



Educational Series

Your Preferred Source for IT Acquisition Across the DoD

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SPACE IS LIMITED

ESI's Educational Series offers robust training comprised of information from all ESI resources to ensure consistency across all components. The series benefits the ESI and DoD IT buying community—SPMs and KOs within ESI and Program Managers across the DoD—as well as ordering offices and vendors.

Course

Commercial Software Licensing

Upcoming Session

April 17 - 18, 2012 | Arlington, VA

Register

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Chapter 1: Software Industry Ecosystem

- IT Environment Building Blocks
- Software Product Categories
- Key Industry Participants
- The Importance of Intellectual Property

Chapter 2: Software Publisher Organization & Operation

- Organizational Models
- Financial Metrics
- Who Gets Credit for Revenue and Why
- Emerging vs. Mature Software Companies
- Revenue Recognition/Compliance Issues

Chapter 3: Publisher Sales Strategies & Tactics

- Direct vs. Indirect Sales Models
- Sales Management and Processes
- Sales Compensation
- Impacts on Channel Pricing
- Sales Approach Impacts on

Chapter 4: Software Publisher Products & Services

- Software Types and Categories
- Open Source Software
- Software and Licensing Terminology
- Publisher Services

Chapter 5: Maintenance & Support Services

- Essential Concepts and Terminology
- Service Level Agreements (SLAs)
- How and Why SLAs Matter

Chapter 6: Pricing Models

- Comparing License Types
- Defining License Pricing Models
- Alternative License Models
- Publisher Channel Pricing Models

Chapter 7: Contract Terms & Conditions

- Contract Structure Key Terms and Conditions
- Key GSA and BPA Considerations
- Hot Buttons for Publishers
- Hot Buttons for Government Buyers
- Source Code Escrow
- Publisher vs. Reseller Obligations

Chapter 8: End User License Agreements (EULAs)

- Overview of EULAs
- COTS Software License Framework
- ESI Blanket Purchase Agreement and Order
- EULAs vs. Click-wrap Licenses

Chapter 9: BPA Toolkit for KOs & SPMs

- Consideration and Presentation Phases
- Agreement and Kick-off Phases
- BPA Management Phase

Chapter 10: Software Implementation Services

- Software Implementation Process and Models
- Implementation Capabilities/Requirements
- Evaluating Contractor Capabilities

Chapter 11: Implementation Service Agreements

- Defining Contract Types
- Key Considerations by Contract Type
- Determining the Right Contract Type

Chapter 12: Software Deployment Models

- Overview of Deployment Models
- New Cloud Computing/Virtualization Models
- Deployment Model Impacts on Licensing

Chapter 13: Ordering

- Authorized Users
- COTS Software Ordering Process
- Software Buyer's Checklist
- Inventory and Enterprise Licenses
- Ordering Guide Overview
- COTS Software License Framework for BPA-Based Orders

Chapter 14: Order Level Acquisition Strategies & Best Practices

- Software/Service Acquisition Strategies: *Bundling, Discounts, Timing, Maintenance, Support, Training, Delivery Models*
- Tips for Successful Procurement

Chapter 15: Best Value Toolkit

- Total Cost of Ownership (TCO)
- Rapid Assessment Checklist
- Best Value Process Roadmap
- Tools Library