



Drive Toward Program  
Adoption, Maturity,  
Relevance...

Walter Darrough  
Manager Customer Success

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**LET'S TALK!**

- How to assess the level of your program adoption and maturity.
- Is our program capabilities aligned with current organizational requirements?
- How do we keep our ITTAM program relevant to the organization?
- Questions/Answers



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Even Gartner recognizes that a new approach is required

**END OF LIFE**

Software Industry Transformation Requires Software Asset Management Programs to Follow Suit

Published 24 February 2021, ID G00732504, 25 min read  
By Stephen Wicks, Yooni Buzan, and 1 more

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Software Transformation

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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
Business Unit	Manager, Vendor Management Office	Business management and procurement. They don't know what contracts are up for renewal or expiring. They have the data of the software installed on the level of use in the organization.
Shared Service	IT Finance	Figuring to include their cost to business. Like BGC, get to know vendor employee device to pay back. Need some way to track up for needs to determine budgeting guidance.
Shared Service	Manager, Internal Unit	Need several internal processes that need to be validated. We have policy of no games on company device. We can't enforce this policy.
IT Unit	IT and their support	We process to track location of mobile employee devices. We process to collect terminated employee devices. Track the employee going off. Don't have process for identifying and off-site 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
- Right-sizing
- 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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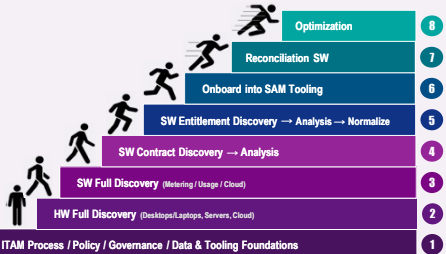
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# Establish ITAM Foundations





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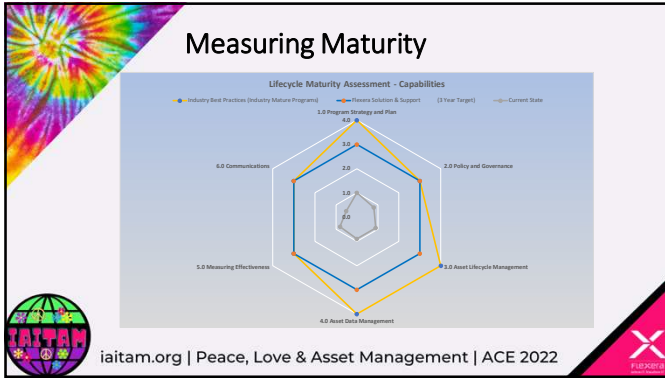
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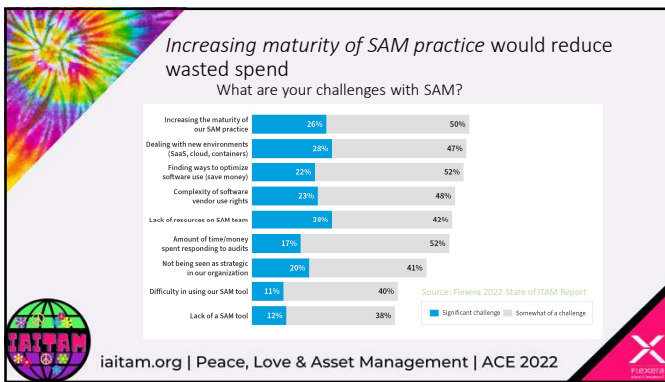
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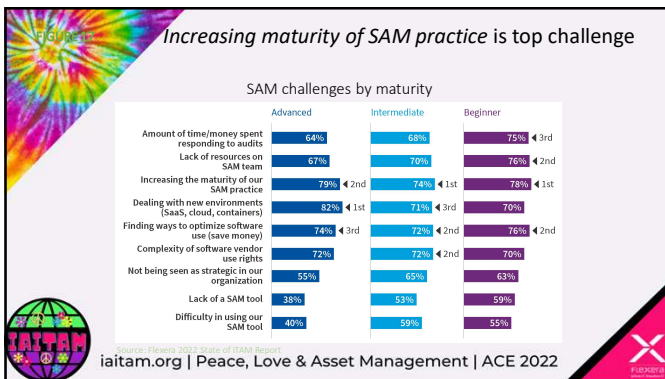
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### Measuring Adoption

-  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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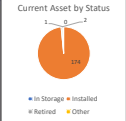

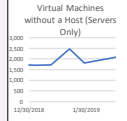

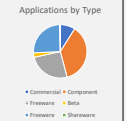
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**Sample Data Quality Dashboards**








Legend for Applications by Type:

- Commercial
- Component
- Firewall
- Beta
- Firewall
- Shareware



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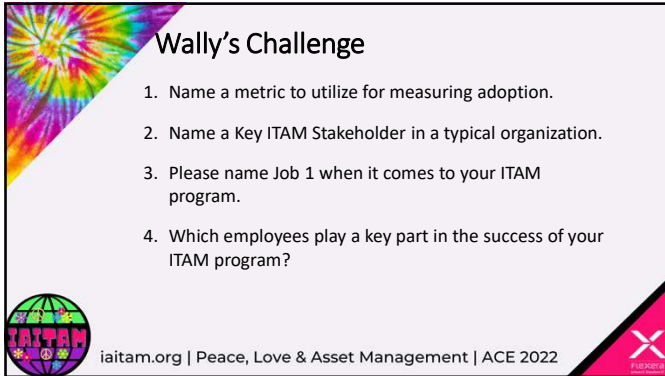
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### Wally's Challenge

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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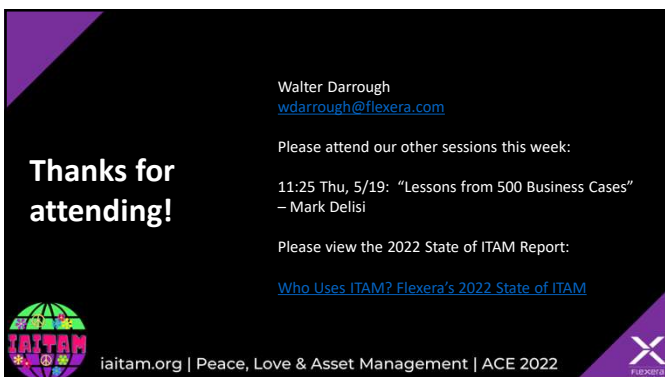
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### Thanks for attending!

Walter Darrough  
[wdarrough@flexera.com](mailto:wdarrough@flexera.com)

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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