IAITAM ACE

May 7–9, 2024 The M Resort 🌴 Las Vegas, NV

Danielle Banning, USU

ITAM Tool Evolution

Beyond the basics of strategic asset management



Finding your IAITAM Oasis



Image it's the 90s or early 2000s. The first Asset Managers trying to manage software assets *manually*.

Application Name	Family Name	Full Name	Publisher	Version	Architecta	
1527c705-839a-4832-9118-54d48d6a0c89	1527c705-83	1527c70	CN=Mic	10.0.19	Neutral	
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If Asset Management were a game...



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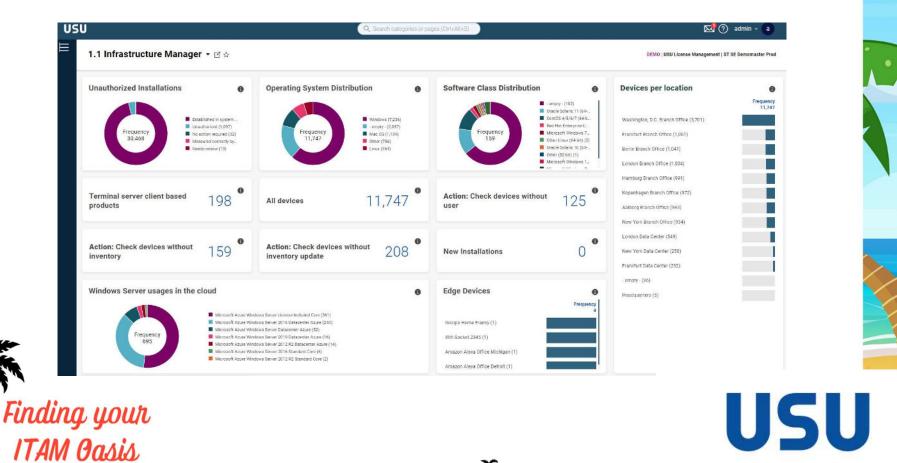




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Tools to the rescue



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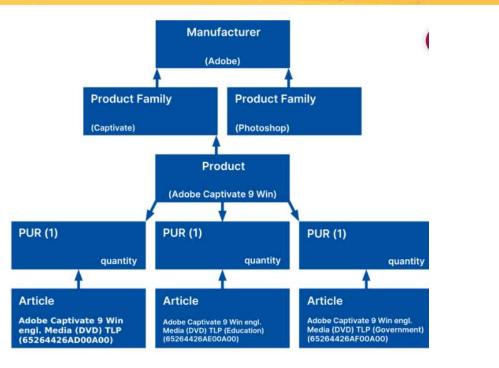
Tools brought normalization

Those invoice level transactional details you need to interpret your Entitlements

and your

Discovery tool results which are evidence of usage

need to be normalized to one enriched catalog chalk full of vendor know-how!



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Tools brought normalization

Repeatable calculation of complex license metrics

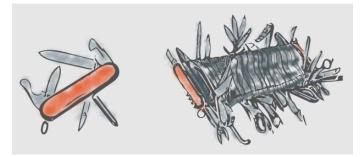
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2.0		48.00	Microsoft		Microsoft Windows Server 2019 Standard Core (unknown language) SRV37968351	

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What has changed?



SAM tools providing real time visibility was a basic need back at the birth of SAM.

Then add in challenges like:

- Complex Licensing Metrics
- Changing Licensing Metrics
- Virtualized Envr
- SaaS
- Container
- Cloud
- BYOL





Today Asset Management tools should aim to



- Avoiding extra costs •
- Client software metering & reharvesting
- Azure hybrid benefit optimization ٠
- License downgrading •
- Oracle optimization •
- SQL, Windows Server & Red Hat optimization

Minimize your unutilized licenses to under 5%

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· Management of all SaaS vendors in one platform

Save **up to**

30% of your

top 10 SaaS

vendor's budget

- Downgrading
- Reharvesting



- Named User Optimization ٠
- Analyze Digital Access
- S4/HANA Transition optimization

Save up to

15% of your

SAP spends

Reharvesting & write back



- Optimize portfolio based on ٠ classification
- · Close security risks with vulnerability database



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1.1 CISO (Security) - 🖪 🏠

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Antivirus Software 0 **Network Devices** 0 Certificates that expire within 60 days 0 Frequency Frequency Broadcom Endpoint Protection 14 Win (unknown language) (7,058) 12 Broadcom Endpoint Protection 12 Win (190) Broadcom Endpoint Protection (55) Switch (7) Cisco Certificate 3822 (1) Kaspersky Endpoint Security for Windows 10 (26) Frequency AET Europe SafeSign 3.x (15) Firewall (3) 7,366 Microsoft Security Essentials 1 (8) Broadcom Endpoint Protection 11 (7) Router (2) Avast Software Free Antivirus 17.x (1) Lavasoft Ad-Aware Antivirus 1 SE Professional Win (1) Local State **BYOL & Hybrid Use Installations** Spend per Vendor Manufacturer with the most 0 0 0 0 Devices without Manufacturer 1.069 underlicensing value Frequency 1,604 Sum of Underlicensing value (USD) Microsoft Azure SQL Database Single Standard S0 10 -25,449,811 Microsoft (96,570,044) Database Transaction Units per Day DTU (280) Salesforce (61,412,008) Oracle (-21,979,673) Sum of Amount Microsoft Azure SQL Database Single Standard S0 DTUs SAP (11,484,696) (USD) 178,199,996 10 per Day North United Kingdom Unit Commitment 0 ServiceNow (8,052,908) Microsoft (-2,874,959) (280) Adobe (680,338) **Unapproved Installations** 0 Microsoft Azure SQL Database Single Standard S1 20 SAP (-409,769) Database Transaction Units per Day DTU (179) Microsoft Azure SQL Database Single Standard S1 DTUs Autodesk (-130,401) 1 per Day North United Kingdom Unit Commitment (179) Microsoft Azure SQL Database Single Standard S2 50 Adobe (-48,173) Adobe contracts 0 Database Transaction Units per Day DTU (96) Microsoft Azure SQL Database Single Standard S2 DTUs ServiceNow (-6,835) Frequency 1 per Day North Middle East and Africa Unit Commitment (96) Adobe VIP (2) Microsoft Azure SQL Database Single Standard S3 DTUs 1 per Day Middle East and Africa Central Unit Commitment (95) Adobe CLP (1) Microsoft Azure SQL Database Single Standard S3 100 Database Transaction Units per Day DTU (95) Microsoft Azure SQL Database Single Basic 5 Database anation Units par Day DTU (07) USU License Management 10.2.0.2

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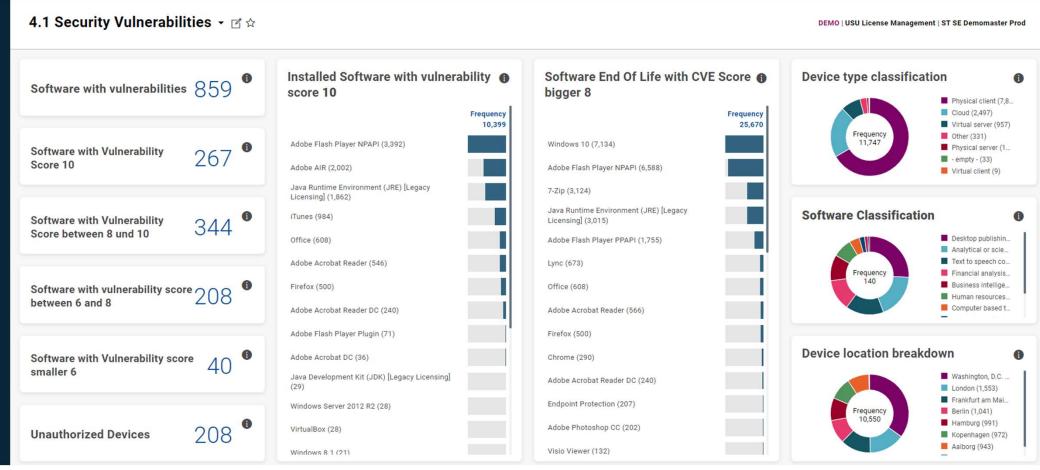
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What hasn't changed?



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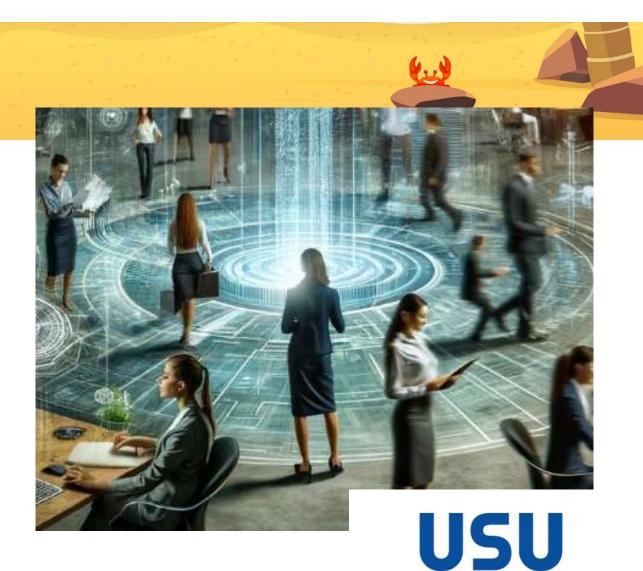
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What's next?

IT Asset Management and the tools that serve it, will need to grow in many ways.

Let's look at the topics shaping the future of ITAM now





Increased Automation

ITAM processes are becoming more automated, leveraging technologies like AI, machine learning, and robotic process automation (RPA) to streamline asset discovery, tracking, and management.

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Cloud Adoption

With the growing adoption of cloud services, ITAM will need to adapt to manage assets across hybrid and multi-cloud environments, including tracking usage, costs, and compliance.

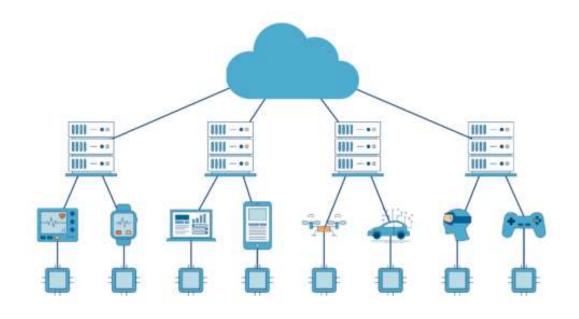






IoT and Edge Computing

The proliferation of Internet of Things (IoT) devices and edge computing resources will require ITAM solutions to support the management of a wider range of assets, including sensors, actuators, and edge devices.



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A focus on Security

As cybersecurity threats continue to evolve, ITAM will play a crucial role in ensuring the security and compliance of IT assets, including tracking software licenses, patches, and vulnerabilities.







Integrate with ITSM & ITOM

ITAM will become increasingly integrated with other IT management processes, such as IT Service Management (ITSM) and IT Operations Management (ITOM), to provide a holistic view of IT infrastructure and support proactive decision-making.





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Data Analytics and Reporting Insights

Leveraging data analytics and business intelligence tools, ITAM will provide actionable insights into asset utilization, performance, and lifecycle management, enabling organizations to optimize IT investments and reduce costs.



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Focus on Sustainability

As organizations prioritize sustainability initiatives, ITAM will need to incorporate considerations for environmental impact, including managing energy consumption, recycling, and responsible disposal of IT assets.



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1. As we see subscription license models become more common... is there a convergence on the horizon? So I ask YOU!

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- 2. Will eventually all vendors slowly move towards the same licensing models using the same rules?
- 3. How should AI influence ITAM tools and how shouldn't it?
- 4. As cloud movement becomes more common, will the Pay-As-You-Go method be the norm?





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