

**IAITAM**

Calming the storm:  
How to rationalize your  
software ecosystem  
(with cybersecurity  
cheat sheets)

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**Background**

**James Layfield**  
Barclays Bank,  
Virgin, Treasury

**Jocelyn Simons**  
Goldman Sachs,  
Simple, PwC, BBVA

CogX Ambassador

Tech Ambassador for  
London & around the world

Scaleup Institute  
Tech Ambassador

We talk about software rationalization on  
many platforms:

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**RATIONALIZING SOFTWARE**

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## WHAT MAKES IT DIFFICULT?



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We've tried everything, still every software decision I make, I think I could be wrong - Steve, CIO, Financial Partners

These decisions bog my team down for months - James, Conde Nast

You get into the tool and it's not quite as promised - Jeffrey, Walmart

There are always solutions we don't know about, a lot of unknown unknowns - Christian, Apple/Neus

We sometimes go with our gut, then spend hundreds of hours validating - JJ, KPMG

Sometimes we'll wait because we can't find what we need in the market - Dick, Home Away



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### Why is software rationalization important?

It is part of supporting a successful business, and it's already happening haphazardly and painstakingly everyday



90%<sup>\*\*\*</sup> of executives are requesting more budget for software year over year.



A study found that an average of 60%<sup>\*\*</sup> of software is turned over every 2 years.

\*\*https://www.bisafly.com/blog/asset-statistics/  
\*\*\*McKinsey Executive posture on strategic importance of technology



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### Why It's hard to rationalize

Rationalization in today's world

**Time and Resource Constraints**

It takes a very long time and hard work to do the research and internal analysis needed to make rationalization decisions.

**Biased Information**

The information online is marketing. Platforms like C2 Crowd, Camner, Forester, are pay to play and biased to sell.

**Passionate Voices**

Everyone has their favorite tool that they want to use to do their work. Or, a tool they learned about that they can't live without.

**Incomplete Information**

You will never have a complete picture of your software ecosystem's products are always changing, new products are being added it's a never ending task.

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## HOW TO EAT THE ELEPHANT

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### Standardizing a Rationalization Process

Creating a shared language and system for easing the process of rationalization.

**Categorize Software into Business Area**  
Section software into broad categories, see where you have the most potential for overlap.

**Group Software by Broad Function**  
Choose one business area with most potential for overlap from your preliminary research and group by broad function.

**Document your Usage and Consolidation Potential!**  
Choose software that seems similar, create a rubric, and ask internally to see whether the software is redundant.

**Roadmap and Document your Decision**  
Once you reach your conclusion, if it is redundant and you intent to consolidate, plot it out on your roadmap. If it is not a good contender for consolidation, document it with reasoning in a central location which is reviewed regularly.

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### Example: Rationalizing CyberSecurity Products

Creating a shared language and system for easing the process of rationalization.

**02 Group Software by Broad Function**

Choose one business area with most potential for overlap from your preliminary research and group by broad function.

CyberSecurity Categorization			
Endpoint Management	Identity Authentication	Password Management	Security Information and Event Management
Queue Management	SecureMail Defender	ManageEngine patchPro	IBM Security QRadar GCR
Class Secure Endpoint	Pulse Secure	Veridium Workforce Authentication	Microsoft Azure Sentinel
F-Secure	Equifax iQ workflow	Microsoft ID Browser Security Fabric	Class Secure Network Analytics (Streamline)
Symantec Endpoint Encryption	Okta		Splunk Enterprise
Avira Endpoint	Quest IT Management		Microsoft Defender for Cloud Apps
Malware Endpoint Security	FirePass AnyConnect		Endpoint Control
BeyondTrust Endpoint Privilege Management	ManageEngine Cam360		DarkOps
Cyber Edgepoint for Endpoints	Cloud access management		
Microsoft Defender Advanced Threat Protection	Identity manager		
AVCrypt	Service tools		
	Cloud confer		
	Identity		
	Request time manager		

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### Example: Rationalizing CyberSecurity Products

Creating a shared language and system for easing the process of rationalization.

**03 Document your Usage & Consolidation Potential**

Choose software that seems similar, create a rubric, and ask internally to see whether the software is redundant.

	Veridium Workforce Authentication	Okta
Categories	Identity Authentication Password Management	Identity Authentication Privileged Access Management Integration Platform
Internal Use, Key Features and Use Cases	Policy Management Biometric Tracking Multi Factor Authentication	API Gateway API Security API Management
Internal Sentiment, Champions	Policy Management Biometric Tracking Password Sharing	Third-Party Data Integration Permission Management Policy Management
Non-supported Key Capabilities of the other platform	People enjoying this platform, no one champion.	People love using this platform, the CIO office spent a long time implementing. API Gateway API Security API Management Third-Party Data Integration

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### Example: Rationalizing CyberSecurity Products

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**04 Document your Usage & Consolidation Potential**

Choose software that seems similar, create a rubric, and ask internally to see whether the software is redundant.

CyberSecurity	Notes	Data, Analytics, & Intelligence	Sales and Marketing	Human Resources
Okta	4/22/22 - CIO Seem's the champion, no need to consolidate	TIBCO spotfire	SEMrush	Workday digital employee experience management
Veridium Workforce Authentication	4/22/22 - to be consolidated into Okta before 2023 renewal	SAS	Confluence	ServiceNow HR Service Delivery
BeyondTrust Defenderport		IBM Cognos Analytics	Adobe Captivate	Workday
VMware cloud		Tableau	Adobe Experience Manager	Oracle warehouse management
Qualys		SAP BusinessObjects Business Intelligence	Avaya interaction center	Achievers employee experience platform
Micro focus reflection suite		Tibco data virtualization	Hubspot	Saba cloud
Talos internet access		Binarydefenseguard security suite	iSoft letter	Oracle fusion.hcm analytics

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