


**The Value of ITAM Isn't  
What You Think It Is...**

Dan Anderson  
Business Value Advisor, Flexera



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**LET'S TALK!**


Traditional Business Value of ITAM – Limitations

The Real Value of Asset Data


Aligning ITAM to Organizational Priorities

How Stakeholders can Leverage Asset Data

Recommendations



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**Business Value Advisors – What We Do**

- Identify the **business value** of ITAM based on our real-world experiences
- Connect the business value of ITAM capabilities to **strategic priorities**
- Help customers build ITAM programs that deliver **real business outcomes**
- Work with customers to help **justify investment** in their programs



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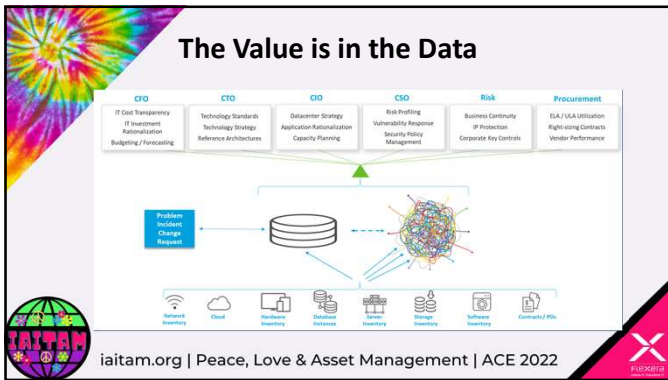
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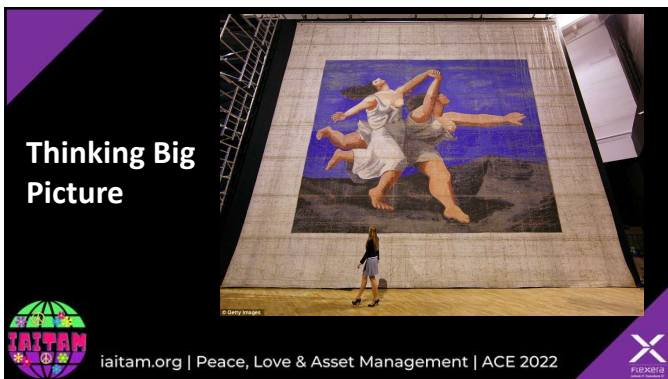
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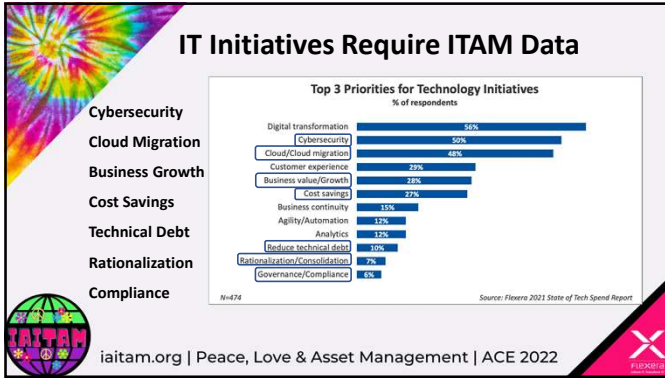
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### What's Important to YOUR Leadership?

	Key Business Initiative	Business Objective	ITAM Data Required	How can ITAM Support the Initiative?
Identify asset data dependencies	Acquisition of ZCorp	Integrate org quickly and manage cost/risk	Visibility to ZCorp's HW/SW, license exposure, contracts and renewal dates	Remediate compliance risks, rationalize contracts, identify redundant products...
Ways you can support the programs	Workforce Reductions			
Risks/gaps of current approach	Improve Cyber-security			

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### Track How You Made an Impact

- Reduced Costs
- Identified and Remediated Risk
- Helped Deliver Project Faster
- Improved Initiative Results

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Stakeholders





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ITSM Teams

What do they care about?	Downtime, workload, svc. performance
What ITAM information do they need?	Accurate CMDB data, data for Incident, Change, and Problem Mgmt
How can you make them more effective?	Improve CMDB data quality, automate ITAM tasks



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IT Finance

What do they care about?	Costs, budgets, allocation, business value
What ITAM information do they need?	Assignment and consumption data, accurate picture of spend
How can you make them more effective?	Eliminate unplanned and wasted spend, help stretch budgets



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## Infrastructure Teams

What do they care about?	Downtime, performance, cloud migration, chg. mgmt
What ITAM information do they need?	Licensing expertise, service – asset relationships, asset lifecycle data
How can you make them more effective?	

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16

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## Information Security

What do they care about?	Reducing attack footprint, security incident response
What ITAM information do they need?	Accurate view of hardware and software, ability to identify vulnerable HW/SW quickly
How can you make them more effective?	

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17

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## Business Units

What do they care about?	Growing revenue, getting value from their IT investments, bringing products to market
What ITAM information do they need?	Application mapping for TCO, BU spend vs. budget, compliance information
How can you make them more effective?	

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18

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## CIO

What do they care about?	Delivering value to the business, IT security, cloud migration, transforming IT, reducing IT costs
What ITAM information do they need?	Dashboards and trends, real-time data to support strategic decisions
How can you make them more effective?	



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19

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## Recommendations





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 <p>Get Aligned</p>	 <p>Be Responsive</p>	
 <p>Embed Yourself</p>	 <p>Keep Track</p>	 <p>Shout it Out</p>



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# Questions?





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# Thanks for attending!

Dan Anderson  
[danderson@flexera.com](mailto:danderson@flexera.com)


Please attend our other sessions this week:

2:15 Wed, 5/18: "Drive Toward Program Adoption, Maturity, Relevance"- Walter Darrough

11:25 Thu, 5/19: "Lessons from 500 Business Cases"  
- Mark Delisi



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23

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