





What is your 12-month ITAM Roadmap?

Building Your Program Around SaaS and Cloud

Becky Trevino – Executive Vice President Product
Snow Software | ITAM Wisdom 2022

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ABOUT ME



Worked at Dell during the peak of shadow IT

Worked at Rackspace as cloud went mainstream and enabled BUs

Working at Snow as we enter the end user era



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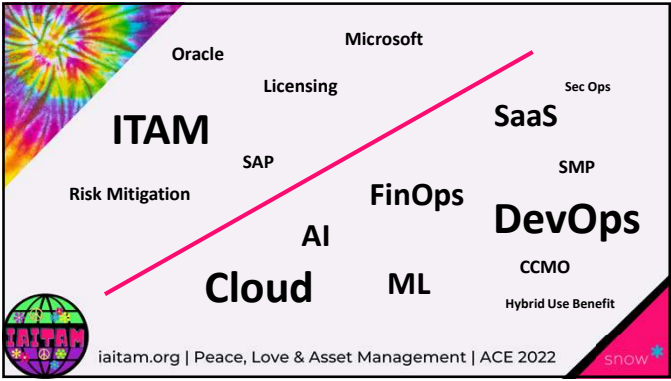
HOW I LANDED ON TODAY'S TALK



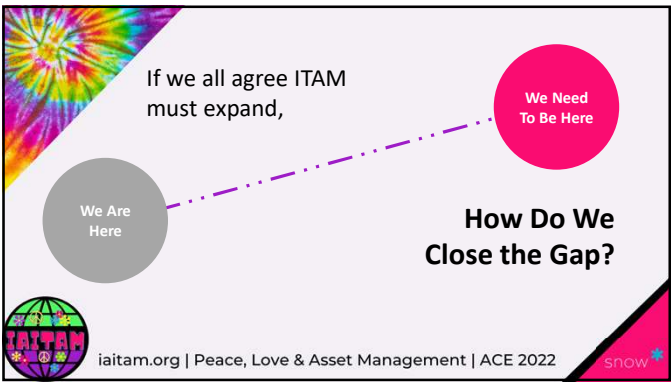
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WHAT IS A ROADMAP?

ROADMAPS HELP TEAMS FOCUS TIME AND ENERGY TO DO A FEW THINGS REALLY WELL

A roadmap is a **strategic plan** that **defines a goal** or desired outcome and includes the **major steps** or milestones needed to reach it.



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2022 STRATEGY & VISION

3 QUESTIONS YOUR 2022 ITAM ROADMAP SHOULD ADDRESS

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What assets should you manage?

2



How do new operating models impact ITAM?

3



What alliances do you need to form?



















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STEP 1: UNDERSTAND NEW ASSET CLASSES

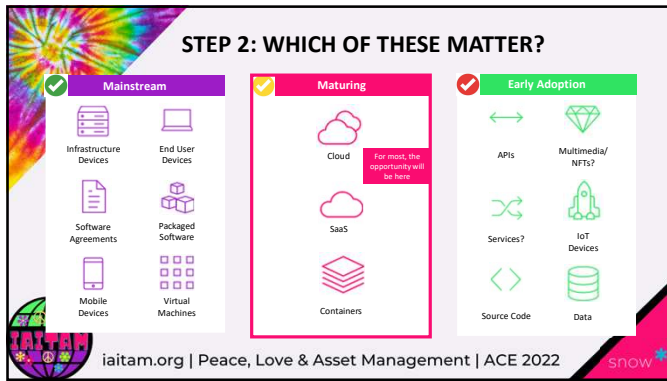
Mainstream	Maturing	Early Adoption
 Infrastructure Devices	 Cloud	 APIs
 End User Devices	 SaaS	 Multimedia/ NFTs?
 Software Agreements	 Containers	 Services?
 Packaged Software		 IoT Devices
 Mobile Devices		 Source Code
 Virtual Machines		 Data



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THE RISE OF THE END USER AS THE KEY TARGET

PRODUCT LED GROWTH AND ANYONE BUT IT VENDOR MODELS

1990s through mid 2000s
Tech Vendors Primarily Sold to IT

Mid 2000s through 2015
Tech Vendors Began to Target Lines of Business

Mid 2015 through Today...
Tech Vendors Targeting End User

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NEW OPERATING MODELS CREATE A VISIBILITY GAP

HOW DO YOU RETAIN VISIBILITY AS TECH SHIFTS TO THE END USER?

Market Trend	ITAM Impact
Hybrid Work	<ul style="list-style-type: none"> Harder to Track Hardware & Software Bring Your Own Device (BYOD) Increasing SaaS and Public Cloud Usage Exploding Shift to Usage-Based Licensing Models (PLG)
Business Led IT is Embraced	<ul style="list-style-type: none"> Need for New Governance Models End Users Choose Their Own Technology IT is an Enabler for Collaboration & Productivity Larger Risk of Waste and Security Vulnerabilities
Rise of DevOps	<ul style="list-style-type: none"> Increase in Speed and Innovation Demand for IT to deliver faster Need to build guardrails not gates Larger Risk of Waste and Security Vulnerabilities

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2022 STRATEGY & VISION

3 QUESTIONS YOUR 2022 ITAM ROADMAP SHOULD ADDRESS

- What assets should you manage?
- How do new operating models impact ITAM?
- What alliances do you need to form?


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ITAM MUST BUILD BRIDGES TO SECURITY AND FINOPS


Traditional Allies




Procurement




Service Desk




I&O




Finance




Vendor Management




Enterprise Architects




Security




DevOps




Legal




Cloud Center of Excellence




CIO



Fin Ops




Business Leaders




People & Culture

Continue to serve our current stakeholders, but in FY22 we must pick at least 1-2 key stakeholders and form an alliance. The quickest way to fail is to do it all!



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YOUR 12-MONTH CHALLENGE

Today

Key FY22 Objectives

- Have plan to expand team/buy new software to address new asset classes
- Be key POC for SaaS management in company
- Develop strategic alliances; you can't do it all

12 Months From Now



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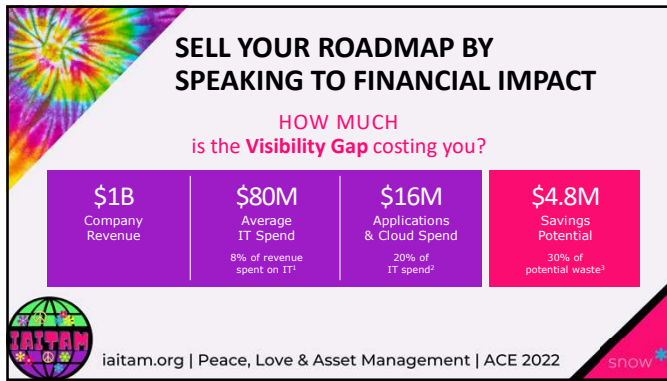
YOU'VE BUILT THE ROADMAP. WHAT'S NEXT?



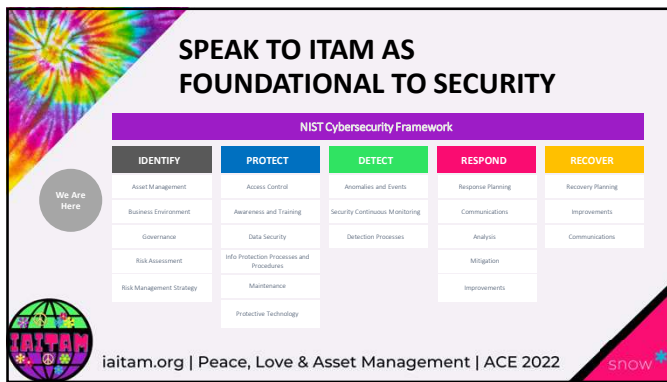
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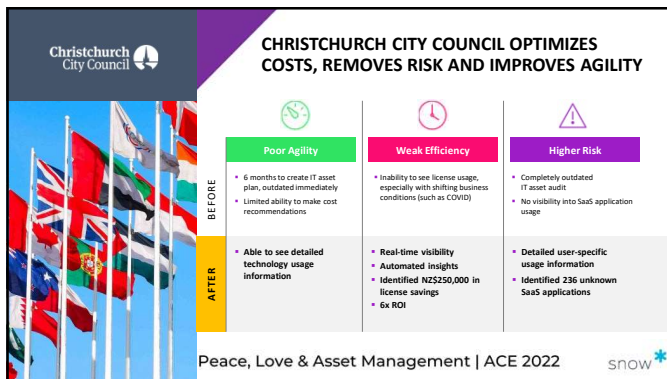
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READY TO BUILD YOUR 12-MONTH ROADMAP?

Next Steps → Tell me about it!


DM me on LinkedIn to let me know how it's going.

Win for YOU: Accountability
Win for ME: Testing my idea!

[linkedin.com/in/beckytrevino/](https://www.linkedin.com/in/beckytrevino/)



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WANT TO LEARN MORE?

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Snow Software @ ITAM Review Wisdom

Hot Topic: SaaS – Discovering the Unknown

Presenters: Jennifer Kuvlesky & Leigh Martin, Product @ Snow


Time: 11:30 AM – 12:00 PM CST

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ITAM & FinOps – Better Together?

Presenter: Jesse Stockall, Snow Chief Architect

Time: 2:30 – 3:15 PM CST



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