TagVault.org

Software Identification Summit

Overview

This summit is designed to provide a forum for all software ecosystem members to discuss the future of software identification and discuss how these issues can be addressed in an authoritative fashion today with existing tools and technology. We will work through details on how the software community is actively solving this age old problem both for legacy as well as new software products.

Background

Software identification today is much more of an art than science. Multiple tools attempt to identify software based on a variety of inputs. However, these products produce different and/or inconclusive results either because software products are difficult to identify, or because of limitations on a particular computing platform or toolset.

Accurate software identification is required for most IT and many business processes including software asset management, patch management, desktop management, help desk, data security assessments and network security. Accurate software identification is also required for policy, contractual and/or regulatory compliance.

The ISO/IEC 19770-2:2009 standard defines a structure for software identification and specifies how information should be provided by publishers and/or providers. TagVault.org provides registration and certification procedures to normalize this data as well as tools and services that turn software identification into a science with explicitly defined outcomes.

Sign up for an invitation to the summit and/or training session to learn what you can do right now to take control of your software discovery and identification processes—info@tagvault.org.

Who will be attending This Summit

- Government Agencies
- Software Publishers
- Software Purchasing Organizations

- Tool Providers
- SAM and IT consultants
- Analysts

Date: May 4, 2011

Location: Herndon, VA

Cost: $75 facilities fee
by invitation only

The Summit will be held in Herndon — close to Washington, D.C. for easy access by Government agencies and with ease of access to Dulles Airport (IAD).

Revolutionizing Software Identification

TagVault.org

c/o IEEE-ISTO
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Keynote Speaker

Patricia M. Cicala
President & CEO

Patricia M. Cicala, has over 35 years of experience in the management of technology, with expertise in the areas of asset management, procurement, contracts, and strategic technology workplace development. Prior to forming Cicala & Associates, Ms. Cicala was the Vice President and Worldwide Practice Leader for Asset Management and Procurement at Gartner Group, Inc., the leading technology research authority. Prior to her tenure at Gartner, Ms. Cicala founded and developed United Software Services Company, a knowledge-based software services firm which delivered services to more than 35 Fortune 500 Companies. Services provided included software auditing, negotiation planning strategies, and software portfolio management. Ms. Cicala also served previously as Vice President of Worldwide Asset Management and Enterprise Vendor Relations at Citibank/Citicorp.

Ms. Cicala is a current member of the ISO WG 21 Software Standards Committee for SAM Standards.

Agenda

The summit is designed to bring the various software ecosystems members together to develop solutions to the persistent and expensive problem of software identification. Fundamental changes to existing processes are necessary and beneficial to all stakeholders. Be prepared to listen, learn and voice your opinions.

- Day 1—Summit — $75 facilities fee for invited guests[*]
  - ⇒ 8 AM—Registration, coffee and morning snacks
  - ⇒ 9 AM—Presentations by customers, publishers, tool providers
  - ⇒ Lunch provided
  - ⇒ 5 PM—7 PM—Vendor showcase with drinks and appetizers
- Day 2 (Optional) — Training—End-user use of SWID Tags
  - ⇒ Fee based training—$500 or training token required per student[*]
  - ⇒ Learn how to use SWID tags today for any software product
  - ⇒ Students receive TagVault.org Tag Creation and signing tool and TagVault.org SWID Tag certification specification

[*] Organization joining as a Corporate End-User, Tool/Service Provider or Software Publisher member prior to April 22, 2011 will receive one free pass to the summit and one free training token for use at the training session on May 5th, 2011.

Request your invitation today

Learn how the revolution in software identification can benefit you!
Send an e-mail to info@tagvault.org to request an invitation.

Learn more about TagVault.org

More information about TagVault.org, its members and the software identification summit can be found at www.tagvault.org/summit.

TagVault.org

TagVault.org is a non-profit program of IEEE-ISTO with a focus on improving software identification procedures for the entire software ecosystem. TagVault.org has created tools and services to provide registration, certification and digital signing and validation processes for all market segments. All members of the Software ecosystem are positively impacted by this effort as described below:

Software Consumers

Accurate software inventory is critical to managing software assets and eases compliance, security, and optimization. If you accept audit clauses in your licensing contracts, you need to demand authoritative software identification information.

Software Publishers

By providing the information your customers and SAM tool providers need to more effectively manage licenses, the cost of compliance is lowered for everyone.

SAM Tool Vendors

Having a standardized method for software identification allows you to focus on helping users maximize their software asset utilization.

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