

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

Careers in ITAM: Growth, Change and Future Opportunities
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 ITAM Consultants, SoftwareOne
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 aamer.trambu@softwareone.com

Finding your IAITAM Oasis

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My ITAM story

- Teacher
- Father
- Coach
- Programmer
- Friend

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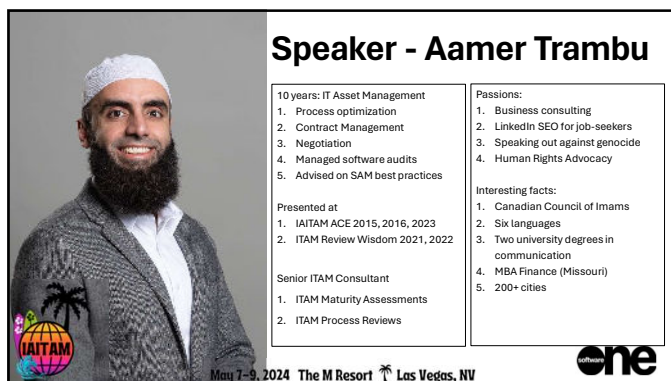
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Speaker - Joseph Kaufman

<p>Over 15 years of ITAM experience</p> <ol style="list-style-type: none"> 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 	<p>IAITAM ACE:</p> <p>2022 SAM Key Performance Indicators</p> <p>2023 KPI Trending and Transparency for Constant Improvement</p> <p>Personal Passions:</p> <ol style="list-style-type: none"> 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

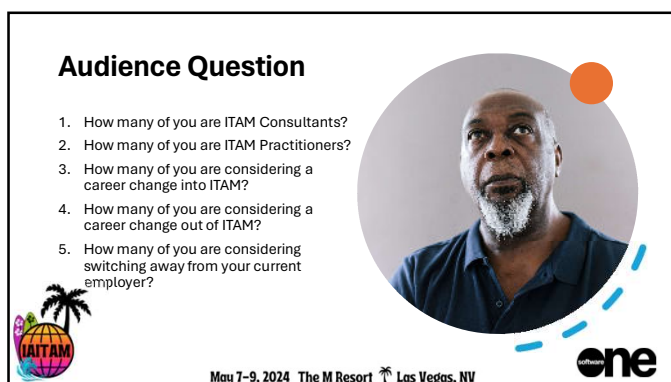
Interesting facts:

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
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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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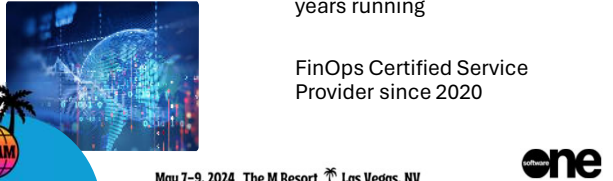
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About SoftwareOne

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.

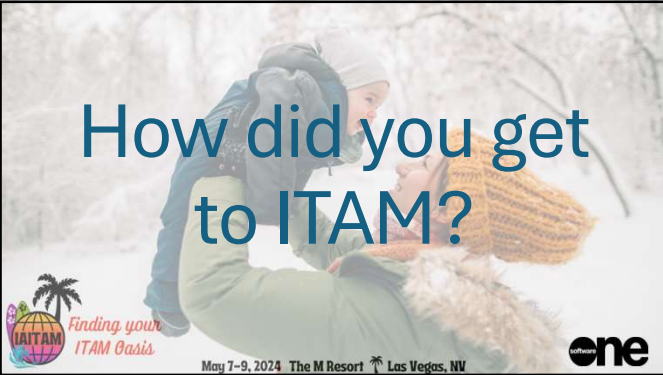

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How did you get to ITAM?

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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

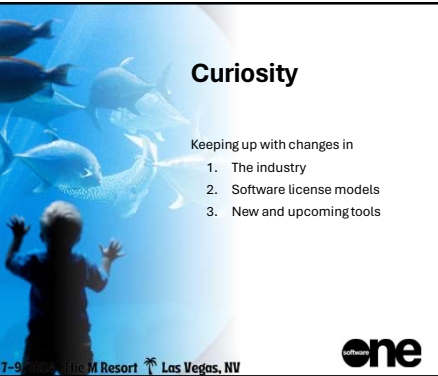
1. The industry
2. Software license models
3. New and upcoming tools



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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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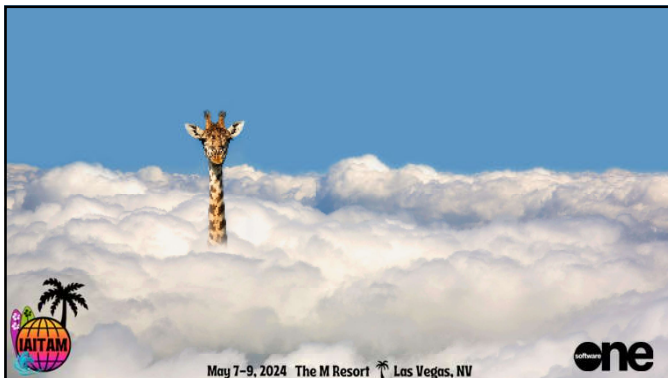
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Senior IT Asset Analyst
Position Overview:
 Manage acquisition, compliance, maintenance renewals, life cycle planning, and costing related to software asset management. Support governance and reporting functions through the collection of data and reporting 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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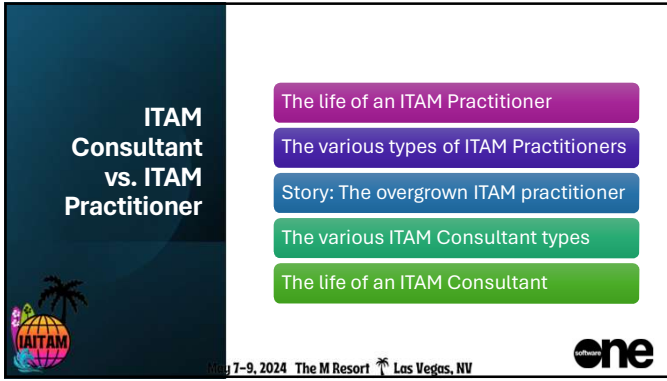
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The various types of ITAM consultants

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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

Hardware Asset Management

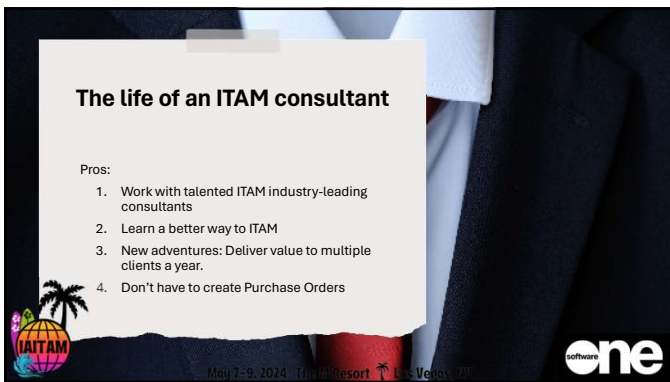
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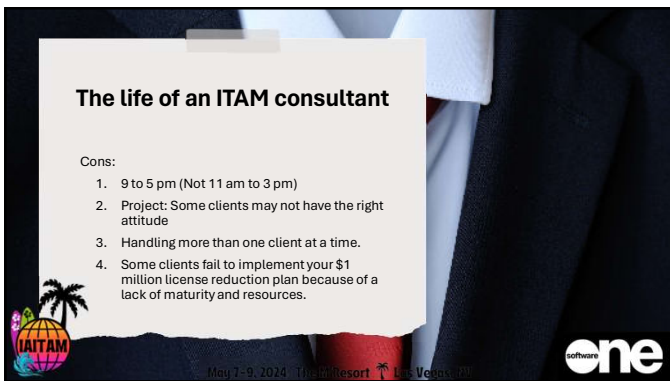
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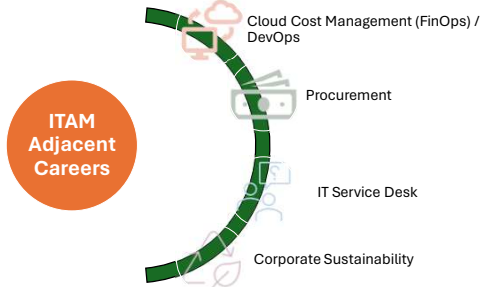


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ITAM Adjacent Careers

- Cloud Cost Management (FinOps) / DevOps
- Procurement
- IT Service Desk
- Corporate Sustainability




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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

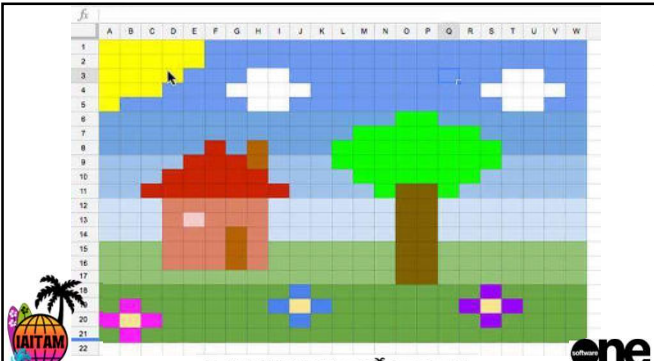
Additional reading
AI is coming to the world of ITAM are you ready?
<https://www.softwareone.com/en-us/blog/articles/2023/11/27/ai-is-to-itam-are-you-ready>


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Source: <https://deviant.com/ransh/379286/epartise-in-excel>



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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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