

October 1st

*All times are shown in Eastern Time

Time	Workshop Beginners	Workshop Advanced
12 pm	Opening & Registration	Opening & Registration
1 pm – 5 pm	<p>Most wanted Key Features for a successful SAM in a day to day business including:</p> <ul style="list-style-type: none">• Commercial and Technical Normalization• Catalog Build• Compliance Balancing• Interface Monitoring• Building a Dashboard	<p>“Driven by the Tool”</p> <ul style="list-style-type: none">• Vendor Onboarding: Strategy & Best Practices• Enhancing IT Visibility: Key Techniques and Tools• Elevate Your SAM: Tips & Tricks for Success

October 2nd

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Time	Title	Speakers
8 am	Opening & Registration	
9 am	Opening Remarks: Welcome to USU World North America!	Sven Kolb, USU
9:30 am	Integrating AI into USU	Sven Kolb, USU & others
10:15 am	Room change	
10:45 am	Introduction to SAM	Danielle Banning, USU
10:50 am	The Impact of AI on USU SAM	Robbie Plourde, USU
11:30 am	Exploring New Features in SAM <ul style="list-style-type: none">• Creating Custom Table Reports• Introducing New Connectors (Google Workspace, etc.)	Danielle Banning, USU Robbie Plourde, USU
12:30 pm	Lunch & Networking	

October 2nd

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Time	Title	Speakers
2 pm	Integrating FinOps into Your SAM Program: Bridging the Gap between ITAM and SAM	Robbie Plourde, USU
2:30 pm	SaaS Management: Best Practices and Innovations <ul style="list-style-type: none">• Implementation Strategies• New User Functionalities	Robbie Plourde, USU Danielle Banning, USU Mitchell Anderson, USU Emil Hanfstaengl, USU
3:15 pm	Networking Break	
3:45 pm	Advanced SaaS Management: Optimization Techniques <ul style="list-style-type: none">• Maximizing Efficiency• Mitigating Shadow IT Risks• Optimizing ServiceNow Integration	Emil Hanfstaengl, USU
4:15 pm	Customer Success Spotlight: Bayer U.S. LLC	Christopher Bradburn, Lead Relationship Manager Software Vendors, Bayer U.S. LLC
5 pm	Closing Remarks & End of Conference	
6:30 pm	Evening Event „Exploring Boston“	Details follow

October 3rd

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Time	Title	Speakers
8 am	Opening & Breakfast	
9 am	Welcome	Danielle Banning, USU
9:05 am	Customer Success Stories: "No News is Good News, Right?"	Janet Malcolm + Todd Smith, USU
9:30 am	Room change	
9:50 am	Portfolio & Strategy	Robbie Plourde, USU
10:30 am	Managed Services by USU: An Overview <ul style="list-style-type: none">• USU Offerings• Customer Benefits and Success Cases	Emil Hanfstaengl, USU
11:15 am	Policy, Process & Governance in SAM	Danielle Banning, USU
12 pm	Lunch	
1 pm	Advanced SAM Strategies <ul style="list-style-type: none">• Optimizing Software Assets: Advanced Techniques• Maximizing ROI and Cost Savings from SAM Initiatives• Implementing Proactive SAM Strategies	Robbie Plourde, USU
1:30 pm	KPIs and Metrics <ul style="list-style-type: none">• Defining Key Performance Indicators (KPIs) for SAM• Measuring and Reporting on SAM Effectiveness• Driving Continuous Improvement in SAM with Metrics	Mitchell Anderson, USU Emil Hanfstaengl, USU
2 pm	Survey & Group Discussion	Danielle Banning, USU
3 pm	Closing Remarks & End of User Group	Danielle Banning, USU