



# IAITAM ACE

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

**Financial Operations and IT Asset Management**

Frank Venezia

Managing Director, IT Asset Management Leader

**Ernst & Young LLP**

*Finding your IAITAM Oasis*



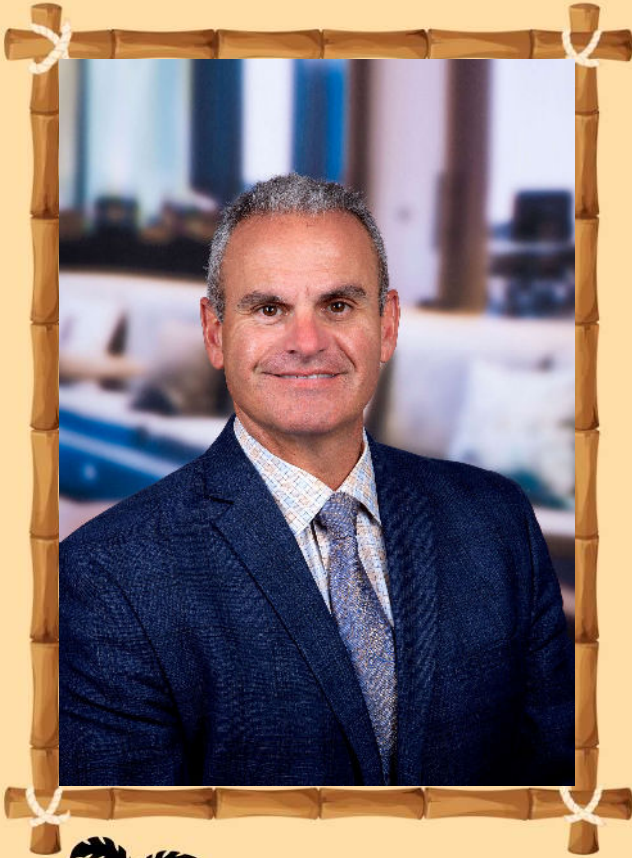
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**Frank Venezia**  
Managing Director  
EY IT Asset  
Management Leader  
Ernst & Young LLP

- 1 | The synergy of IT asset management (ITAM) and financial operations (FinOps)**
- 2 | Aligning ITAM and financial strategy**
- 3 | Practical insights**
- 4 | Key learnings**
- 5 | Continue the conversation**



*Finding your  
ITAM Oasis*

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# FinOps optimizes returns on IT assets

FinOps has become a priority as organizations, more heavily cloud reliant than ever before, focus on optimizing costs, mitigating financial risk, and increasing visibility and collaboration.

Understanding key triggers:

**Cloud costs**



**Lack of visibility**



**Rapid business growth**



**Compliance and governance**



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# Organizations are focusing on ITAM for FinOps

Financial risk

Audit defense  
and  
compliance

Regulatory  
risk

IT service  
management

Mergers,  
acquisitions,  
divestitures

Third-party  
risk

Cybersecurity

Cloud app  
management



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# What is ITAM for FinOps?

## ITAM

- Optimize cost.
- Mitigate compliance risk.
- Enable cyber with trustworthy asset data.
- Drive operational efficiency throughout the asset lifecycle.

## FinOps

- Track cloud spending.
- Allocate cloud costs for charge-backs.
- Establish shared spend management goals.
- Drive cost optimization and compliance through usage of governance and policies.

## ITAM + FinOps

- Optimize IT resource management.
- Control spend through detailed allocations and charge-backs.
- Drive governance and discipline to manage software across the hybrid technology estate.

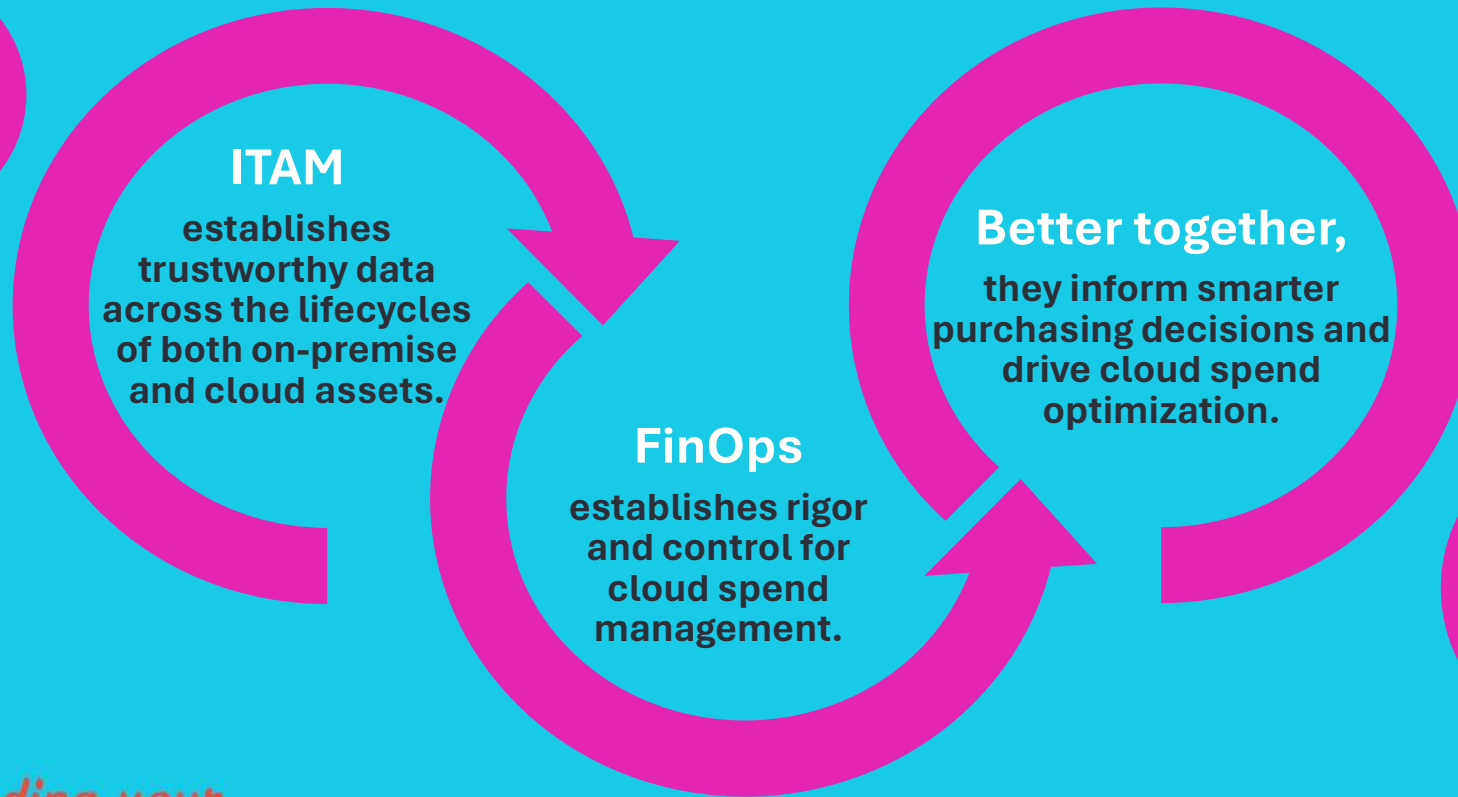


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# Asset optimization and financial strategy are symbiotic

ITAM  
+  
FinOps



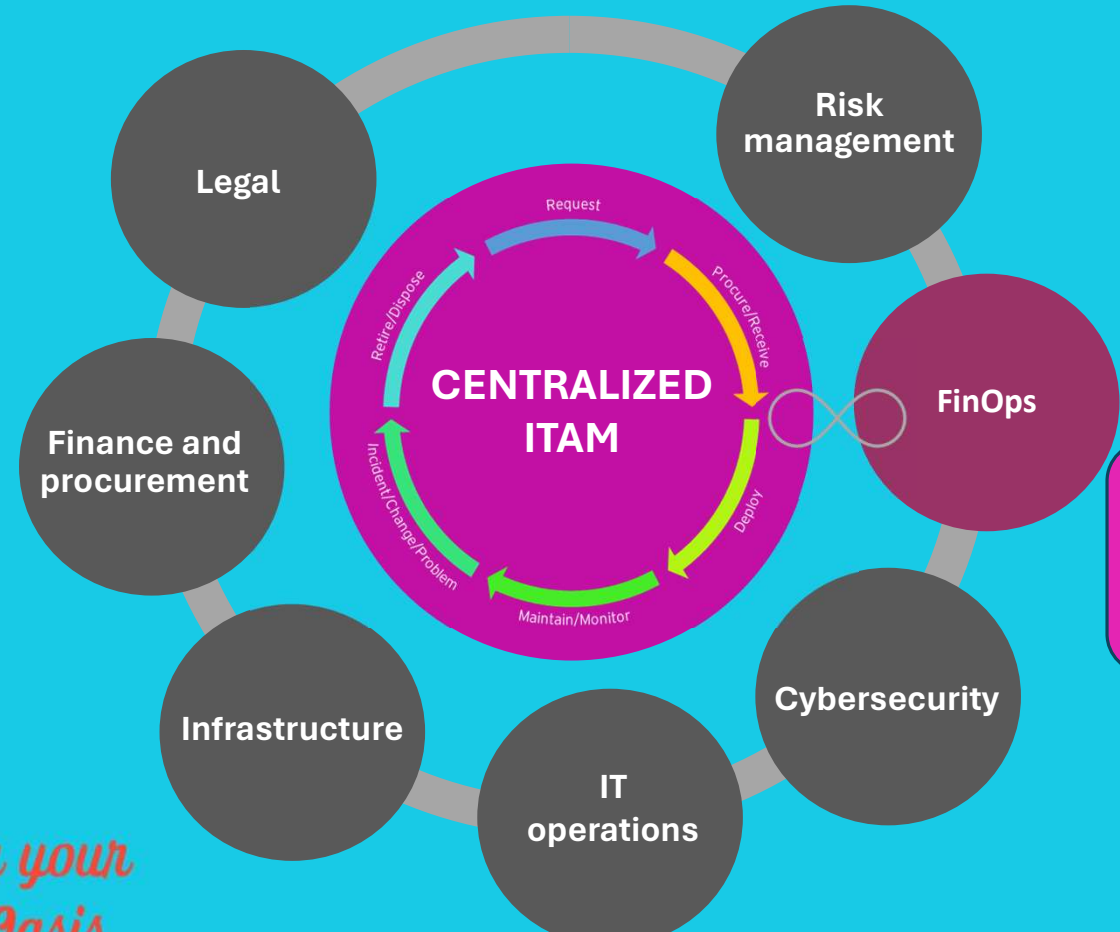
Improving overall financial performance



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# Engaging and integrating stakeholders for better outcomes



FinOps demonstrates the business case for centralized ITAM for a variety of stakeholder groups.



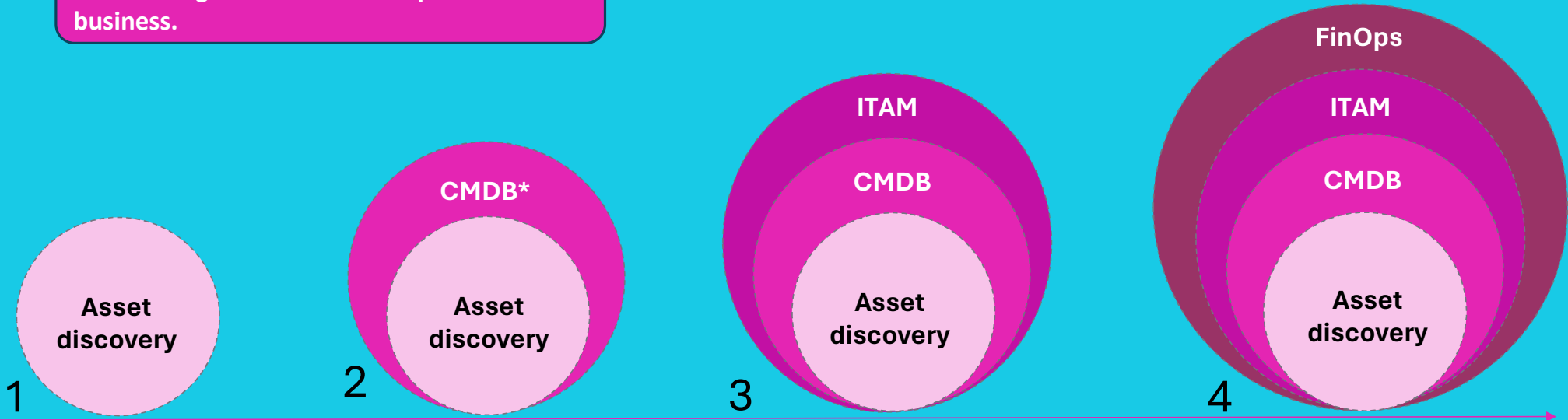
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# Enabling ITAM for FinOps

Drive your program from the bottom up to enable insights across various parts of the business.



\* Configuration management database



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# Getting started on your ITAM + FinOps maturity journey

**Crawl**  
Visibility



## See your estate

- Develop an asset data strategy.
- Establish a baseline in the single source of truth.

**Walk**  
Process and automation



## Enable sustainability

- Develop an operating model.
- Allocate resources and skills.
- Implement the model.

**Run**  
Operate



## Ongoing service excellence

- Monitor and optimize in real time.
- Ensure compliance and maintain data quality.
- Drive data insights for supplier negotiations and business decisions.



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# Reflections on this session



Managing a tight linkage between ITAM and FinOps improves cost and risk control.



With timely and accurate data, ITAM and FinOps evolve the financial management of IT assets from reactive to proactive.



ITAM enables FinOps with visibility into real-time costs and usage, which is essential to manage the cloud-based IT spend.



By building your ITAM program from the bottom up, you pave the way for operational excellence and accelerate your strategic agenda.



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## Continue the conversation



**Frank Venezia**  
Managing Director  
EY IT Asset Management Leader  
Ernst & Young LLP

[frank.venezia@ey.com](mailto:frank.venezia@ey.com)



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