IAITAM ACE

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

Danielle Banning, USU

ITAM Tool Evolution

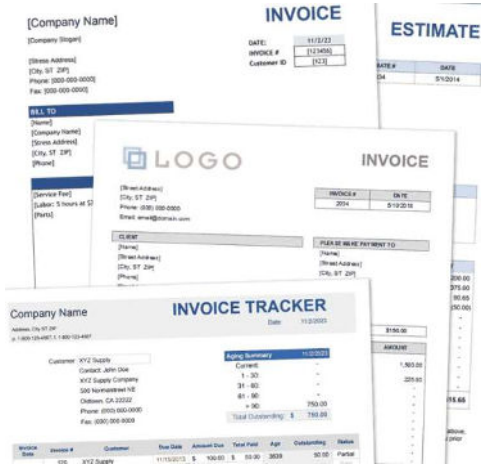
Beyond the basics of strategic asset management

Finding your IAITAM Oasis

In the beginning...

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	Architectu
1527c705-839a-4832-9118-54d4Bd6a0c89	1527c705-83...	1527c70...	CN=Mic...	10.0.19...	Neutral
82885831.HiddenCityMysteryofShadows	82885831.Hi...	8288583...	CN=A4F...	1.32.32...	X86
82885831.HiddenCityMysteryofShadows	82885831.Hi...	8288583...	CN=A4F...	1.35.35...	X86
c5e2524a-ea46-4f67-841f-6a9465d9d515	c5e2524a-ea...	c5e2524...	CN=Mic...	10.0.19...	Neutral
c5e2524a-ea46-4f67-841f-6a9465d9d515	c5e2524a-ea...	c5e2524...	CN=Mic...	10.0.18...	Neutral
c5e2524a-ea46-4f67-841f-6a9465d9d515	c5e2524a-ea...	c5e2524...	CN=Mic...	10.0.17...	Neutral
c5e2524a-ea46-4f67-841f-6a9465d9d515	c5e2524a-ea...	c5e2524...	CN=Mic...	10.0.18...	Neutral
Caphyon.SampleMSIXPackage	Caphyon.Sa...	Caphyon....	CN=Da...	1.0.0.0	X64
DolbyLaboratories.DolbyAccess	DolbyLabora...	DolbyLab...	CN=58...	3.1.384...	X64
DolbyLaboratories.DolbyAccess	DolbyLabora...	DolbyLab...	CN=58...	3.2.169.0	X64
E2A4F912-2574-4A75-9BB0-0D023378592B	E2A4F912-25...	E2A4F91...	CN=Mic...	10.0.19...	Neutral
E2A4F912-2574-4A75-9BB0-0D023378592B	E2A4F912-25...	E2A4F91...	CN=Mic...	10.0.17...	Neutral



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If Asset Management were a game...

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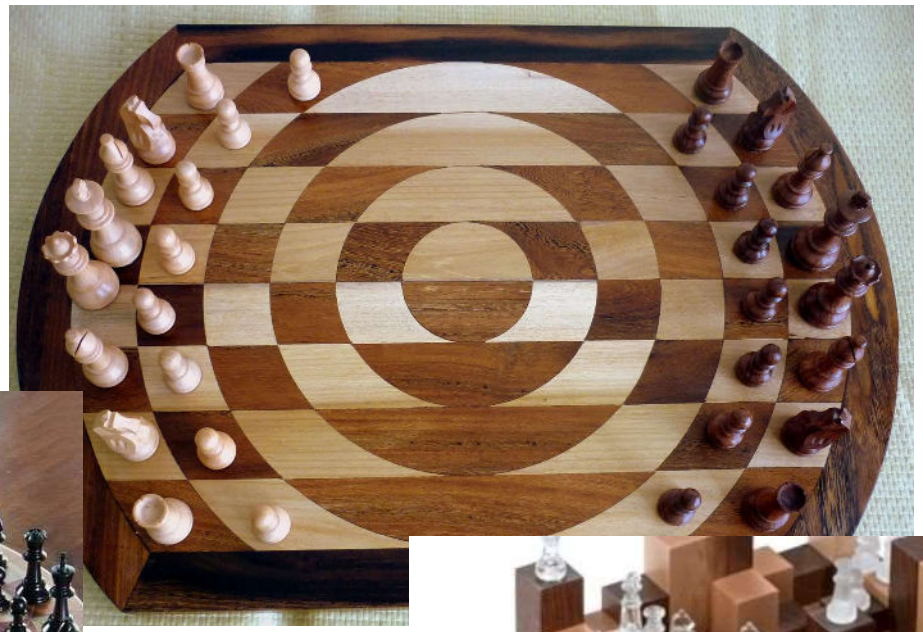

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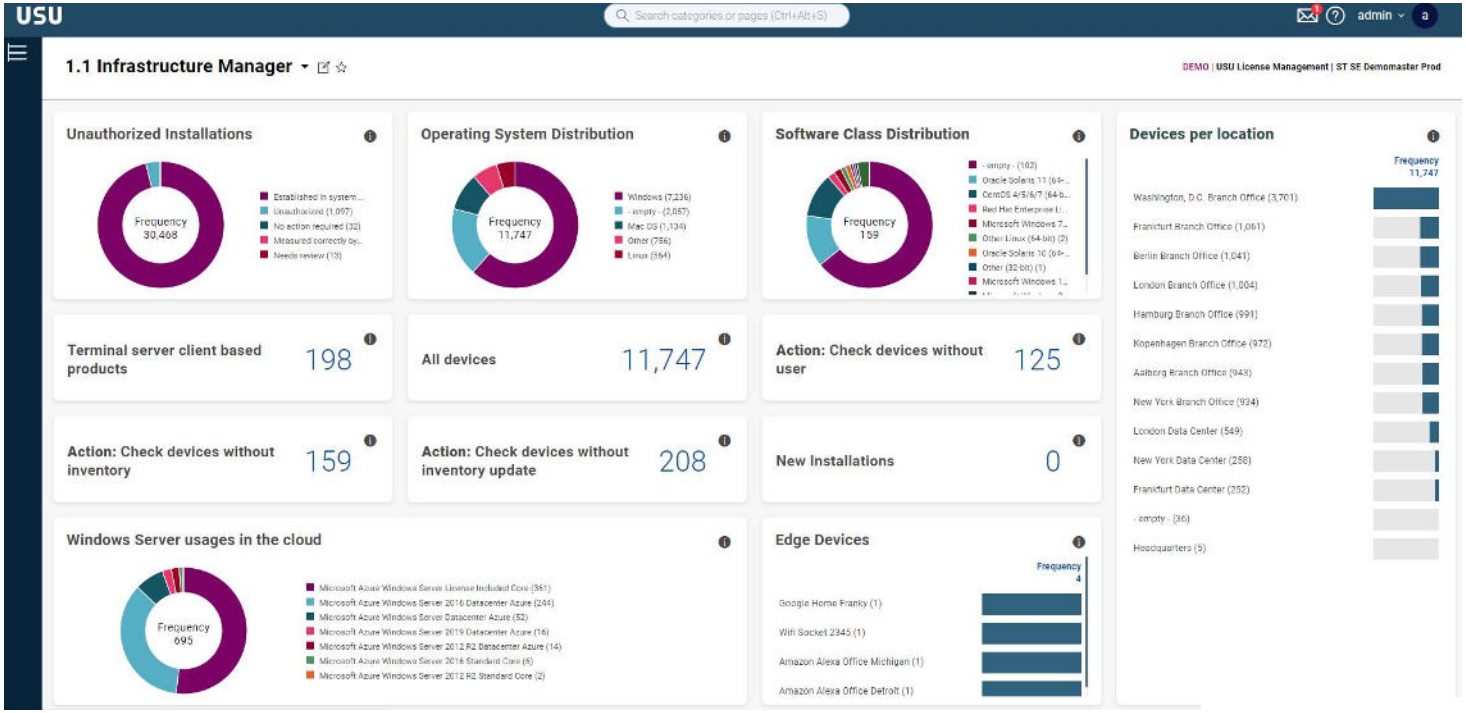
Tools to the rescue



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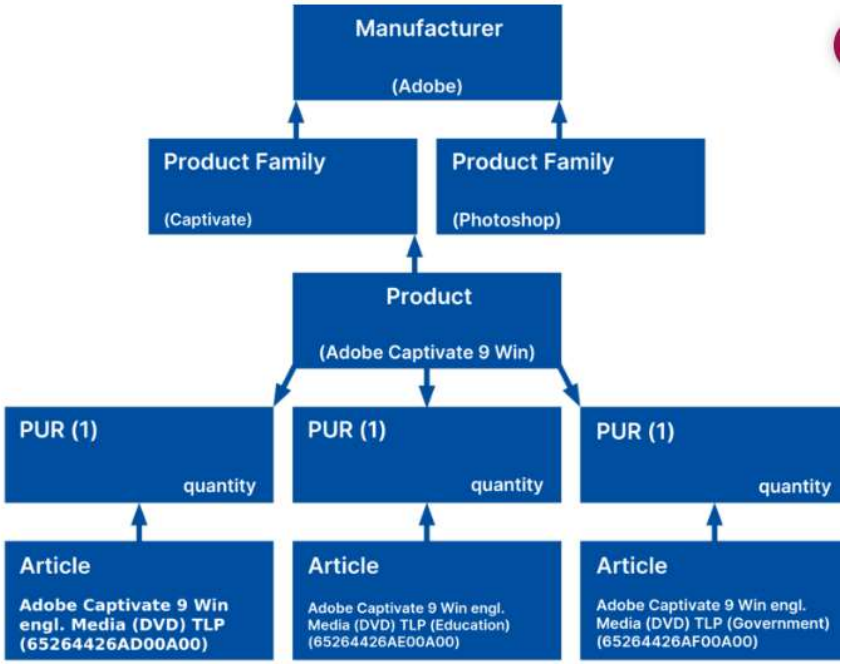
Tools brought normalization

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!



Tools brought normalization

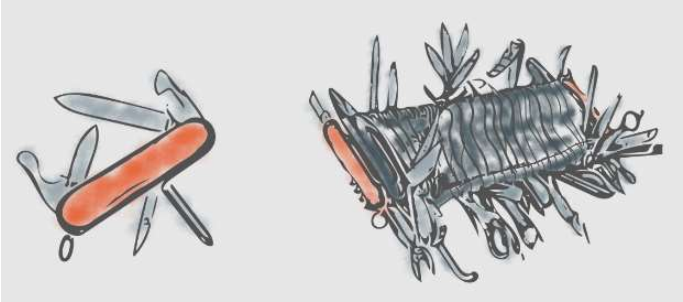
Repeatable calculation of complex license metrics

Software > Demand

Demand details

Quantity (effective) AGG	Manufacturer	Product name (Product)	Device key
80.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRV30B05A60
80.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRVE87509E0
48.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRV3261ED84
48.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRVA4C864DB
48.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRVAE3919D8
48.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRV6D6492DB
48.00	Microsoft	Microsoft Windows Server 2019 Standard Core (unknown language)	SRV37968351

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

Manage Clients & Datacenter

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

Minimize your unutilized licenses to **under 5%**

Manage SaaS

- Management of all SaaS vendors in one platform
- Downgrading
- Reharvesting

Save **up to 30%** of your top 10 SaaS vendor's budget

Manage SAP

- Named User Optimization
- Analyze Digital Access
- S4/HANA Transition optimization
- Reharvesting & write back

Save **up to 15%** of your SAP spends

Manage Portfolio

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

Reduce your number of vendors per business function **under 2**

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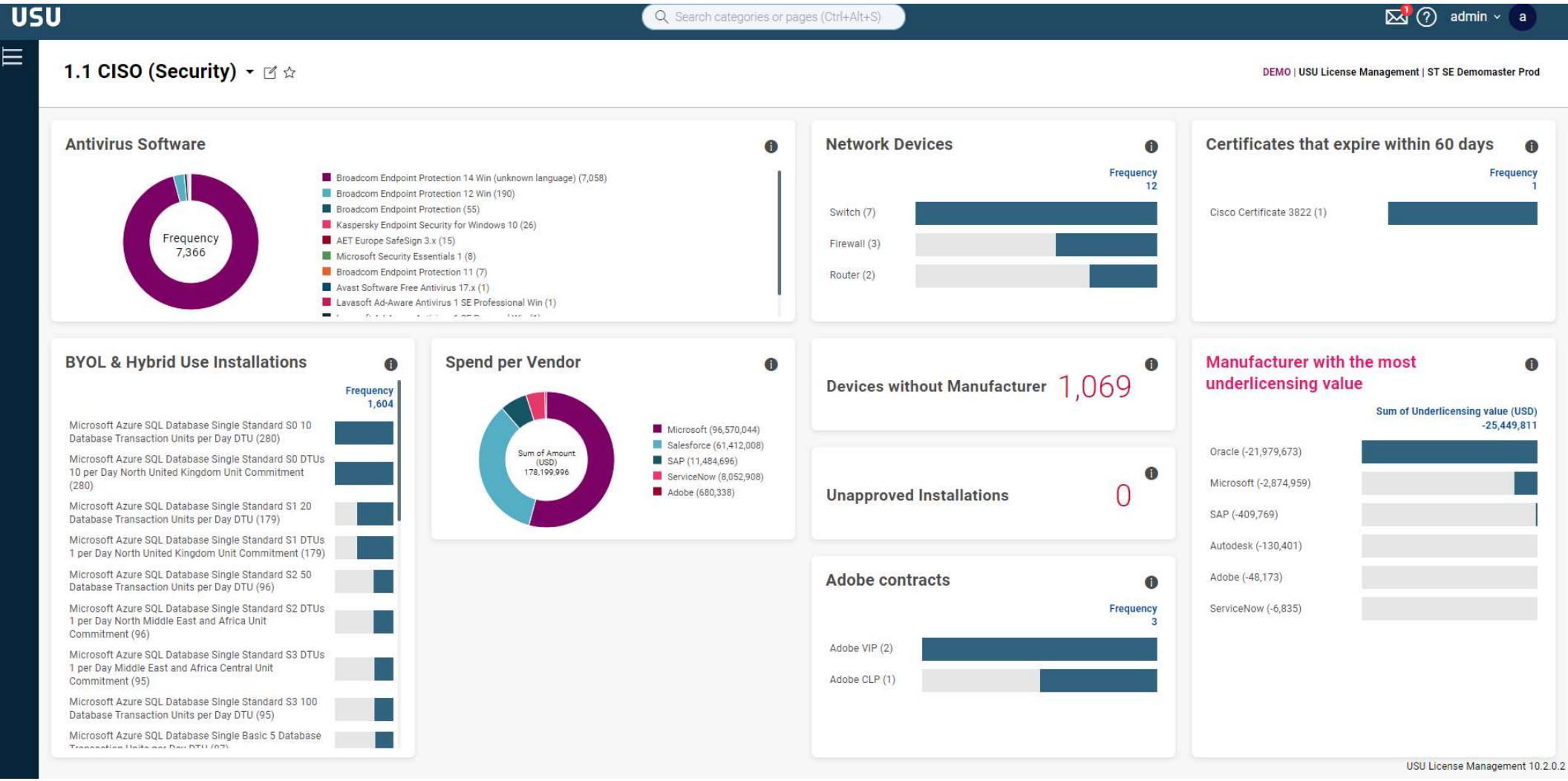

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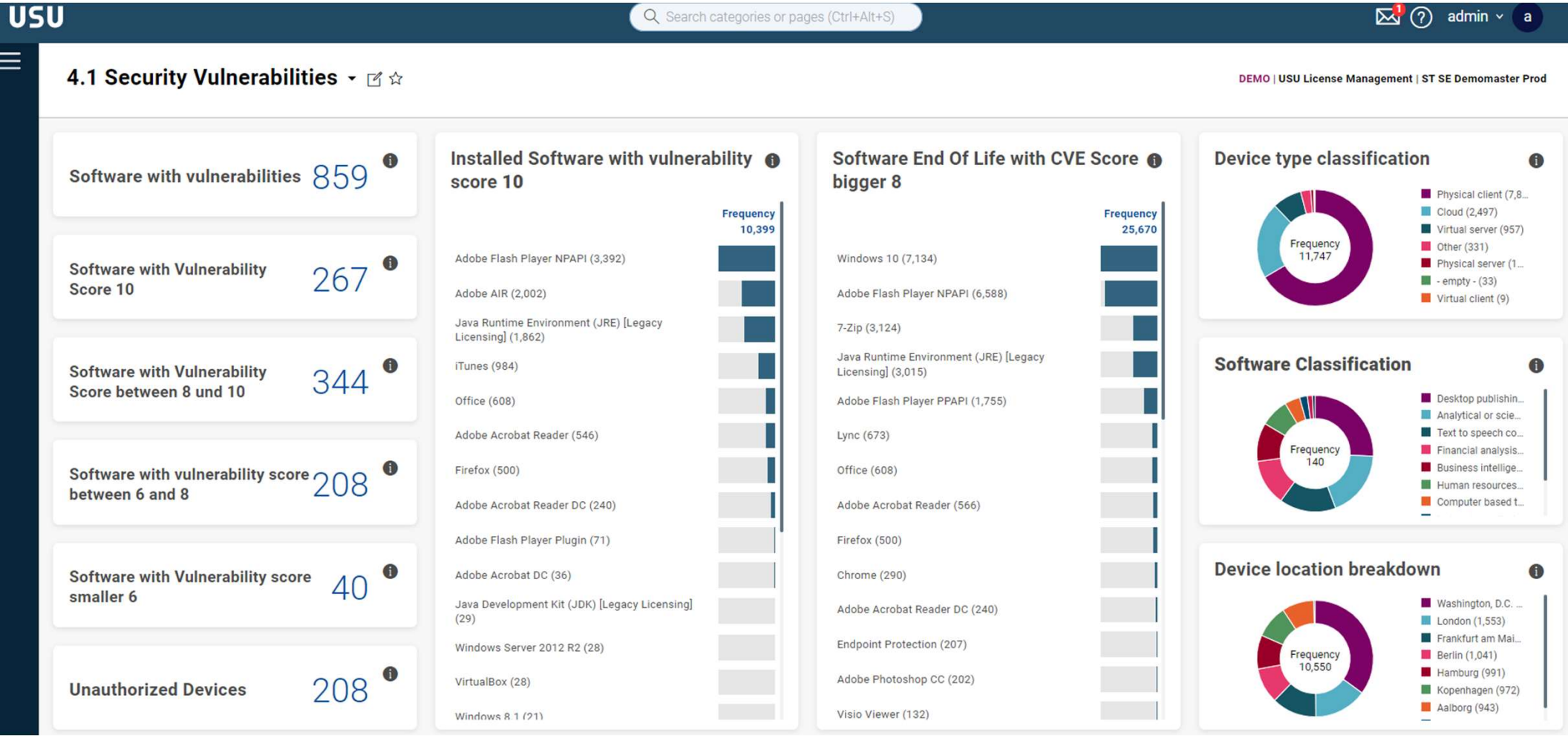

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What hasn’t changed?

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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

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The Future of Asset Management tools

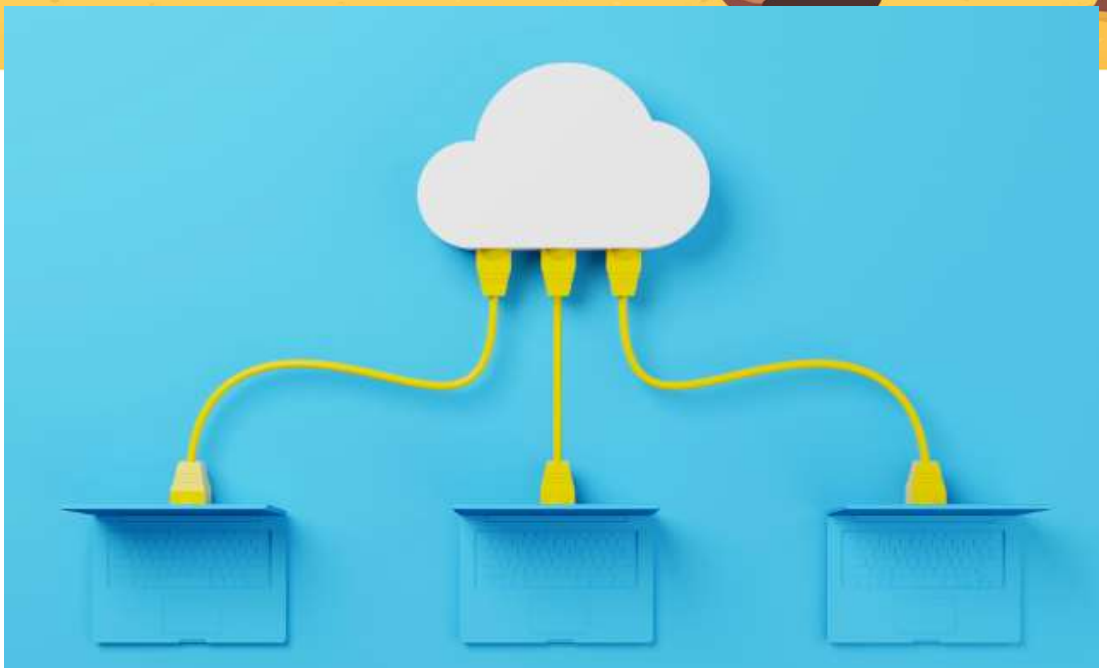
Increased Automation

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

The Future of Asset Management tools

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.



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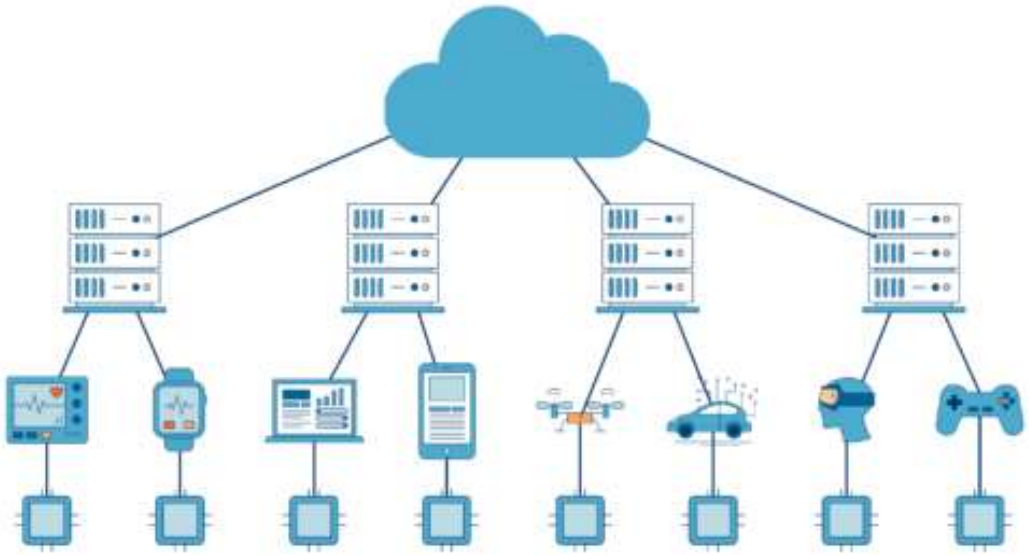
The Future of Asset Management tools

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.



The Future of Asset Management tools

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.

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The Future of Asset Management tools

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.

The Future of Asset Management tools

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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The Future of Asset Management tools

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.

1. As we see subscription license models become more common… is there a convergence on the horizon?
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?

So I ask YOU!

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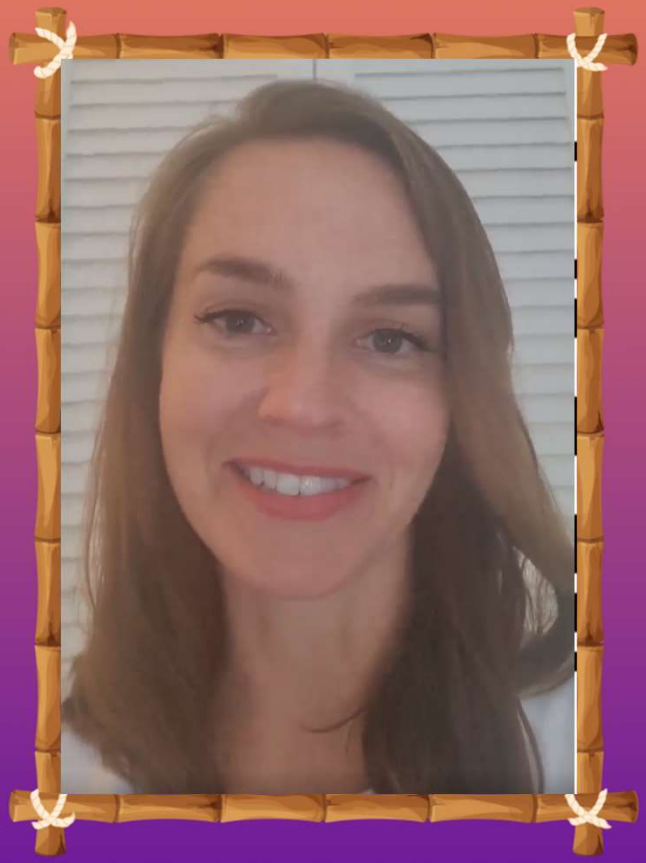

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