



Why Leadership in asset management needs to be put back at the top of the agenda!

Christian Björkly-Nordström

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1 is the loneliest number






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Who are we?


3 Chapters

- 1. Asset Management
- 2. Asset Intelligence
- 3. Asset Leadership


Examples of Asset Leadership

Summary

References



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Crayon at a glance

- 20 years of expertise in software and cloud advisory
- ~7,000 certifications on a wide range of technology solutions
- 80% global market coverage with over 50 offices across 35 countries
- 3300 employees Who are experts in their field
- Strong relationships and strategic partnerships with leading technology vendors and cloud partners
- Publicly listed on the Oslo Stock Exchange with a market cap of NOK 12.6 billion
- ~70,000 customers from SMB to enterprise across all industries segments with a high share of public sector

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Who is this guy?

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Asset Management: The nine evils!

Why is software asset management hard?

Purveyors	Pabulum	Preparation
Power	Perception	Production
Politics	Pennies	Parades

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Asset Management:
WHEN does SAM matter?

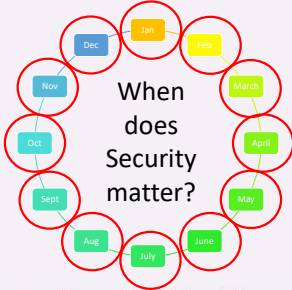


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Asset Management:
WHEN does SAM matter?




When
does
Security
matter?

ALL THE TIME!

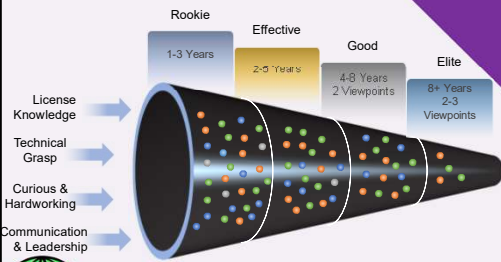


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Asset Management: SAM Skills Funnel



Rookie
1-3 Years

Effective
2-5 Years

Good
4-6 Years
2 Viewpoints


Elite
8+ Years
2-3 Viewpoints

License Knowledge


Technical Grasp

Curious & Hardworking

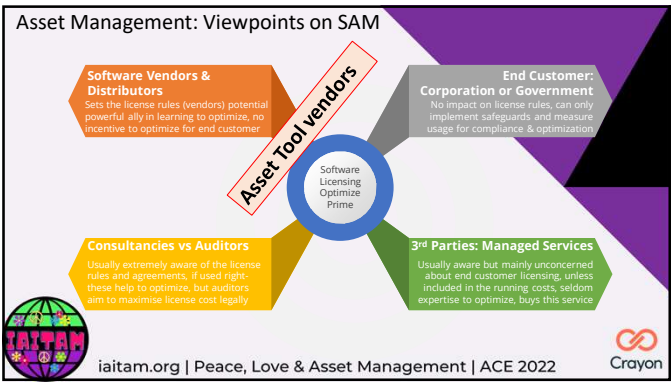
Communication & Leadership



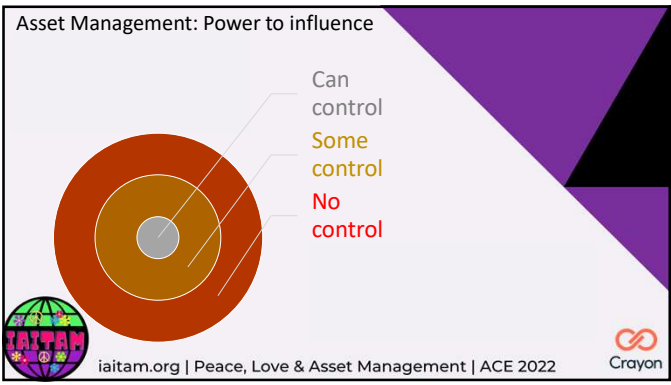
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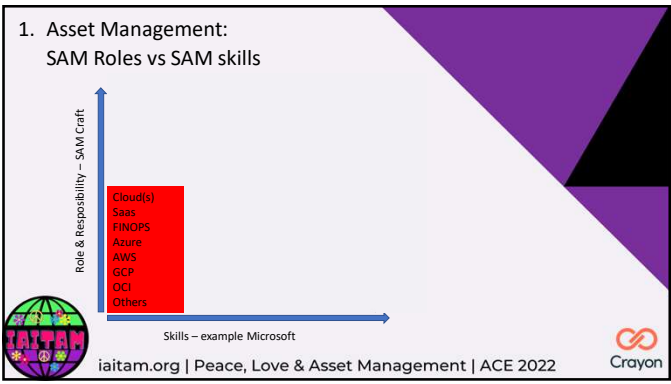
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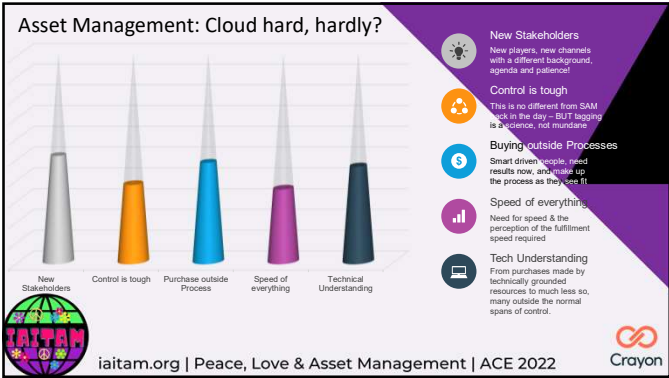
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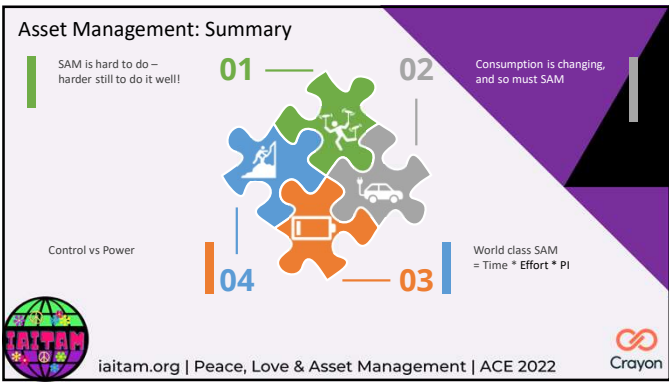
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Asset Intelligence: Wouldn't that be a good idea?

- Narrative Created
- Saved all the enriched asset data sets
- Shareable & Available
- Data builds deeper understanding, now Asset Intelligence

- Data Structured
- Data Enriched
- Joined data Sets

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Asset Intelligence: Wouldn't that be a good idea?

ASSET INTELLIGENCE

- Utilise the Insights for a Purpose (Store data and results of Insights)
- Persistently Store & Make Accessible (Insights made)
- Making Connections - Insight (Between the datasets)
- Combine Reliable Asset Dataset (With other rich sets)
- Gather Reliable Asset Data (A Rich Set)

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Asset Intelligence: FINOPS

FinOps Framework

FinOps is an emerging cloud financial management discipline and cultural practice that enables organizations to get maximum business value from their cloud investments by collaborating on data-driven spending decisions.

Principles

- Teams need to collaborate
- Everyone takes ownership for their cloud usage
- A centralized team drives FinOps
- Reports should be accessible and timely
- Decisions are driven by business value of cloud
- Take advantage of the variable cost model of the cloud

Personas

- FinOps Practitioner
- Executive
- Business/Product Owner
- Finance/Procurement
- Engineering/Operations

Phases

- Inform
- Optimize
- Operate

Domains

- Understanding Cloud Usage and Cost
- Performance Tracking & Benchmarking
- Real-Time Decision Making
- Cloud Rate Optimization
- Cloud Usage Optimization
- Organizational Alignment

Maturity

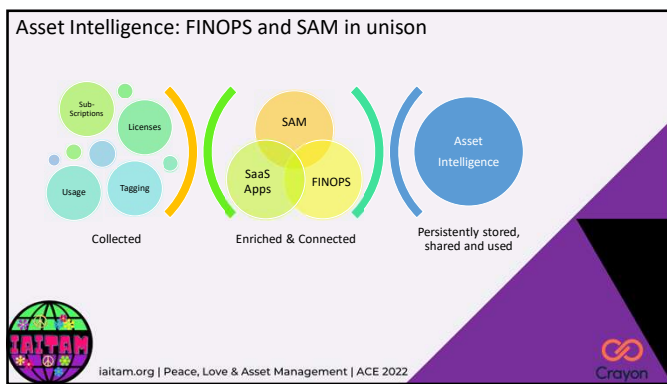
Cloud, Risk, Run

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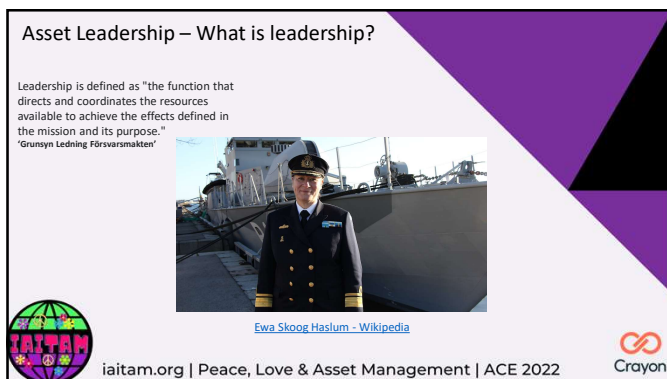
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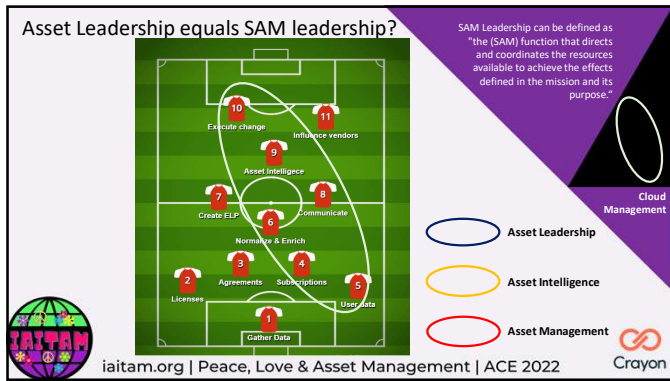
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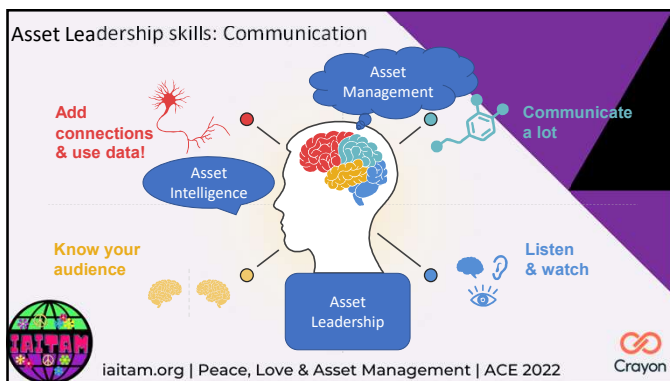
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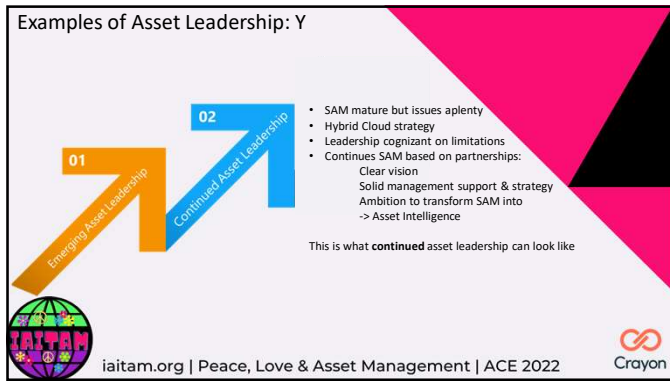
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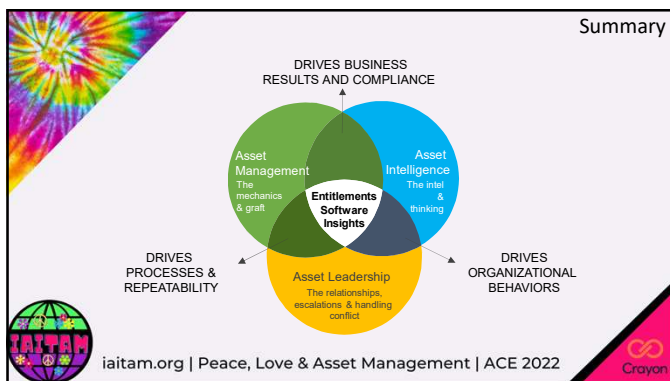
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Questions?

Thanks for listening and participating!

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References with Links

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Asset Intelligence	Chris Björkly-Nordström (ITAK database)	https://iaitam.org/asset-intelligence-new-nomenclature/
Chief of Swedish Navy	Rear Admiral Ewa Skoog-Haslum	https://en.wikipedia.org/wiki/Ewa_Skoog-Haslum
What is FINOPS?	FINOPS Foundation	https://www.finops.org/introduction/what-is-finops/
Oracle OCI	Tagging	https://docs.oracle.com/en-us/iaas/Content/Tagging/Tags/managingtagdefaults.htm#Managing_Tag_Defaults
Football line-up picture	Build a line-up	https://www.buildlineup.com/
Pyrrhic as in Victory	Pyrrhic Victory	https://en.wikipedia.org/wiki/Pyrrhic_victory

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