



# IAITAM ACE

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

## Risk Beyond Compliance Gaps

Cybersecurity, Cloud, Fonts and more

Jennifer Munson | Managing Consultant | IT Portfolio Management

*Finding your IAITAM Oasis*





**Jennifer Munson is a Managing Consultant with SoftwareONE, where she supports enterprise organizations in building and maintaining their ITAM programs.**

**In addition to her 10+ years experience with HAM and SAM, she has led Systems Administration and Operations Teams, acted as Change and Release Manager as well as having been on a Security and Risk team.**



[jennifer.munson@softwareone.com](mailto:jennifer.munson@softwareone.com)



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# Contents

- **Why should Software Asset Managers care about Security?**
- **Learn the Lingo of your Security Team**
  - Cybersecurity Models
  - Frameworks/Standards
  - Tools & Vulnerabilities
- **Where does ITAM overlap & synergize with Cybersecurity?**
  - Discovery & Discovery Gaps
  - Policy & Procedure
  - Employee Training
  - Asset Management
- **Quantify & Communicate**



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# Why should Software Asset Managers care about Security?

Cybersecurity evolves every year! Cloud, AI, and evolving development platforms all challenge previous approaches

Unpatched vulnerabilities were involved in 60% of data breaches

2019 Ponemon Institute Vulnerability Survey

Over 75% of applications have at least 1 flaw

2020 Veracode State of the Software Security Report Volume 11

74% of Security teams rely on manual documentation and 68% rely on spreadsheets to inventory & catalog apps and APIs

2024 CrowdStrike State of Application Security Report

**BOTH Asset Management and Security need to be aligned with Business Objectives**



Panici Graphic © Ren Liv Munson 2024



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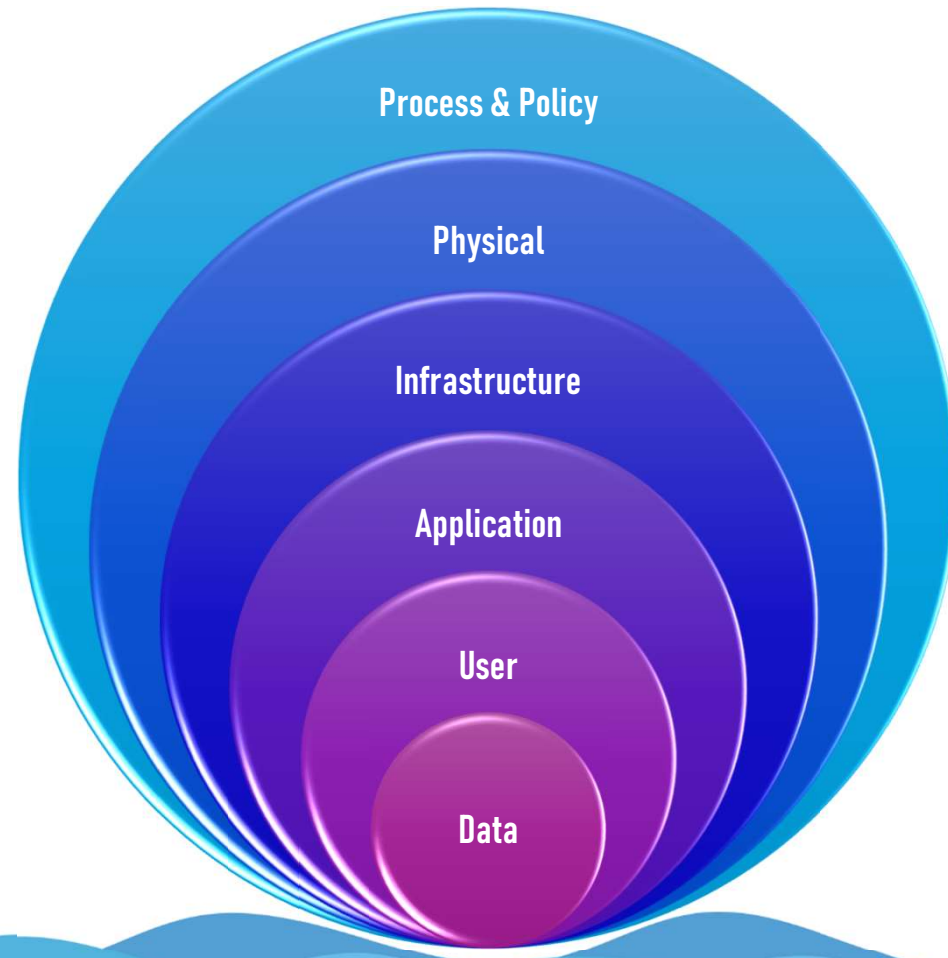
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# Learn the Lingo: Defense in Depth

Address security in layers from outside in

Your security team may follow this model if computers outside the corporate network have trouble communicating through the firewall and talk revolves around reducing “attack surface”



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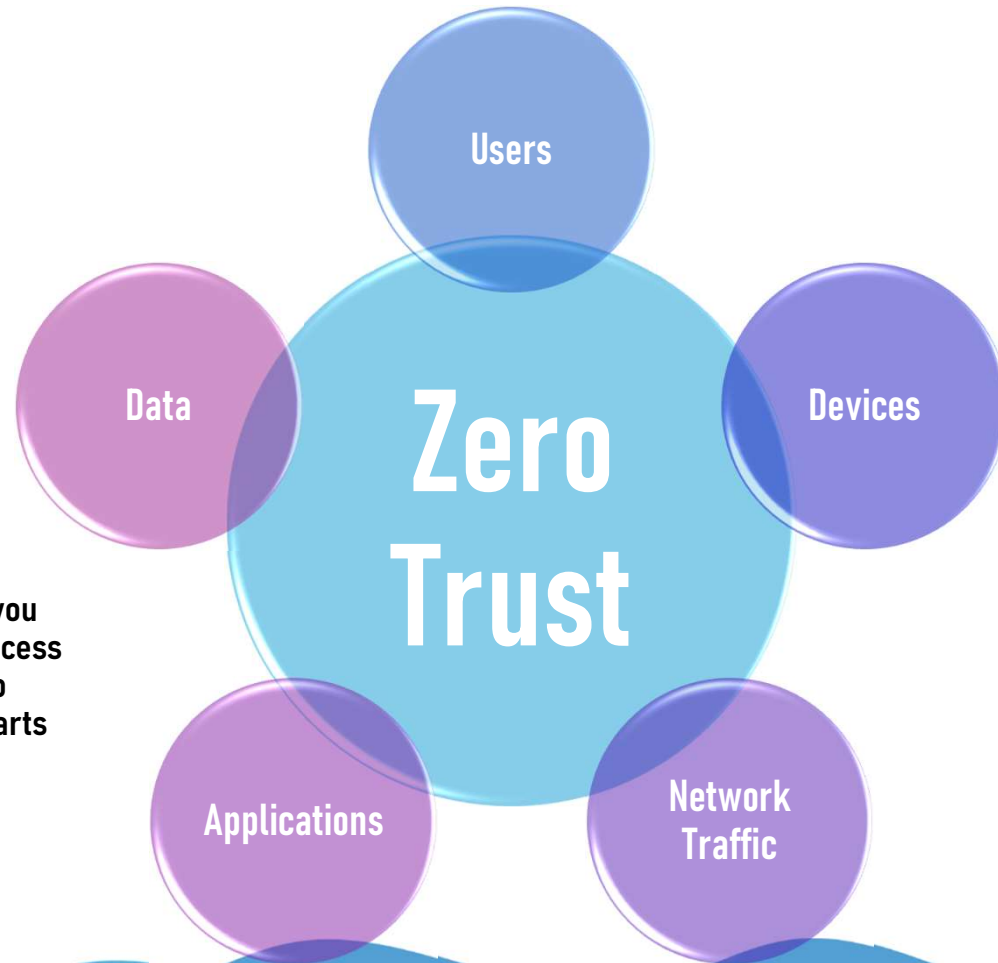
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# Learn the Lingo: Zero Trust

Secure everything at a granular level

Your security team may follow this model if you face significant pushback for unrestricted access for your agents (“least privilege”) and have to apply for separate exceptions for different parts of the business



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# Learn the Lingo: Frameworks/Standard s

**NIST (National Institute of Standards and Technology) CSF 2.0 (Cybersecurity Framework)**

**ISO 27001 and ISO 27002 (International Organization for Standardization)**

**CIS Controls (Center for Internet Security)**

**SOC2 (Service Organization Control)**

**COBIT (Information Systems Audit and Control Association Control Objectives for Information and related Technology)**

In the US, sign up for CISA alerts (Cybersecurity & Infrastructure Security Agency) at  
<https://www.cisa.gov/news-events/cybersecurity-advisories>



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# Learn the Lingo: Tools & Vulnerabilities

Penetration Testing finds vulnerabilities that attackers could exploit

- Event-based exercises intended to expose gaps
  - May include testing of policies and employee awareness

Vulnerability Scanners detect misconfigurations, outdated software, unprotected APIs, weak credentials or encryption, unauthorized access and flawed programs

- Network-based (wired, wireless)
- Host-based (operating system, application, database, code)

Vulnerabilities get ranked according to risk

- Common Vulnerability Scoring System (CVSS) ranks them 0-10
- 0 is “None” and 9+ is “Critical”

Remediation should be tracked & confirmed



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# Overlap & Synergy: Discovery

**SAM Software Package Identification  
+ Security Vulnerable Code Identification  
= More thorough remediation**

- **ITAM Discovery**

- May be agent-based or agentless
- Relies on being granted access
- Gathers file-level data about executables
- Identifies packaged software from a licensing risk perspective

These may SOUND  
similar, but you  
need BOTH!

Software  
vulnerability  
discovered on one  
computer may exist  
on others

## Cybersecurity Discovery

Usually network-based  
May be intended to NOT be granted access  
Gathers access-level data  
Identifies threats and vulnerabilities from  
a cybersecurity risk perspective



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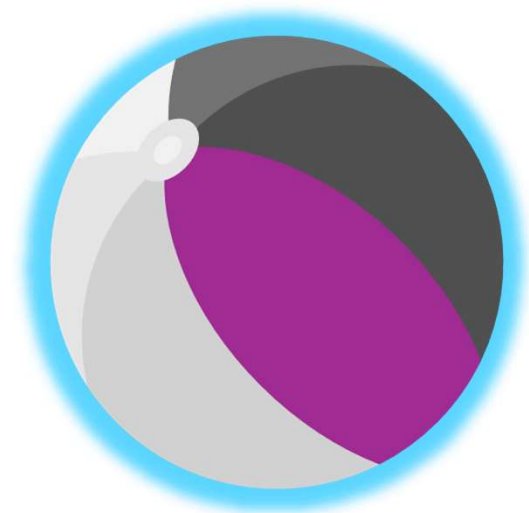
# Overlap & Synergy: Discovery gaps – Specific Code

## Searching for specific code

- May be offered by your existing tool (i.e. log4j or customizable settings in patching software)



- May require a separate tool if your organization does a lot of development
- SBOM = Software Bill of Materials



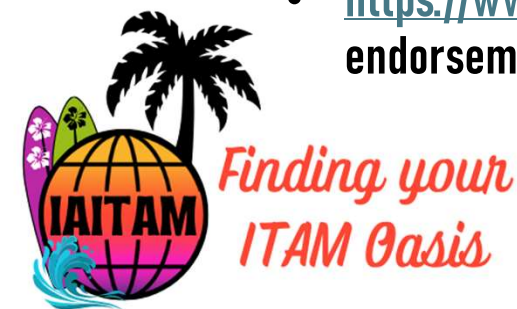
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# Overlap & Synergy: Discovery gaps - Fonts

## Fonts are licensable!!

- Fonts are used in print publications, ads, websites, applications, on physical devices, digital
- There is no industry-standard software for discovering font usage after the fact
- Education and proactive work is needed to ensure licensable fonts are not used in violation of their EULA
- <https://www.monotype.com/font-licensing-hub> (not an endorsement of Monotype, just a really good FAQ)



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# Overlap & Synergy: Discovery gaps – Cloud and SaaS

## Cloud and SaaS

- Everyone is dealing with “Shadow IT” – do you FinOps?
- Identifying all SaaS in use may require combing your Procurement system
- If employees are putting SaaS purchases on a credit card, you may also need to check expense reimbursement records
- The Security team needs to know what sites and third parties are being allowing access to your computers



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# Overlap & Synergy: Discovery gaps – Pirated Software

Signs you might have Pirated software in your organization:

- Missing software purchase records
- Cracked software triggering malware/virus alerts
- Difficulty upgrading/patching



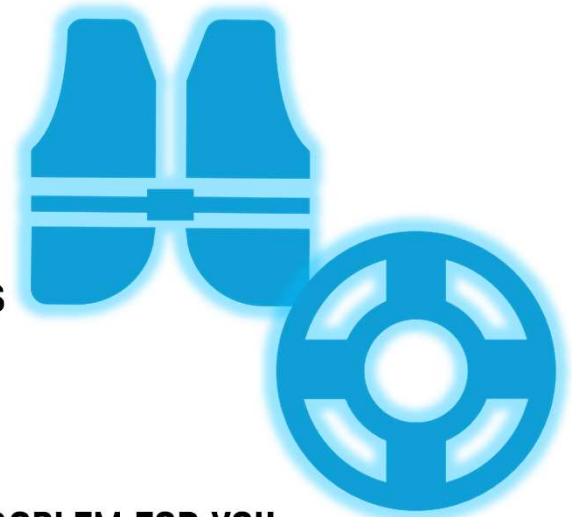
Adobe Genuine Software Integrity Service – mixed blessing?



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# Overlap & Synergy: Policy & Procedure

- Restrict hardware and software to pre-approved Authorized lists
- Remove users' ability to download & install indiscriminately
- Require up-front research on licensing for software and fonts
- Prevent IT hardware, software, and services purchases on credit cards
- Embed Ownership at all layers



Support your Security team's efforts **EVEN WHEN THEY ARE MAKING A PROBLEM FOR YOU**



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# Overlap & Synergy: Employee Training

Overlap training on Security, Software, and Hardware Best Practices because your employees need to learn them all

- How to create a secure password
- “Free” isn’t always (include fonts warning here)
- Licensed software requires a corporate license (include definition of pirated software here)
- How to get pre-approved software installed
- Why purchasing approved hardware from approved vendors is important
- How to purchase your software if it isn’t on the pre-approved list
- How to respond to virus alerts and “fishing” attacks

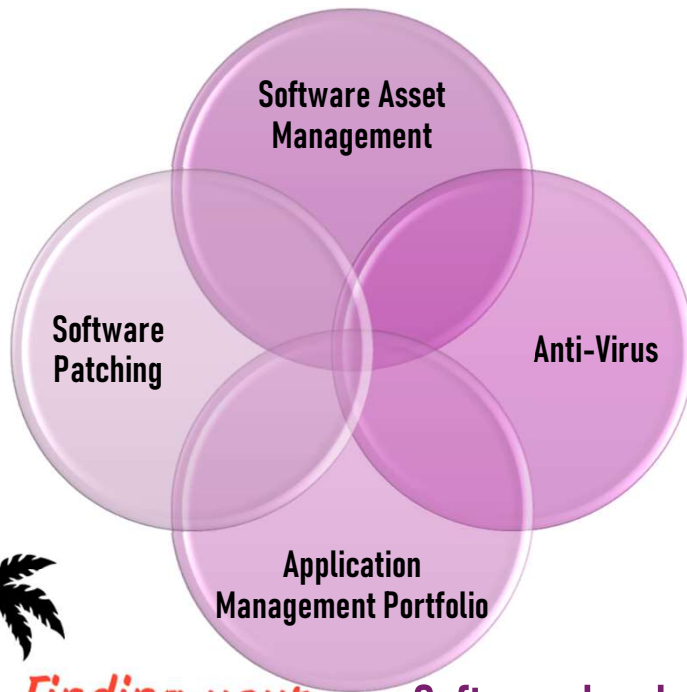


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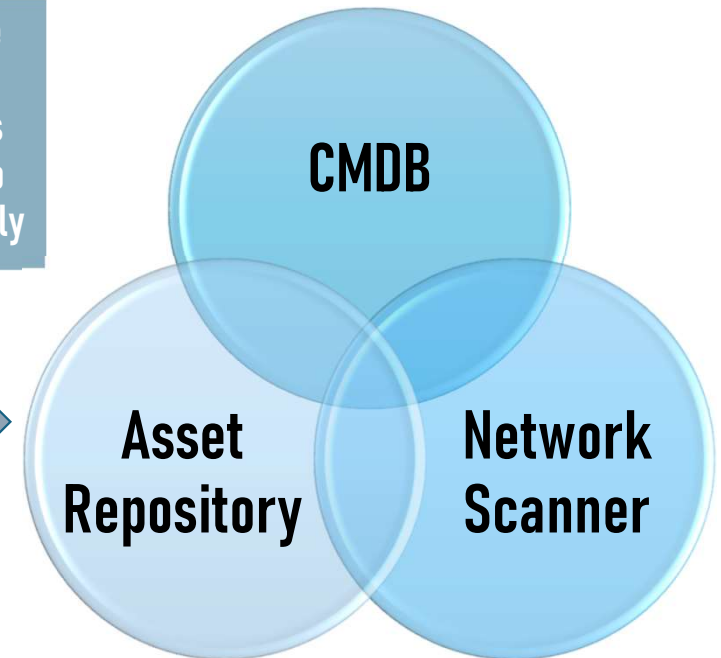
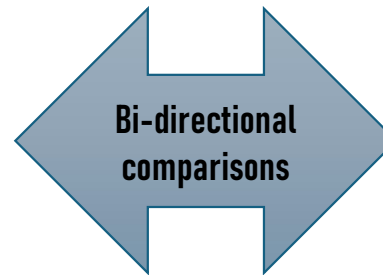
# Overlap & Synergy: Asset Management

IT Asset Management + Security Tools + Network Discovery = More complete Asset Repository



Software Landscape

Hardware and Software should be clearly associated with Owners and Administrators who commit to reacting quickly



Hardware Landscape



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# Quantify & Communicate

1. Tie back to the Lingo you Learned
2. Advertise areas of Synergy found
  1. Discovery & Discovery Gaps
  2. Policy & Procedure
  3. Employee Training
  4. Asset Management
3. Develop Landscape Dashboard to cover joint efforts
  1. Hardware Asset Management
  2. Software Asset Management
  3. Security Vulnerability Management
  4. Anti-Virus Management

Align reporting where measures are similar (i.e. found vs remediated)

- Security Vulnerabilities
- End of Life/End of Support Software
- Unauthorized Software
- Viruses/Malware

Progress against company-wide goals:

- Eliminating gaps in Asset Inventory
- Identification of Ownership for Assets



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# SoftwareOne Today

## NORAM ITAM

115 ITAM professionals in North America

**7.5k**

software vendor relationships

**9,300 FTEs**

incl. cloud experts with 5,000+ certifications

## Global ITAM

700+ ITAM & FinOps professionals worldwide

**65k+**

clients worldwide

**2030**

net zero ambition

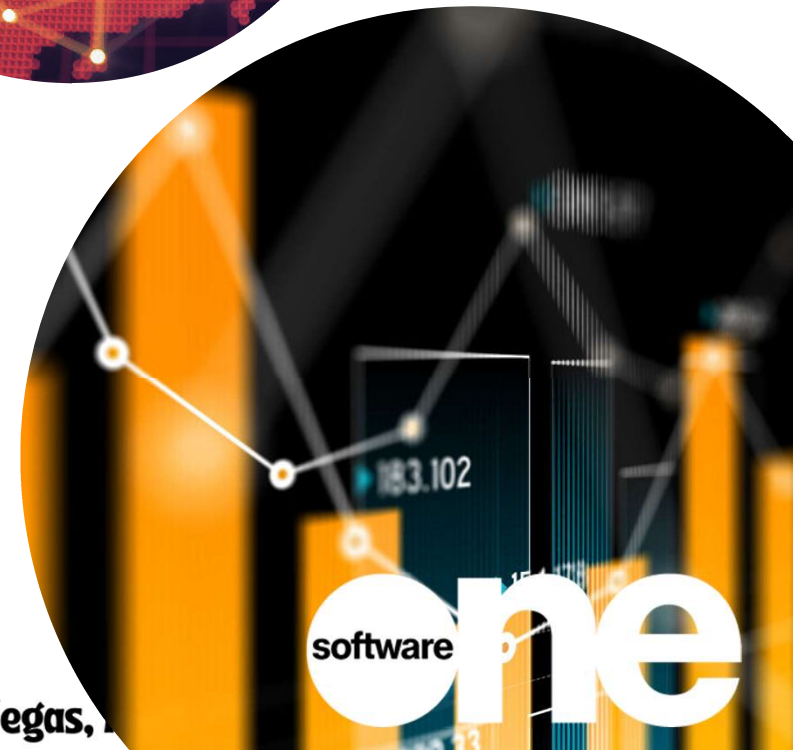
The logo for SoftwareOne, featuring the word "software" in a smaller, lowercase, sans-serif font inside a white circle, followed by the word "one" in a larger, lowercase, sans-serif font. The background is a dark purple gradient with vertical streaks of light in shades of blue, pink, and white, creating a digital or data-like effect.

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**Delivering ITAM & FinOps Consulting Services  
across the globe**

**In 2021 SWO clients realized more than \$1.95  
billion in software savings**



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# Gartner®



## About SoftwareOne

**SoftwareOne named a leader in Gartner Magic Quadrant for SAM Managed Services, three years running**

**FinOps Certified Service Provider since 2020**



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# Relax, your assets are secure



Relax Graphic © Ren Liv Munson 2024



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