

Contact...

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Sassafras Software is the publisher of K2 - KeyAuditor & KeyServer, a pioneering license compliance tool first published in 1989. Throughout 20 years of product development, Sassafras technology has continued its leading role as a critical part of license compliance and software cost reduction efforts in some of the largest corporate, educational and government enterprise networks worldwide. Sassafras enjoys broad support from software publishers, including many technical partners that rely exclusively on K2-KeyServer technology.

K2 is a cross platform Software Asset Management (SAM) solution for managing software license entitlements throughout an enterprise. K2 tracks, controls, and reports software usage for license compliance and cost reduction. K2's comprehensive reports include hardware profiles, and complete software audits in detailed or summary formats.

K2 KeyAuditor
& KeyServer

K2-KeyServer Configuration Training Software Management Best Practices

• **K2 User Group meeting hosted by NERCOMP**

Tuesday, December 01, 2009

9:00am - 3:00pm

College of the Holy Cross

Hogan Campus Center Third Floor - Ballroom

Worcester, MA

The following is an invitation extended from Margaret Stancer of Amherst College and Vince Spiars of Wesleyan University:

As software and IT expenses at academic institutions escalate, there is a natural demand for increased scrutiny. One place that is often overlooked when doing cost analysis is measurement of effective utilization of software application licenses that we purchase. Why buy another license when you may be under-utilizing what you already own?

In addition, the possibility of being audited and then incurring substantial financial penalties, makes software license management a real place to reduce and/or contain costs. With the added possibility of being audited for license compliance and potentially incurring substantial financial penalties, license management is a real place to reduce and/or contain costs.

Many of us use K2-KeyServer, the very popular license management utility made by Sassafras, to leverage the value of our software purchase and deployment practices. However, K2 is more than just a simple metering tool. On Tuesday, December 01, John Tomeny from Sassafras Software will lead an extensive and in-depth User Group meeting to help us make the best use of the K2 license management tool set. This will be a technical presentation, NOT a marketing show.

Included will be new functionality in K2 v6.2 with special attention to: management strategies for common (and uncommon) license policies; negotiating the balance between licensing rights and costs; using Divisions, Groups, Filters, and Rules; managing multiple versions of a program; multiple license entitlements for the same program; conceptual differences of software product management vs. software program management; and lab management, scheduling, and license reservations. Bring your questions, real-world issues and be prepared to learn more of what K2 can do for you and your institution.

For more information about the new version, K2 v6.2, go to
<http://www.sassafras.com/pr/K262.html>

Details and registration for the December 1 User Group Meeting:
http://www.nercomp.org/events/event_single.aspx?id=5884

Workshop Organizer/Hosts:

Margaret Stancer
Amherst College
Amherst, MA 01002

Vince Spiars
Wesleyan University
Middletown, CT 06459

K2 Key Auditor & Key Server

John Tomeny is a seventeen-year veteran of the Software Asset Management (SAM) and IT Asset Management (ITAM) industries. He is Convener of the ISO/IEC 19770-3 working group on Software License Entitlement, a distinguished recipient of the IAITAM Fellow designation from the International Association of IT Asset Managers (IAITAM), a recipient of the 2007 SAM Practitioner of the Year award, a member of the Software & Information Industry Association's (SIIA) Finance & Operations Executive Council, and the IT Service Management Forum (itSMF).

John serves as chief IT Asset Management (ITAM) consultant and trainer to Sassafras's North American and European customers. In this capacity, John provides one-on-one training services for hundreds of SAM practitioners. He is a contributing author for SAM and software licensing topics to ITAK Magazine published by the International Association of IT Asset Managers (IAITAM). He is a principal author of the ISO/IEC 19770-2 Software Identification Tag standard and the ISO/IEC 19770-3 Software Entitlement Tag standard.

John has consulted numerous times over the years with Adobe Systems on licensing concerns beginning in the early 1990's with Adobe's introduction of concurrent-use licensing language for its "Open Options" volume licensing programs.

More information:

www.sassafras.com
603-643-3351

Additional Information

Event Schedule:

8:00am - 9:00am Registration & Coffee

Speaker:

John Tomeny
VP, Business Development
Sassafras Software Inc.
9:00am - 3:00pm
10:15am - 10:30am Break
11:45am - 12:45pm: Lunch

Agenda for the Day

K2 Administrative Overview

- Administrative console design and function
- Three IT Assets: Computers, Software, License Entitlements
- Exploring the K2 Tool-set

K2 Configuration:

- Using Divisions, Groups, Folders, Filters, and Rules
- Ignoring uninteresting programs
- Software product management vs. software programs (*with examples on managing Adobe CS3 & CS4 licensing*)
- Managing multiple versions of a program (K2 variant mask)
- Multiple license entitlements for the same program
- Lab Management, scheduling, and license reservations

Special Workflows and Processes with K2

- Virtual Computing and K2
- Auditing Application Servers

Introduction to KeyReporter - K2 Web Reports

- KeyReporter web reports
- Scheduled reports
- Personalized RSS feeds
- Custom web interfaces

Integration with External Systems

- External Reports (Crystal, Access, etc.)
- To export or not to export

Common Technical Topics

- Automated Client Deployment
- Duplicate Computer Records
- Using K2 with DeepFreeze

Tips & Tricks

- How many of my "AutoDesk" computers are ready for an upgrade?
- Cloning a master computer image
- Passing parameters in reports (using Filters for reports)

3:00pm Evaluations and End

Agenda subject to minor revisions.

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