



**Enhance Your ITAM and SAM  
Program Results with  
Product Enrichment Data**

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CEO



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**About Eracent**

- Focused on ITAM and SAM since 2000
- High quality data and reporting to support ITAM, SAM, ITSM & Security
- We help our clients:
  - Gain Visibility into IT Assets
  - Manage Hardware and Software
  - Reduce Publisher Audit and Security Risks
  - Minimize Costs and Automate Processes



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**LET'S TALK!**

- ❖ Data Issues and Challenges
- ❖ The IT Product Library
- ❖ IT Product Library Features
- ❖ Benefits and Anticipated Improvements
- ❖ Data Improvement Suggestions



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### The Importance of Trustworthy Data


Foundational for all technology governance activities

You can't govern what you can't see

And, without enriched asset data, you can't trust what you see



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### What is Trustworthy Data?

“...data that is accurate, complete, relevant, readily understood by and available to those authorized users who need it to complete a task.”

[Source: ISO 19770-1 (2017)]



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### Typical IT Tool Ecosystem

All these rely on Trustworthy Data, but whom do you trust?





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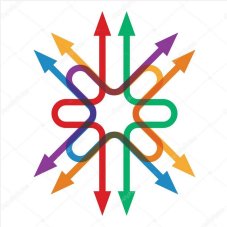

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## Trust Issues Undermine Governance

- Multiple tools
- Multiple approaches
- Many data sources
- Varied naming conventions
- Inherent time lag

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## Data Source Examples

 Legacy system data


 Discovery data from differing toolsets

 Purchase data: P.O.s, Invoices, license statements

 Manual entry of contract data



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## Typical Data Quality Issues


Inconsistent Naming

Inconsistent Content


SAM Data Gaps

Operational Data Gaps

Product End-of-Life



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### Challenge: Inconsistent Naming

Inconsistent naming conventions across systems and applications

- Duplication of products
- Manual cross-referencing required to verify products
- Incomplete, inaccurate reporting

IBM  
I.B.M.  
IBM Corporation  
IBM Corp.

Microsoft Office 2019  
MS Office 2019  
Microsoft Office version 2019

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### Challenge: Inconsistent Content

- Multiple data sources
- Iterative approach adds data over time
- No common standard in place
- The result is inconsistent and incomplete data
  - Ineffective
  - Lacks credibility with users

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### Challenge: SAM Data Gaps




**Without current and accurate data:**



License report preparation is manual and time-consuming  
Results are questionable



*Licensing Details ->  
Product Use Rights ->  
Configuration Options*



*= Enormous Impact on  
Licensing Costs*

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### Challenge: Product End-of-Life

- Product support end dates announced by vendors
- One driver of proactive upgrade plans
- Avoid future compatibility issues
- Reduce security risks due to inability to patch versions or products





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### Solution: The IT Product Data Library

- Product enrichment data, all in one place
- Non-discoverable data
- From multiple *authoritative* sources
- Normalized data and attributes
- Updated regularly

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### Benefits

- Eliminates tedious manual research
- Provides:
  - Common naming conventions
  - Consistency across systems
  - Complete attributes for all products
  - *All related systems speak the same language*
- Supplements discovery application recognition

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### IT Product Data Library Content

- Mfr. Product Codes and SKUs provide common link
- UNSPSC and other classification data
- Hardware makes and models
- Physical dimensions, weight, power utilization, and other characteristics

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### IT Product Data Library Content

- Software versions and editions
- License types and programs
- Product use rights
- End-of-Life (EOL) and End-of-Support (EOS) data
- Hardware and Software Vulnerability details integrated with Discovery data
- MSRP pricing
- Vendor details

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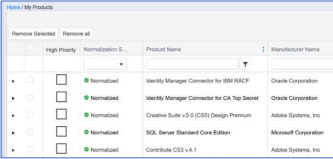


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### Desirable Library Options and Features

- Daily updates
- Intelligent search and select
- Easy access to vendors and products that you care about
- Multiple integration options

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What improvements can you expect?



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### Improvement: SAM Tool Catalog + CMDB Creation and Enhancement

- Reduces time to create and update records
- Expands details for existing items
- Eliminates gaps and inconsistencies
- Stronger foundation for all processes



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### Improvement: SAM Processes

- Increased data quality
- More effective, efficient processes
- Expanded, more robust reporting content
- Increased confidence in license position reports
- Bigger savings potential



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### Improvement: Security + Compatibility

- End-of-Life (EOL) and End-of-Support (EOS)
  - Advance notice enables planning
  - Avoids system compatibility issues
  - Reduces network security risks
- Hardware and Software Vulnerability details
  - Enables proactive notifications

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### Benefits Summary

- Consistent, complete data
- All related systems speak the same language
- Avoid tedious research and product cross-referencing
- Improved process efficiency
- Increased end user satisfaction
- Positive bottom-line impact

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### Benefits: Efficiency + Reputation

- Single version of the truth underpins multiple governance domains
- "Do the job once, and do it well"
- All stakeholders benefit because they can speak with authority to decision-makers
- Accurate, real-time data enables a coordinated response across stakeholders to governance demands
- Agile, flexible, timely, cost-effective governance

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To contact us for general information:  
[info@eracent.com](mailto:info@eracent.com)





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