



IAITAM ACE

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

Careers in ITAM: Growth, Change and Future Opportunities

Joseph Kaufman, Aamer Trambu

ITAM Consultants, SoftwareOne

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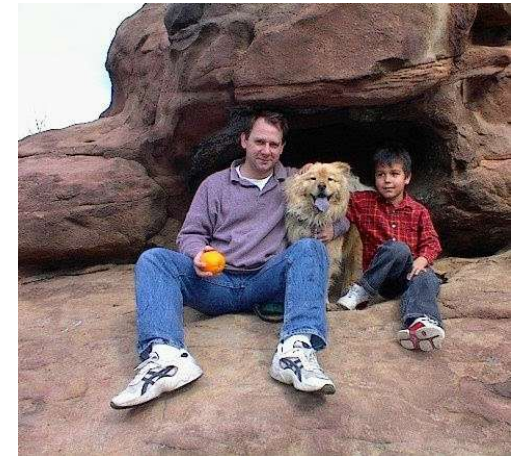
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Finding your IAITAM Oasis



My ITAM story

- Teacher
- Father
- Coach
- Programmer
- Friend



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Speaker - Joseph Kaufman

Over 15 years of ITAM experience

1. User Experience Design
2. License Compliance
3. License Optimization
4. SW Audit Support
5. Process and Governance
6. On-Prem and Cloud licensing
7. Leadership and development
8. Extract-Transformation-Loading
9. Data Analysis/SQL
10. Automation

IAITAM ACE:

- 2022 SAM Key Performance Indicators
- 2023 KPI Trending and Transparency for Constant Improvement

Personal Passions:

1. Family and Friends
2. Education and Enrichment
3. Cycling and Hiking
4. Dogs and Horses
5. Books and Movies
6. Science and Technology



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Speaker - Aamer Trambu

10 years: IT Asset Management

1. Process optimization
2. Contract Management
3. Negotiation
4. Managed software audits
5. Advised on SAM best practices

Presented at

1. IAITAM ACE 2015, 2016, 2023
2. ITAM Review Wisdom 2021, 2022

Senior ITAM Consultant

1. ITAM Maturity Assessments
2. ITAM Process Reviews

Passions:

1. Business consulting
2. LinkedIn SEO for job-seekers
3. Speaking out against genocide
4. Human Rights Advocacy

Interesting facts:

1. Canadian Council of Imams
2. Six languages
3. Two university degrees in communication
4. MBA Finance (Missouri)
5. 200+ cities

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Audience Question

1. How many of you are ITAM Consultants?
2. How many of you are ITAM Practitioners?
3. How many of you are considering a career change into ITAM?
4. How many of you are considering a career change out of ITAM?
5. How many of you are considering switching away from your current employer?



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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 SoftwareOne logo is displayed in white against a dark background. It consists of the word "software" in a lowercase, sans-serif font, enclosed within a white circle. To the right of the circle is the word "one" in a large, lowercase, sans-serif font.

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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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Agenda

1. Skills needed to grow your ITAM career
2. Find an ITAM role model
3. ITAM Consultant vs ITAM Practitioner
4. Adjacent career paths
5. Can I lose my job to Generative AI?



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Audience Question

1. What are the top skills you see yourself developing in the next two years to be a more capable ITAM Professional?
2. Tell us about your ITAM role model, if you have one.



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How did you get to ITAM?



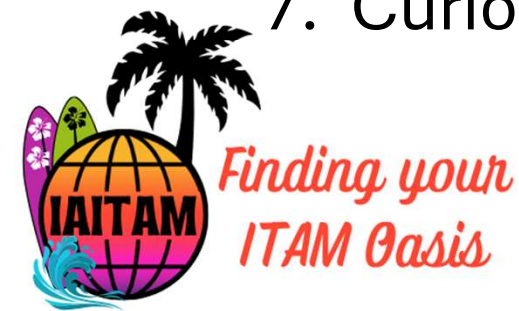
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Skills needed to grow your ITAM Career

1. Contracts
2. Information Technology (IT) basics
3. Analytical thinking
4. Technical skills
5. Emotional Intelligence
6. Leadership skills
7. Curiosity



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Contracts


Key legal terms

- Confidentiality
- Limiting liability
- Indemnification



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Information Technology basics



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Analytical thinking



Comfortable with
large sets of data



Sorting data



Identifying trends and
factual outcomes



Experience with
spreadsheets



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Emotional Intelligence (EQ)

“The ability to control impulse is the base of will and character. By the same token, the root of altruism lies in empathy [...] And if there are two moral stances our times call for, they are precisely these, self-restraint and compassion.”

– Dr. Daniel Goleman



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Emotional Intelligence

A person's ability to be aware of, control, express emotions and manage interpersonal relationships empathetically and effectively.
- Dr. Daniel Goleman (Definition of EQ)

The 5 elements of emotional intelligence:

self-awareness, self-regulation,
motivation, empathy, and social skills



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Curiosity

Keeping up with changes in

1. The industry
2. Software license models
3. New and upcoming tools



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People and Leadership skills

Persuasion

Reading a room

Leading a meeting

Redirecting a conversation

Negotiation

Empathy



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Find an ITAM role model

Someone you look up to

Where to find them:

1. LinkedIn
2. IAITAM ACE conferences
3. Article publishers
4. Software auditors



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ITAM Consultant vs. ITAM Practitioner



The life of an ITAM Practitioner

The various types of ITAM Practitioners

Story: The overgrown ITAM practitioner

The various ITAM Consultant types

The life of an ITAM Consultant

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The life of an ITAM Practitioner

1. Support ITAM stakeholders
2. Ensure ITAM goals align to CIO objectives
3. Track and report compliance



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The life of an ITAM Practitioner

Program
Management

Policy
Management

Communications
& Education
Management

Acquisition
Management

Asset
Identification

Disposal
Management

Financial
Management

Vendor
Management

Compliance
Management

Documentation
Management

Legislation
Management

Project
Management



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The various types of ITAM Practitioners

1. ITAM Generalist
2. Licensing Specialist
3. Procurement Specialist
4. ITAM Tool Administrator
5. ITAM Tool Technical Support



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Senior IT Asset Analyst

Position Overview:

Manage acquisition, compliance, maintenance renewals, life cycle planning, and costing related to software asset management. Support governance and reporting functions through the collection of data and reporting on the status of various software inventories. Maximizing financial returns or investment by improving operational efficiencies with software license usage levels. Achieving set goals in the asset management program as approved and set forth by internal governance processes and executive sponsors. Define and facilitate communication between the enterprise and its providers in order to deliver software and applications according to plan and within budget, and to ensure licensing compliance.

Roles and Responsibilities:

1. Facilitate the business needs for ongoing technical support and upgrade protection on selected products by ensuring that maintenance, support, and upgrade protection renewals are managed/handled/ordered in advance of their expiration.
Identify savings opportunities for renewals, software licensing, and services. Follow through with vendors and technical staff to obtain identified savings.
Manage contracts and relationships to maximize value creation and costs for software licensing,



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A man with short dark hair, wearing a yellow button-down shirt, is sitting at a desk in an office. He is looking down and writing on a notepad with a yellow pencil. In the background, there are office chairs and a potted plant. The image is slightly blurred to focus on the text.

Role

1. Review and document process
2. Improve controls
3. Optimize licenses
4. Create software license purchase orders



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The life of an ITAM Consultant

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The various types of ITAM consultants

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Types of ITAM consultants

1. Data Analyst
2. Licensing Specialist
3. Publisher Specialist
4. SAM Tool Consultant
5. SAM Tool Technical Engineer
6. ITAM Maturity Assessment Specialist
7. Hardware Asset Management



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The life of an ITAM consultant

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The life of an ITAM consultant

Pros:

1. Work with talented ITAM industry-leading consultants
2. Learn a better way to ITAM
3. New adventures: Deliver value to multiple clients a year.
4. Don't have to create Purchase Orders



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The life of an ITAM consultant

Cons:

1. 9 to 5 pm (Not 11 am to 3 pm)
2. Project: Some clients may not have the right attitude
3. Handling more than one client at a time.
4. Some clients fail to implement your \$1 million license reduction plan because of a lack of maturity and resources.



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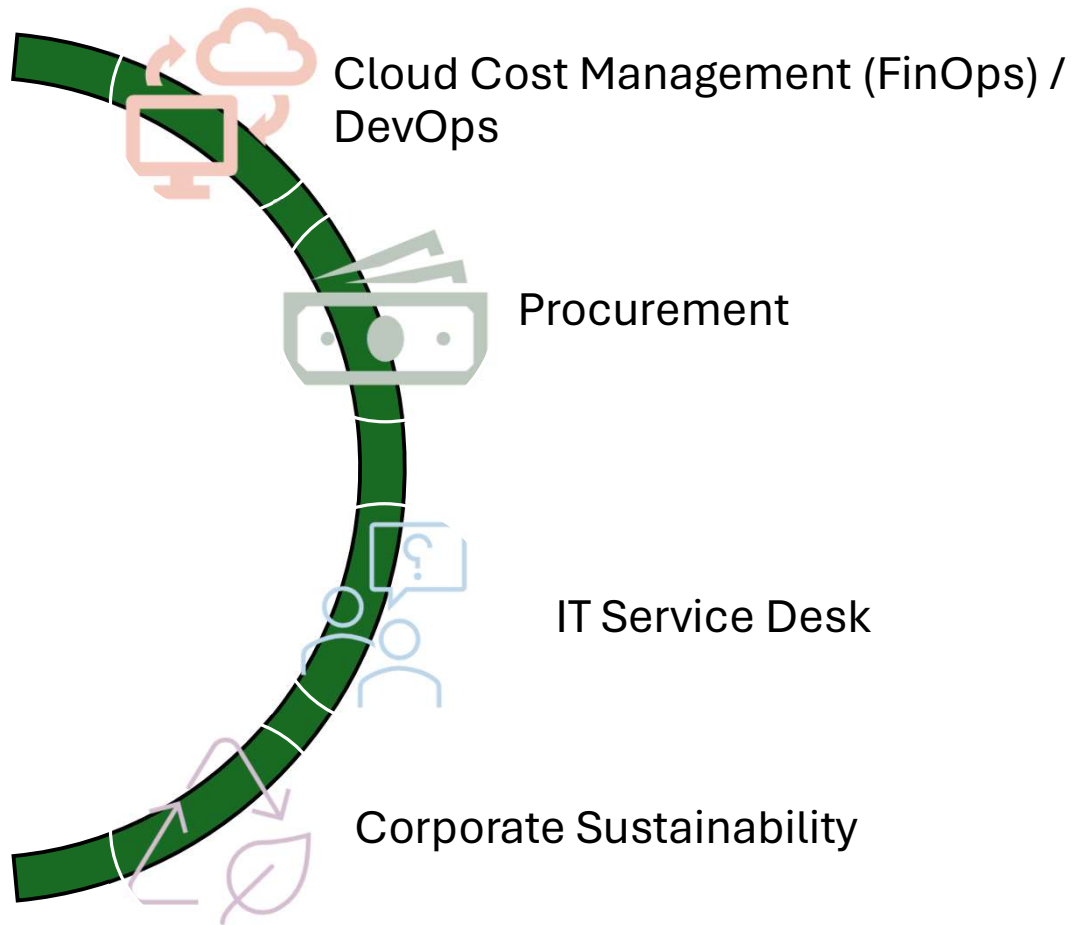
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ITAM Adjacent Careers



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Can I lose my job to Generative AI

1. Hype: AI is not Artificial Intelligence. It is machine learning
2. It has already affected/improved our jobs
3. Befriend technology to reduce manual, repetitive work
4. 5 reasons why AI powers effective ITAM



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5 reasons why AI powers effective ITAM

Jonas Jasinskas. Global Service Design Lead, IT Portfolio Management, at SoftwareOne:

<https://www.softwareone.com/en-us/blog/articles/2023/11/27/ai-is-to-itam-are-you-ready>

1. Improved asset discovery and tracking: Automatically scan networks, identify assets, and collect comprehensive data about their configurations, software installations, and usage patterns.
2. Enhanced predictive maintenance: AI-powered predictive analytics can analyze historical asset data, identify patterns, and predict potential hardware failures before they occur. Reduces downtime, extends the lifespan of IT assets.



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5 reasons why AI powers effective ITAM

3. Optimized resource utilization: AI can recommend strategies for consolidating underutilized assets, repurposing hardware, and rightsizing software licenses.
4. Strengthened security posture: AI can analyze network traffic, identify anomalies, and detect potential security threats
5. Automated reporting and compliance

Additional reading

<https://members.itamf.org/resources/ebook-ai-itam>



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Challenges of integrating AI and ITAM

1. Data quality issues
2. Ethical considerations
3. Need for skilled personnel to drive integration

Additional reading

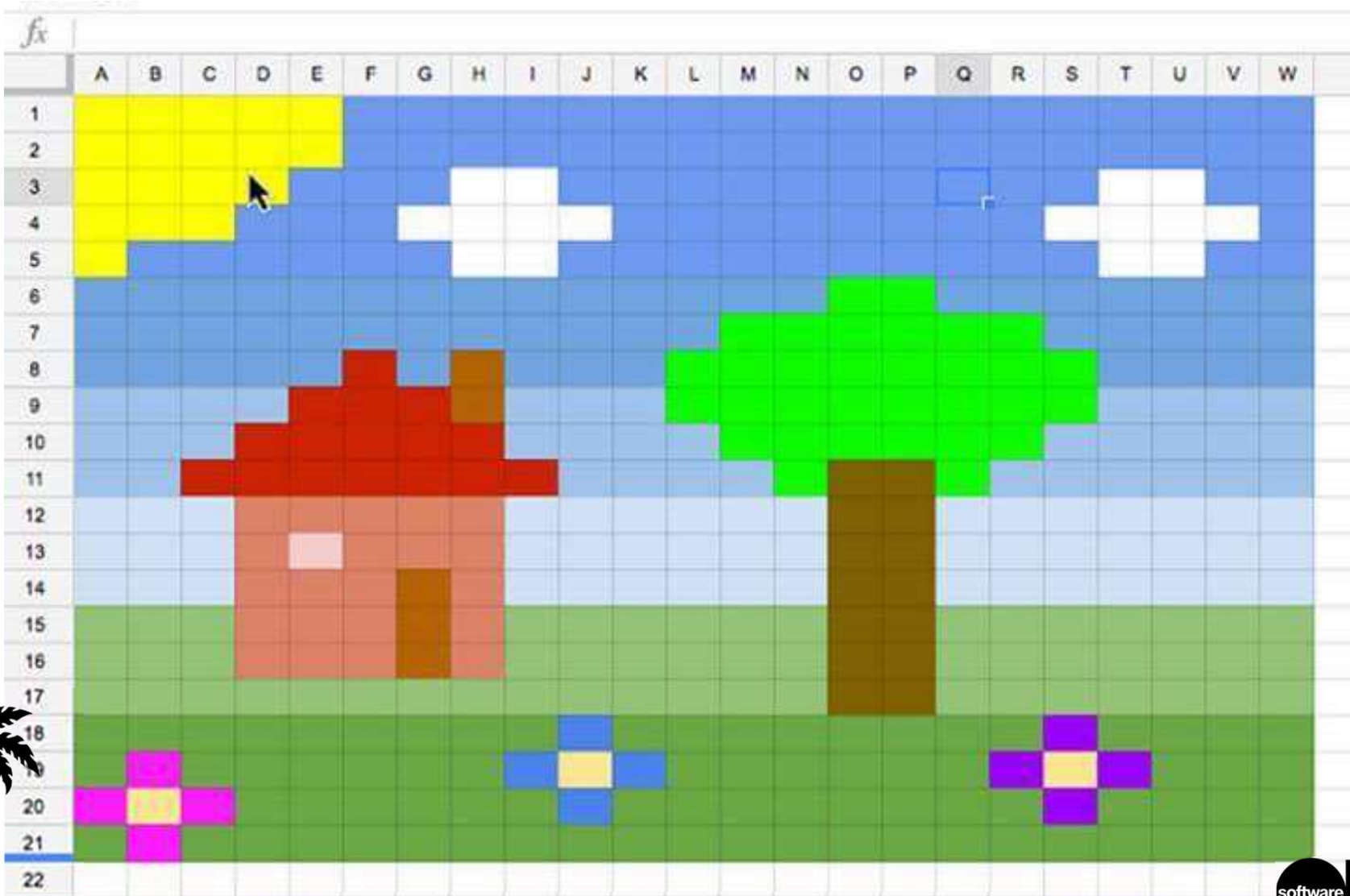
AI is coming to the world of ITAM are you ready?

<https://www.softwareone.com/en-us/blog/articles/2023/11/27/ai-is-to-itam-are-you-ready>



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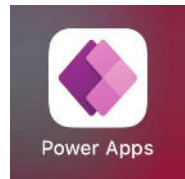
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Can I lose my job to Generative AI

Befriend technology to reduce manual, repetitive work

1. Excel Power Query
2. Power Apps
3. Chat GPT/Bing AI
4. Microsoft CoPilot



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