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Welcome Letter from Barry Long, Director of New Business Development

Welcome to the November issue of the xAssets online newsletter. I was happy to meet many of you at the recent IAITAM conference and exchange ideas and perspectives that impact our industry. As 2010 begins to fade into history, we at xAssets look back on a very successful year. Having signed several significant resellers, expanded our domestic and international customer base and extended our marketing and communications programs to include industry-related articles, broadcast interviews and conference presentations in 2010, we look forward to even greater things in 2011. We hope you can join us as a customer, partner or reseller.

Best regards,
Barry

xAssets “ACES” the IAITAM Annual Conference

This year xAssets exhibited and presented at the IAITAM Annual Conference and Exhibition (ACE) held at the Nashville Renaissance Hotel and Convention Center from October 18 to 22. This year’s ACE hosted nearly 600 attendees and included over 50 informative and relevant presentations dealing with a wide array of topics related to IT asset management. xAssets own Ed Cartier presented on day one to a full house, speaking on how the role of the IT asset manager will evolve, not go away, as SaaS and other cloud-based technologies are adopted by companies worldwide. Copies of his presentation and accompanying paper can be found at ITAK V515 No Rain on Your Parade and link to the slides on our site

The xAssets booth was a great success, with the attendees stopping by for an informative chat, a live demonstration of the xAssets solutions, and to pick up a free Tennessee scratch-off lottery ticket. Go to [this link](#) to see pictures of the show, the xAssets booth and our booth staff.

Guest Author

Jenny Schuchert Game Changers

Educator, the International Association of IT Asset Managers, Inc. (IAITAM)

In the midst of year end planning, the ITAM profession has two important reminders of how quickly trends and influencers can change. With the November announcements of the sale of Novell and the major settlement in the Oracle – SAP law suit, the landscape for vendors has been dramatically altered. These changes are excellent reminders that IT Asset Management professionals must take the time to review their understanding of the industry, their organization's goals and the assumptions made based on that analysis. The hardest part of being an IT Asset Manager is avoiding immersion in the day to day activities and pressures of asset management to the exclusion of analysis and planning. Consider some of these trends that began in 2010 as a starting point for developing your own list of trends and influences that will direct your choices for 2011. To read the full article [click here](#)

Recently Published

How to Write an RFP

Have you ever wondered if there was guide on how to write an RFP? The IAITAM enlisted Ed Cartier's help in creating such a guideline, and invited him to both publish an article about the subject and present to their user's group. Go to [ITAK V513 How to Write an RFP](#) to read the complete article.

Expanding Horizons – Data Centers What's in it for IT Asset Managers?

A good deal of an IT asset manager's day is spent managing asset disposals, IMAC related activities and managing deployed software and reconciling those assets to software licenses. However, managing mainframe and data center assets are also critical pieces of IT asset management. Read what Jenny Schuchert of IAITAM writes about how the roles within the data center for asset management have grown from a side task and necessary evil to an important link between IT and the business operations of the organization. Go to [ITAK V515 Expanding Horizons](#) to read the entire article.

Help For The CIO

Software Asset Management (SAM) enables IT leaders to take control of their software inventory and investments across the entire organization. Among the benefits: cost savings, increased agility and accuracy in software procurement, and improved controls to ensure license compliance. Go to [ITAK V512010ACE Help for the CIO](#) to read Microsoft's perspective on how good ITAM practices can help a company's financial arm.

Ask Dr. Copyright...

The recent court ruling in Vernor V. Autodesk has far reaching implications on computer hardware disposal and resale. For a real-world view of what this decision may mean to you and your business go to :

<http://www.garson-law.com/blog/?p=412>

Technical Viewpoint

By Paul Lambert, xAssets CTO

Conducting Microsoft SAM Assist Audits with xAssets SDS

Microsoft sponsors SAM Assist audits through Microsoft Large Account Resellers. These audits serve to establish the licensing usage of MS products for the next term of the Microsoft agreement, and will also enable the customer to understand their licensing position on other products.

xAssets Software Discovery Service (SDS) is one of the preferred tools used by Microsoft Large Account Resellers to audit end customer software implementations. This is a hosted service which discovers the network for 30 days and then extends reporting and recognition fine tuning for an additional 30 days.

This is a low cost service, and any company can sign up direct with xAssets or through their LAR.

At the end of the audit, the customer and the LAR can see the licensing position and can reduce installations or increase/reduce licensing to minimize expenditure while ensuring legal compliance.

These audits also prove invaluable to the end customer. The audit data includes an inventory of all hardware on the network, so anyone involved in Desktop Management, Server Management, Network Operations, Capacity Planning, Help Desk, Security Specialists and many other IT functions, can easily see which assets exist against which users, in which locations, and can start to use this information to help understand the assets present on the network and their status.

Read the full article [here](#)