



IAITAM ACE

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

Shark Tank™: Lessons on How to Sell Your
ITAM/FinOps Program

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SHARK TANK



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software **one**

Know Your 'Sharks'

In Shark Tank, entrepreneurs must know the backgrounds and preferences of the sharks to tailor their pitches effectively.

Identify the key stakeholders and decision-makers within your organization, understand their roles, priorities, and pain points related to ITAM/FinOps. For example, the CFO might be concerned about cost optimization, while the CIO might prioritize risk management.



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Craft a Compelling Narrative

Successful pitches on Shark Tank often involve compelling stories that captivate the Sharks' attention and demonstrate the value of the product or business.

Emphasize the importance of storytelling in presenting the benefits of your ITAM/FinOps program. Use concrete examples of how the program has saved costs, improved compliance, or enhanced efficiency in the organization.



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Showcase Tangible Benefits

Successful pitches on Shark Tank provide evidence of the product's market demand, sales figures, and customer testimonials.

Present concrete data and metrics that demonstrate the tangible benefits of your ITAM/FinOps program. This could include cost savings achieved, reduction in audit risks, or improved asset utilization.



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Alleviate the Sharks' Concerns

Sharks in Shark Tank often raise concerns about market viability, scalability, and profitability.

Anticipate and address potential concerns that executives and stakeholders may have about your ITAM/FinOps program. For instance, address how the program aligns with business objectives, its scalability, and the return on investment.

Prepare to handle objections and questions from executives and stakeholders during the pitch. Be ready to provide clear and convincing answers to secure their support for the program.



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Demonstrate the Viability of the Business as Investible

In Shark Tank, entrepreneurs must convince the sharks that their business is not only innovative but also financially viable and scalable.

Highlight the importance of presenting your ITAM/FinOps program as investible to executives and stakeholders. Provide evidence of the program's potential for long-term success, scalability, and alignment with organizational goals. This could include projections of cost savings, ROI analysis, and a roadmap for future enhancements and expansions. Just like the sharks, decision-makers need to see a clear path to success and growth.



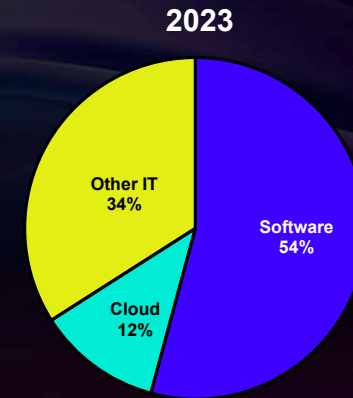
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US Media Company

US Media Company - Rising IT Costs



Software is increasing ~5% YoY (Industry Avg. is 12% YoY).



Other IT spend saw a large increase in 2022 due to migration projects. Averaged out, 2023 is roughly a 13% YoY increase from 2021. (industry Avg. is 5% increase YoY).



Cloud spend increased **128%** in 2022 and is estimated to increase **27%** in 2023 (industry Avg. is 23% YoY).

IT spend trends

Software accounts for 54% of IT spend (industry avg. is 39%)

To date YoY spend increase % is half of industry average



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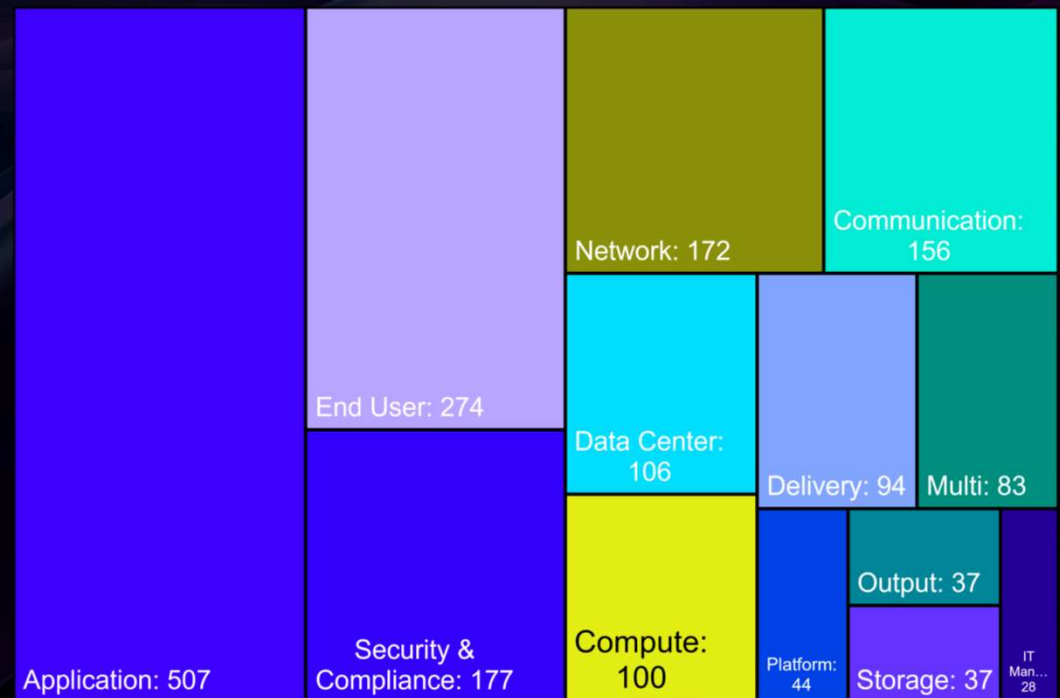


Application Portfolio Management

- 1,339 vendors
- 3,000+ estimated applications

APM provides organizations with centralized visibility and transparency into their application portfolios, allowing for strategic alignment with business goals and efficient cost management. It facilitates informed decision making by offering insights into application lifecycle, risks, and performance, leading to optimized resource allocation. Additionally, APM promotes collaboration, automates processes, and enhances user experience, contributing to continuous improvement and increased overall efficiency in application management.

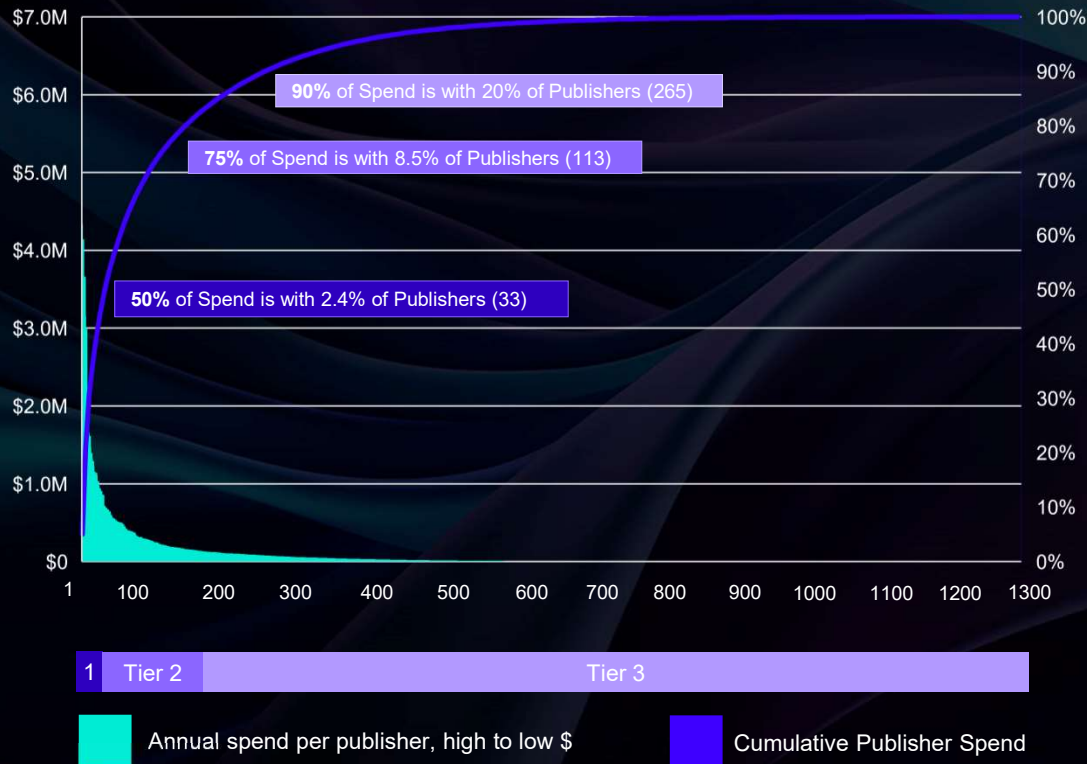
Categories using TBM taxonomy



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Publisher Spend Distribution



Different publisher segments require different solutions to maximize ROI.

Tier 1 publishers represent complex and high-risk publishers that require in-depth analysis.

Tier 2 publishers represent significant spend where active management is needed to optimize costs.

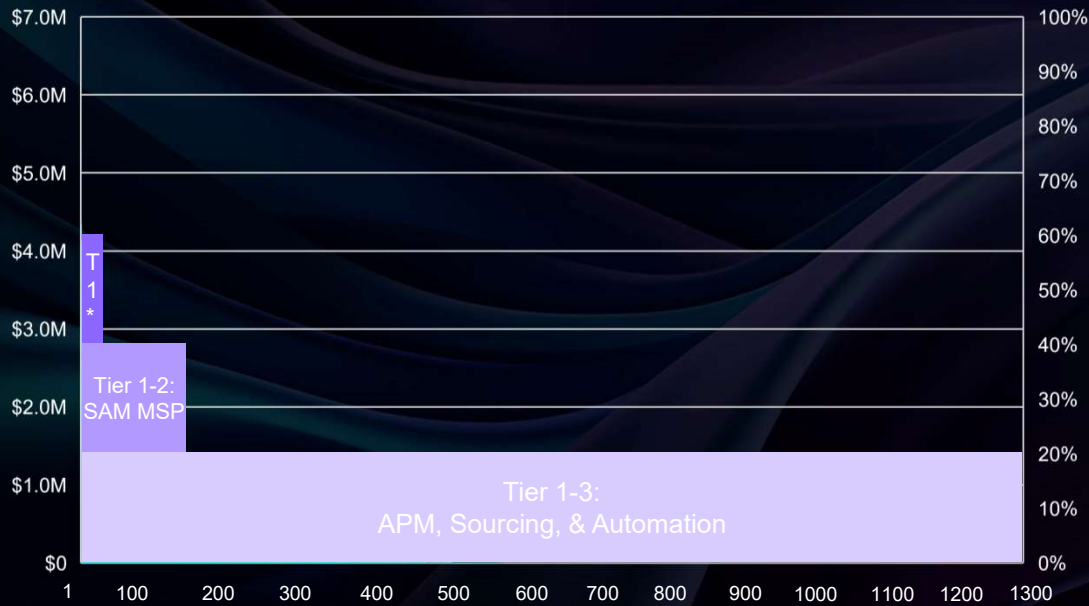
Tier 3 publishers are the long-tail of spend where rationalization, scaling, and automation provide the most ROI.



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Holistic ROI



*Tier 1 Publisher Advisory:

Publisher	Annual	Audit Risk
Microsoft	\$6.7M	5
SAP	\$4.8M	5
Salesforce	\$4.3M	5
Broadcom	\$3.7M	5
IBM	\$3.2M	5
Splunk	\$3.1M	3
HPE	\$3.0M	4
Adobe	\$2.1M	4
Oracle	\$1.9M	5
Akamai	\$1.7M	3
MongoDB	\$983K	3
BMC Software	\$943K	5
Citrix	\$665K	5
OpenText	\$513K	5

These 14 publishers represent 28% of software spend (\$37.4M)



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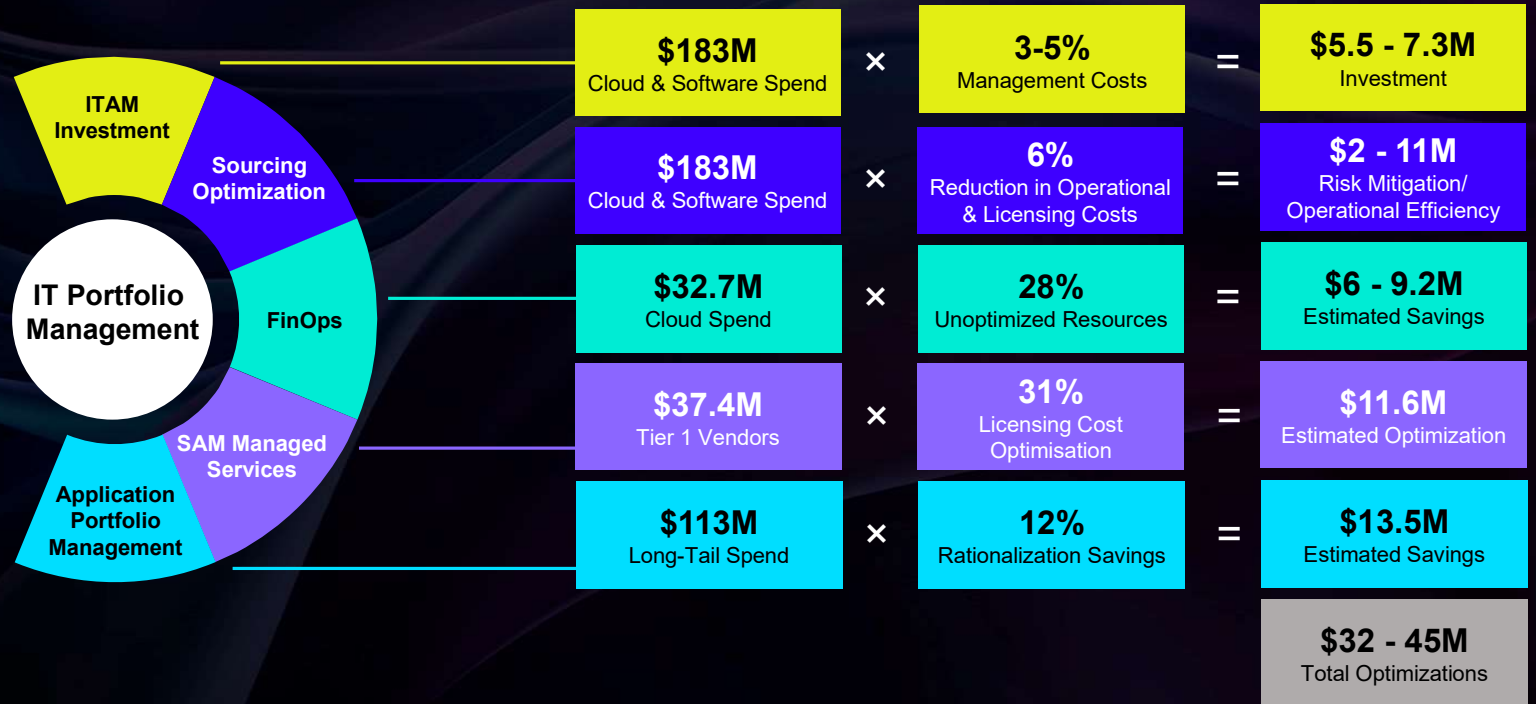


Estimated ROI

According to Gartner, an organization should “expect to spend 3% to 5% of your software budget on your software asset management (SAM) program.”

-Gartner Publication G00171269, 28 Oct 2009.

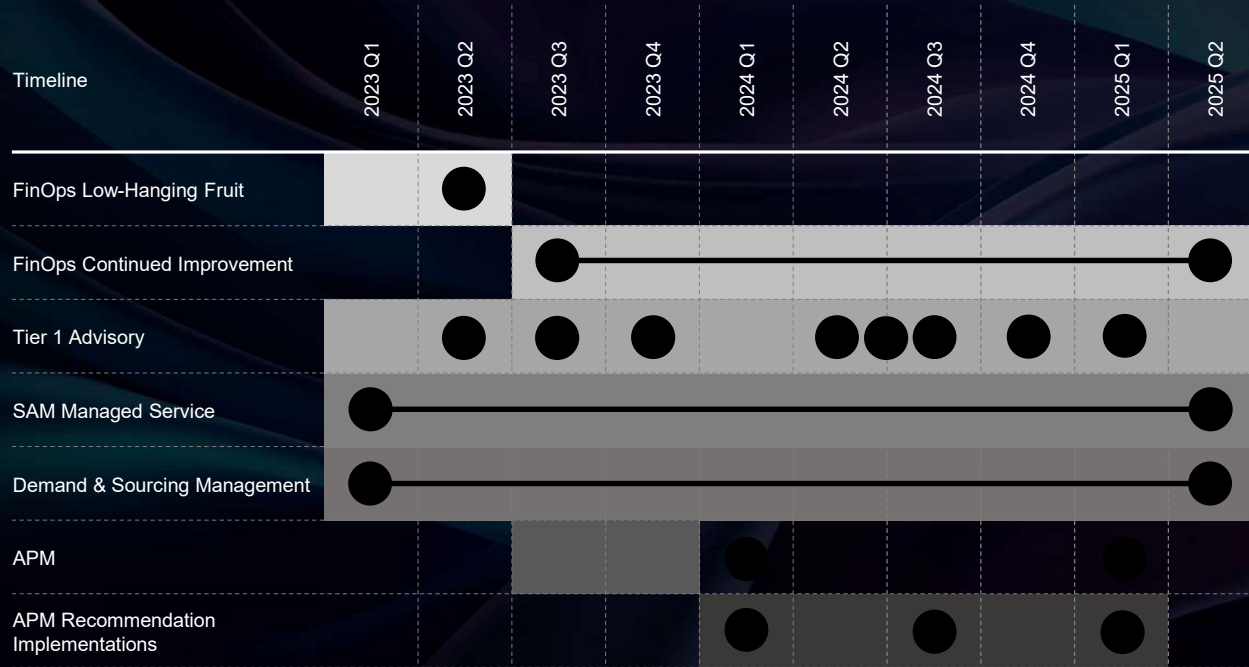
- This 3-5% include:
- Technology & Tooling Costs
 - Personnel Costs
 - Training Costs
 - Managed Service Providers



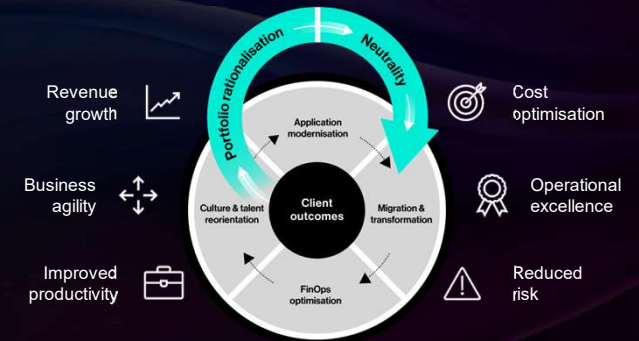
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Time-to-value roadmap & the self-funded flywheel of innovation



● = ROI Events



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1. Know Your 'Sharks'
2. Craft a Compelling Narrative
3. Showcase Tangible Benefits
4. Alleviate the Sharks' Concerns
5. Demonstrate Investible Viability



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Scott Jensen

Scott is a seasoned professional in IT Asset Management (ITAM) and Oracle advisory services, currently serving as Senior Director of ITAM Managed Services and Oracle Advisory Practice Lead for North America. In his current role, Scott is responsible for the successful delivery of ITAM managed services at SoftwareOne. Leading a team of world-class ITAM SMEs, he ensures the seamless delivery of services that empower organizations to achieve visibility over their IT estate and optimize their IT assets effectively.

Prior to his current role, Scott was the Director of IT Asset Management at CGI, responsible for managing over \$1B in software assets across 30 countries and 100k employees. His tenure at CGI provided invaluable insights into the needs of internal ITAM practitioners and key stakeholders, equipping him with a profound understanding of what is essential in an ITAM services partner.

Scott began his career as an Oracle licensing consultant and eventual Oracle Practice Lead for another leading ITAM services provider. He holds a Masters of Information Systems degree from Brigham Young University and holds several ITAM certifications. Dedicated to delivering strategic solutions and driving operational efficiency, Scott is committed to empowering organizations to maximize the value of their IT investments.



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