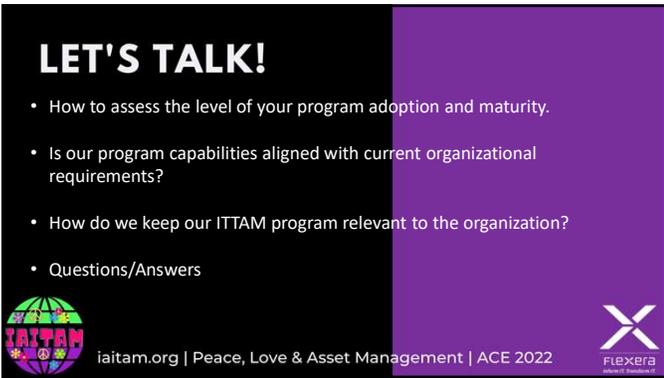




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Even Gartner recognizes that a new approach is required

Software Industry Transformation Requires Software Asset Management Programs to Follow Suit
Published 24 February 2021. ID: G0073254. 20 min read
By Stephen Wills, Yoon Gwak, and 1 more
© Gartner, Inc.

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Program Assessment

- Do you have a list of key stakeholders and understand their problems / interests?
- Do you have a strategy for managing IT assets, both SAM and HAM? On-Premise / Cloud?
- Do your organizational goals support key company initiatives?
- Is your program focused on Data Quality (How do you measure?).
- Are you measuring for effectiveness?(Dashboards)
- Is the organization aware of the value of the program?

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Do you know your key stakeholders and understand their problems / interests?

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Identifying Key Stakeholders

-  Procurement, Sourcing, Vendor Management
-  Audit, Security, EA, Cloud Management
-  Finance, Taxation, M&A, HR
-  Infrastructure, Change Management, EUC

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Understanding Your Stakeholders

Organization / Role	Role / Role	Interest / Problems to Address
IBM	Manager, Internal	Business Management and Procurement. They can't leave before contracts are up for renewal or signing. They have the risk of the software installed on the server or in the organization.
Academy	IT Finance	Struggling to reconcile their need to invest, like SAC, get IT to reduce employee device to pay less. Need better way to track or find items to determine budgeting guidance.
Andy Walsh	Manager, Internal / CIO	Need several related problems that need to be validated. Are they going to be games on company device. We can't address this easily.
IT Support	IT and User Support	We process to track location of remote employee devices. We process to collect terminated employee devices. Track the employee getting this. Don't have process for benefiting end-user hardware.

- Those groups or people who participate in, benefit from, or have a direct or indirect impact on the program.
- Focus on the influencers within the organization.
- Understand pain points and contributions.

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For every IT asset, all your stakeholders need to know:

DESKTOP
DATA CENTER/BYOL
SAAS
CONTAINER
CLOUD

WHAT DO WE HAVE?
DISCOVERY AND ENRICHMENT



HOW ARE WE USING IT?
CONTEXTUALIZATION

- Business Services
- Organization structures
- Location
- Rule-based allocations
- Budgets

CAN WE CONTROL AND SECURE IT?
GOVERNANCE

- Vulnerabilities
- License compliance
- Audit readiness
- Lifecycle management
- Proactive governance

ARE WE MAXIMIZING THE VALUE OF IT?
OPTIMIZATION

- Use rights
- Subscriptions
- Service usage
- Reclamation
- Rightsizing
- Cost optimization
- Business Value Realization

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Do you have a strategy for managing IT assets, both SAM and HAM? On-Premise / Cloud?




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Creating a Vision, Scope of Managed Assets

Asset Management Vision:

- Enable the organization to manage IT assets with respect to risk, cost, control, governance, compliance, and business performance objectives as established by the business

Asset Management Scope of Managed Assets: All company owned/leased PC, Workstations, Servers, Commercial Software, ETC.

- Maintain financial, contractual and inventory attributes of managed assets to support lifecycle management.
- Reduce risk by driving standardization and enforcement of standard policies /processes.
- Comply with Financial reporting requirements including tax and fixed asset reconciliation.
- Provide actionable metrics to support strategic decision making for the organization.
- Optimize license consumption to reduce cost.

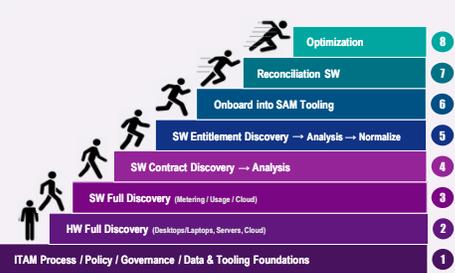


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Establish ITAM Foundations



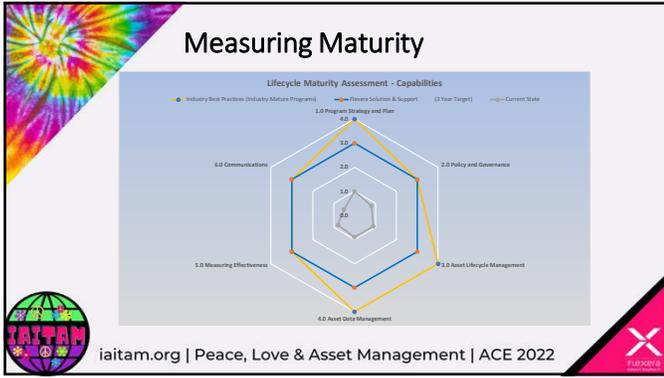
- 1 ITAM Process / Policy / Governance / Data & Tooling Foundations
- 2 HW Full Discovery (Desktops/Laptops, Servers, Cloud)
- 3 SW Full Discovery (Metering / Usage / Cloud)
- 4 SW Contract Discovery → Analysis
- 5 SW Entitlement Discovery → Analysis → Normalize
- 6 Onboard into SAM Tooling
- 7 Reconciliation SW
- 8 Optimization



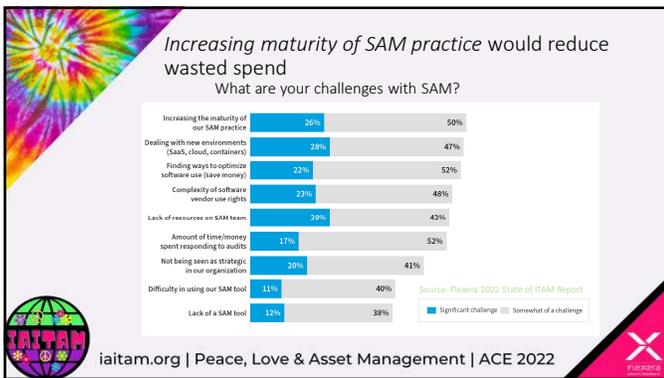
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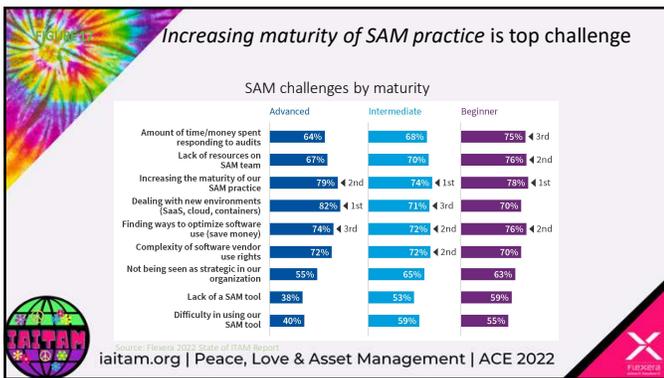
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Measuring Adoption

-  Licenses: Number of IBM licenses (PVU metric)
- Licenses: Number of Microsoft licenses
- Licenses: Number of Oracle licenses
-  Purchases: Number of purchase orders
- Number of commercial software with a license
-  Number of commercial software without a license
- Number of licenses with an expired subscription
-  Number of VMs with no host



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Do your organizational goals support key company initiatives?



Goals.
Set them.
Be them.
Reach them.



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Keys to Effective Goal Setting

- Organization goals should support your corporate initiatives
- Set specific goals in terms that can be measured. Specific goals are more effective in improving performance than are general “do your best” goals
- Set difficult but realistic goals. Difficult or challenging goals produce better performance than moderate or easy goals
- Set short-term as well as long-range goals
- Communicate and Celebrate goal attainment



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Is your program focused on Data Quality?
How do you measure?




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Data Quality

- A program is only as good as the data
- Your customers (stakeholders) must be able to trust the data
- Governance will be a key to improving data capture quality
- Create dashboards and track improvement in data quality
- Poor data will result in poor decisions

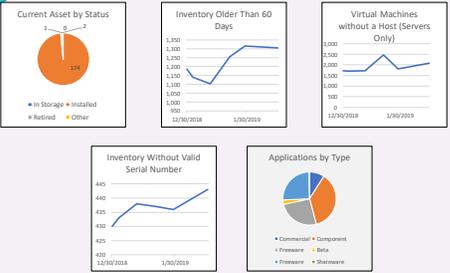


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Sample Data Quality Dashboards




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Summary and Key Points

- All employees participate in an effective ITAM program
- Effective plan execution is critical to a successful program
- Data Quality is critical to IT business decisions
- Hold stakeholders and vendors accountable
- Measure and report progress
- Communicate success and business value to be delivered
- Stay relevant to the organization

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The Value is in the Data

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Wally's Challenge

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Wally's Challenge

1. Name a metric to utilize for measuring adoption.
2. Name a Key ITAM Stakeholder in a typical organization.
3. Please name Job 1 when it comes to your ITAM program.
4. Which employees play a key part in the success of your ITAM program?



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Questions?




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Thanks for attending!

Walter Darrough
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Please attend our other sessions this week:

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

Please view the 2022 State of ITAM Report:

[Who Uses ITAM? Flexera's 2022 State of ITAM](#)



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