

# ORACLE LMS STEERING GROUPS

Global discussions,  
local insights

## WHAT ARE THEY?

LMS Steering Groups are regular meeting points for Oracle customers to come together and explore the challenges and opportunities associated with license management. They are typically attended by senior executives including CFOs, CTOs, and their direct reports.

The event is hosted by the Global Vice President of Oracle LMS under Chatham House Rules, and in complete isolation of any on-going commercial discussions.

### The Overarching Theme

Conversations are centred on finding the best approaches to proactively building and maintaining a cost effective, compliant software infrastructure capable of supporting business strategy. To do this, the high-level theme of each meeting is Controlling

Complexity: analysing the cause and effect of licensing complexity, and what can be done to give both IT and business executives greater control over their investments.

### The Objective

**For customers** – to create a platform for debating solutions to common challenges, share successes, and help define best practice.

**For Oracle LMS** – to create and share thought leadership from the discussions (to be shared with the wider Oracle customer community), and gain first-hand feedback on the effectiveness of Oracle's licensing policies to influence our future licensing strategy.

### An Attendee's View:

"The Steering Group was an excellent opportunity to hear the structures other organisations are putting in place to strategically manage their licenses, and to identify what support is available from Oracle to help my own initiatives."

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## WHY DO WE RUN THEM?

### Tackling the Growth of Complexity

There is a general consensus from our customers that managing their complete mix of IT assets is becoming a discipline increasingly difficult to master. From new operating models (Cloud, virtualisation etc.) to business strategy (acquisitions, divestments etc.), the ability to track license usage and ensure compliance is a significant test for many organisations. Investigating different aspects of complexity, and identifying tried and tested solutions, is a key focus for each Steering Group meeting.

### Shaping Best Practice

A common set of challenges exist to managing IT infrastructures – as are the business imperatives of reducing costs, delivering efficiencies and aligning output with business strategy. Consolidating these

challenges, and detailing the journeys taken by separate organisations to overcome them, is the basis for defining best practice. This is the purpose of the Steering Group, to collect, explore and share these insights with our customer community.

### The Value for Oracle LMS

The reason we facilitate the Steering Group is principally to encourage two-way dialogue with our customers, both on the issues they're experiencing, and the support available from Oracle LMS. In addition, the outputs from the events help shape both the nature of the LMS service offerings and our overall licensing policy.

## THE WHERE AND WHEN

Oracle LMS Steering Groups are run regularly throughout the year and across the globe. For more information on the locations, dates and agendas, and to confirm your seat at the table, contact Oracle LMS.

**Jonathan Koop**  
**Global Vice President, Oracle LMS**  
[jonathan.koop@oracle.com](mailto:jonathan.koop@oracle.com)