed software programs, will ease the burdens of IT staff conducting software audits, reconciliation, and license compliance management.

Electronic discovery of software licensing rights is non-existent today. Entitlements data is commonly found in printed documents - purchase orders, invoices, and purchase receipts. Standardization of entitlement data tags will provide uniform, discoverable data for the license compliance processes of Software Asset Management (SAM), making it possible to optimize software license compliance.

Several major software developers have already begun the adoption process to conform the production and delivery of their software products to the 19770-2 and 19770-3 standards. Adobe Systems recently began shipping Adobe Acrobat 9 – the first product to utilize ISO/IEC 19770-2 software identification tags. Other software developers are working toward adoption and are expected to make public announcements within the next year.

Software manufacturers will include identification and entitlement tags in their shipping products and through their order fulfillment systems. This process will help SAM tool providers and SAM practitioners to accurately identify and manage software and licensing deployed onto managed computers.

With the addition of software identification and entitlement tags, IT managers and SAM practitioners will finally get the clean data they need to accurately assign audited software products with the correct license entitlements to ensure they are in compliance with legal agreements.

Work will begin on the ISO/IEC 19770-3 Software Entitlement Tag standard in mid-September 2008 with the goal of producing a completed working draft by May 2009. Mr. Tomeny will convene the 19770-3 working group by teleconference on Tuesday, 9 September. New participants may join the working group either before or after 9 September.

Participation on the 19770-3 working group is open to any qualified individuals with relevant expertise in software asset management, software licensing, software manufacturing, and related disciplines.

For information on how to join the working group, contact John Tomeny, ISO/IEC 19770-3 Convener at johnt@sassafras.com or by telephone in the US at 603-643-3351.