



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

SaaS Optimization & Application Rationalization
Preston Davis, SHI International

Finding your IAITAM Oasis

The banner features a tropical theme with palm leaves and pink flowers framing the text. A small IAITAM logo is in the bottom left corner.

1



Who is being asked to **save money by their organisation?**

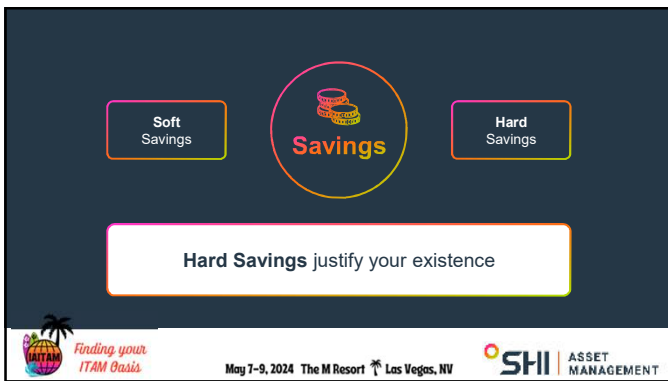
Finding your IAITAM Oasis

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

SHI ASSET MANAGEMENT

The slide has a dark background with a pile of US dollar bills on the left. A yellow 'Audience Question' tag is in the top right corner.

2



Soft Savings **Savings** **Hard Savings**

Hard Savings justify your existence

Finding your IAITAM Oasis

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

SHI ASSET MANAGEMENT

The diagram shows a central circle labeled 'Savings' containing a stack of coins. Two boxes labeled 'Soft Savings' and 'Hard Savings' are positioned on either side. A white box at the bottom contains the text 'Hard Savings justify your existence'.

3

Soft Savings

Hard Savings

Savings

They also mean your IT department will be **leaner, run smoother and cost less**

Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

4

Our Journey Today

- 1 Hard Savings by controlling SaaS
- 2 Hard Savings by Application Rationalization
- 3 How AI can help

Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

5

Our Journey Today

- 1 Hard Savings by controlling SaaS
- 2 Hard Savings by Application Rationalization
- 3 How AI can help


Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT


6

What is SaaS sprawl?




Finding your ITAM Oasis

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





7

What is SaaS sprawl?




Finding your ITAM Oasis

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





8

What is SaaS sprawl?



Finding your ITAM Oasis

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



9

What is SaaS sprawl?



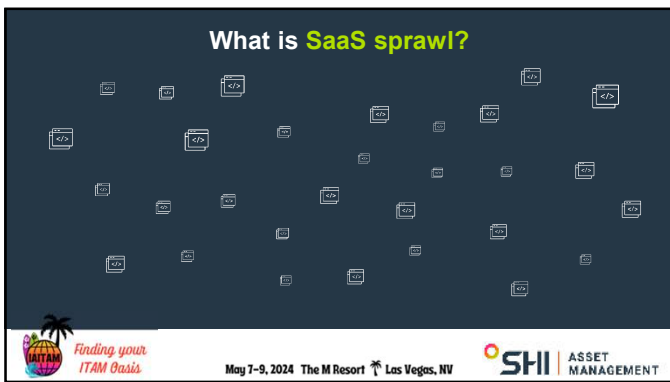
Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

10

What is SaaS sprawl?



Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

11

What is SaaS sprawl?




Finding your ITAM Oasis


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

SHI ASSET MANAGEMENT


12

What is SaaS sprawl?



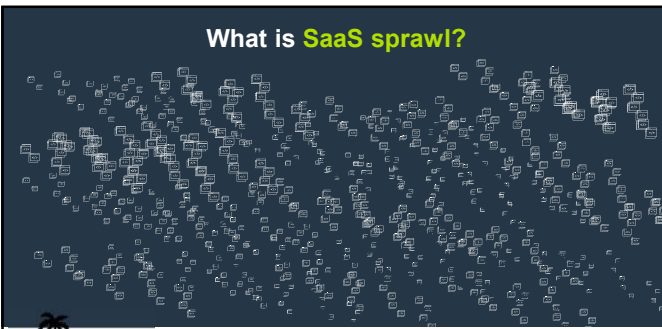
 Finding your ITAM Oasis


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

 SHI | ASSET MANAGEMENT


13

What is SaaS sprawl?



 Finding your ITAM Oasis

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

 SHI | ASSET MANAGEMENT

14



iStock
Credit: witsawat sananrum

 Finding your ITAM Oasis

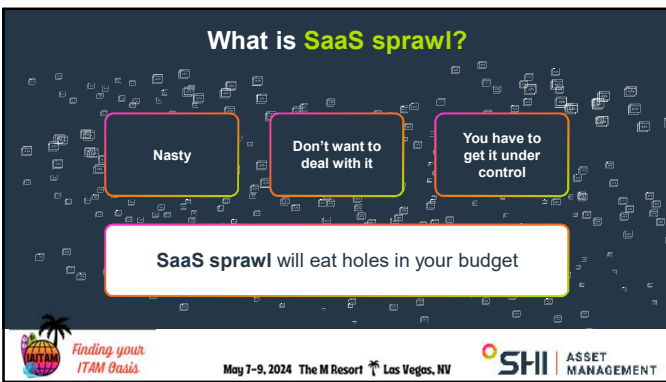
May 7-9, 2024 The M Resort Las Vegas, NV

 SHI | ASSET MANAGEMENT

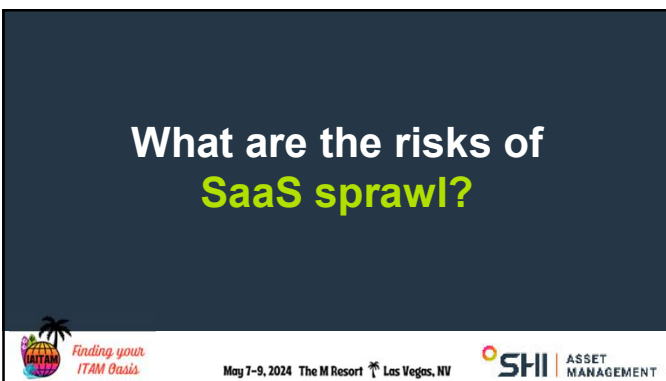
15



16



17



18

What are the risks of SaaS sprawl?

Privacy & Data
Terms & Conditions
Regulatory Compliance
Mis-configuration
Shadow IT
Data Retention
Data Storage
Disaster Recovery
Access Management

Finding your ITAM Oasis
May 7-9, 2024 The M Resort Las Vegas, NV
SHI ASSET MANAGEMENT

19

What are the risks of SaaS sprawl?

Budget is only part of the problem

Privacy & Data
Terms & Conditions
Regulatory Compliance
Mis-configuration
Shadow IT
Data Retention
Data Storage
Disaster Recovery
Access Management

Finding your ITAM Oasis
May 7-9, 2024 The M Resort Las Vegas, NV
SHI ASSET MANAGEMENT

20

Effect of not knowing your SaaS sprawl

American E-commerce Organization
15,000 Employees

204 Known SaaS Applications
498 Unknown SaaS Applications

\$10,000,000 Unknown Spend

How did we tackle this?
Come to the SHI booth to find out

Finding your ITAM Oasis
May 7-9, 2024 The M Resort Las Vegas, NV
SHI ASSET MANAGEMENT

21

Why do organisations get in this SaaS sprawl mess?

 **Finding your ITAM Oasis**
May 7-9, 2024 The M Resort Las Vegas, NV 

22

Why do organisations get in this SaaS sprawl mess?

- 
No visibility or awareness
- 
Incomplete software inventory
- 
Inadequate documentation / record keeping
- 
Circumvents procurement processes

 **Finding your ITAM Oasis**
May 7-9, 2024 The M Resort Las Vegas, NV 

23

How do you start to tackle SaaS Sprawl? (and realise the hard savings)

 **Finding your ITAM Oasis**
May 7-9, 2024 The M Resort Las Vegas, NV 

24

How do you start to tackle SaaS Sprawl?

More accuracy	Manual reporting
Less time	Human error
Better reporting	Slow

Finding your ITAM Oasis | May 7-9, 2024 The M Resort Las Vegas, NV | SHI ASSET MANAGEMENT

25

Choose the right tools

Deep dive

SecOps challenges

Generic data

What's right for you? Come and talk with me later

Finding your ITAM Oasis | May 7-9, 2024 The M Resort Las Vegas, NV | SHI ASSET MANAGEMENT

26

How do we start tackling SaaS?

- Gather purchase orders & invoices
- Create entitlement reports
- Build an Approved Standards List
- Create the Asset Portfolio
- Rationalize Application Stack
- Execute on Strategy (Save Money!)

Finding your ITAM Oasis | May 7-9, 2024 The M Resort Las Vegas, NV | SHI ASSET MANAGEMENT

27

Our Journey Today

- 1 Hard Savings by controlling SaaS
- 2 Hard Savings by Application Rationalization
- 3 How AI can help

Finding your ITAM Oasis
May 7-9, 2024 The M Resort Las Vegas, NV SHI ASSET MANAGEMENT

28

Asset Portfolio Management

Application Rationalisation

- Risk Assessment
- Publisher
- Individual or Suite
- T&Cs
- Anniversary & Service End Dates
- Payment Due Dates
- Termination Notices
- YoY Payment History
- Purchase Orders & Invoices
- Contract Status
- Product Category

Finding your ITAM Oasis
May 7-9, 2024 The M Resort Las Vegas, NV SHI ASSET MANAGEMENT

29

Application Rationalization

American E-commerce Organization
15,000 Employees

498 Unknown SaaS Applications

204 Known SaaS Applications

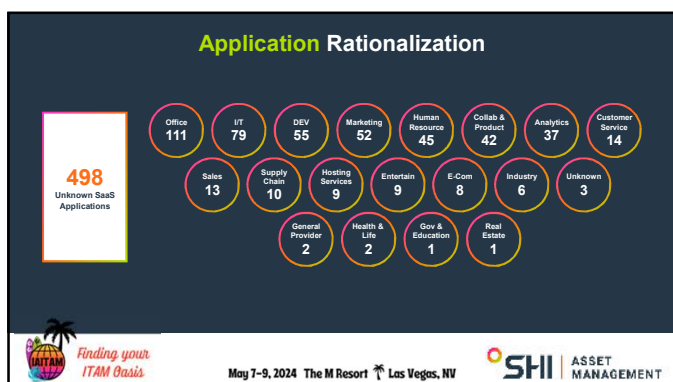
\$10,000,000 Unknown Spend

Finding your ITAM Oasis
May 7-9, 2024 The M Resort Las Vegas, NV SHI ASSET MANAGEMENT

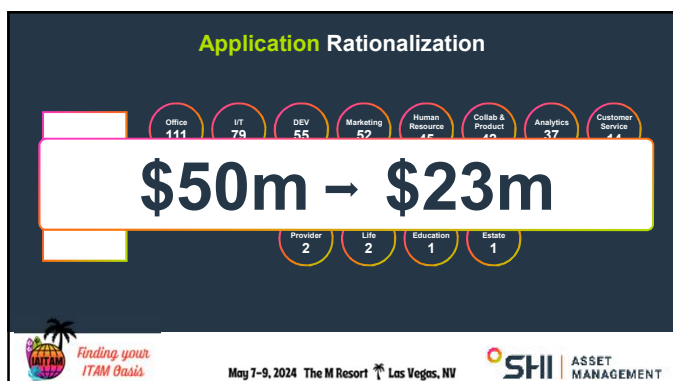
30



31



32



33

Fundamentals of Rationalization

The diagram features two overlapping circles: a green one labeled 'Application A' and a pink one labeled 'Application B'. Below 'Application A' is a blue icon with a white 'T', and below 'Application B' is a multi-colored icon. A white arrow points from the intersection of the two circles to the text 'Uncommon Functionality'.

Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

34

Fundamentals of Rationalization

The diagram features two overlapping circles: a green one labeled 'Application A' and a pink one labeled 'Application B'. Below 'Application A' is an orange icon, and below 'Application B' is a blue icon with a white 'V'. A white arrow points from the intersection of the two circles to the text 'Partial Functionality'.

Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

35

Fundamentals of Rationalization

The diagram features a single circular gradient labeled 'Application A / B'. A white arrow points from the circle to the text 'Same Functionality'.

Finding your ITAM Oasis

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

SHI ASSET MANAGEMENT

36

Our Journey Today

- 1 Hard Savings by controlling SaaS
- 2 Hard Savings by Application Rationalization
- 3 How AI can help

Finding your ITAM Oasis May 7-9, 2024 The M Resort Las Vegas, NV SHI ASSET MANAGEMENT

37

How does AI help?

- Automates Processes and Tasks
- Provides the Insights
- Improves Efficiency
- Enhances Risk Management
- Overcomes data quality issues
- Cost Friendly Alternative

Finding your ITAM Oasis May 7-9, 2024 The M Resort Las Vegas, NV SHI ASSET MANAGEMENT

38

Application Rationalization using AI

Multinational Technology Organization → **6000** Applications Before Rationalization → **498** Applications After Rationalization → **92%** Reduction

282,000 Employees

Finding your ITAM Oasis May 7-9, 2024 The M Resort Las Vegas, NV SHI ASSET MANAGEMENT

39

“Sound Economics in Everything we do”

CFO – San Antonio based Company

 *Finding your ITAM Oasis*

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

 **SHI** ASSET MANAGEMENT

40




Cost saving

Invest in tooling

Even more cost savings

 *Finding your ITAM Oasis*

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

 **SHI** ASSET MANAGEMENT

41
