

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Reducing IT Complexity:

Leveraging ITAM Managed Services for Operational Excellence

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Session Agenda & Learning Objectives

- Why ITAM is getting more complex
- How managed services can simplify IT operations
- Practical steps to get started with ITAM Managed Services.

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ITAM Market



Decentralization of ITAM

Unwinding complexity

Automation

Financial focus

Managed Services

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Managed Services: Beyond IT

- Managed services exist beyond IT (e.g., facilities, payroll, logistics).
- Outsourcing routine tasks frees time for strategy.
- Example: Janitorial services let employees focus on their work.

Example: T&M vs. Managed Services

Business	Cleaning Company A	Cleaning Company B
Operating Model	T&M	Managed Services
Tasks	On request: <ul style="list-style-type: none">• Empty the trash can• Wipe the floor• Window cleaning	Daily: <ul style="list-style-type: none">• Empty the trash can Weekly: <ul style="list-style-type: none">• Wipe the floor Quarterly: <ul style="list-style-type: none">• Window cleaning
Pros & Cons	Pros: <ul style="list-style-type: none">• Flexibility• No long-term commitment Cons: <ul style="list-style-type: none">• Unpredictable costs• More oversight required	Pros: <ul style="list-style-type: none">• Predictable costs• Consistent Quality w/ efficiency Cons: <ul style="list-style-type: none">• Less flexibility• Contract commitment



Raise of Hands

How many attendees are currently utilizing a managed service provider for ITAM?

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Why we need to think about increasingly complex IT

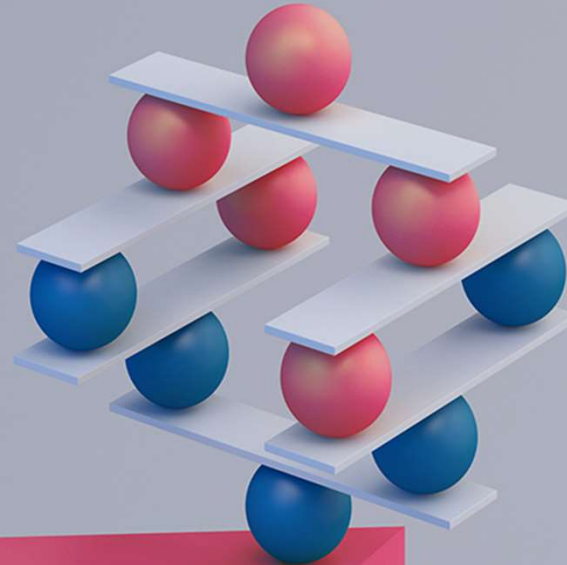
- Software and cloud costs are spiraling out of control
- The tasks are evolving and becoming more complex
- A need to prove the value of digital transformation

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Growing IT Complexity

- **Rapid Growth in Software & Cloud Usage** → Increased costs, complexity, and risk. SaaS, cloud, hybrid IT environments.
- **Lack of visibility** across software, cloud, and hardware assets.
- **Resource & Expertise Constraints** → Internal teams struggle to manage software, SaaS, and cloud effectively.
- **Lack of Actionable Insights** → Data is fragmented, decision-making is slow.




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Expanding Scope for ITAM

- SaaS Management
 - Cloud Optimization
 - FinOps Collaboration
 - ITAM's Role in Cybersecurity
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ITAM's New Stakeholders

- Finance (FinOps) – Cost transparency & budgeting
- Security – Asset visibility for risk management
- IT Operations – Efficiency & automation
- Business Leaders – Informed decision-making

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The Challenges of In-House ITAM

- Requires specialized expertise
- Software License Management Complexity
- Difficult to maintain up-to-date data accuracy
- ITAM teams often are under-resourced
- Scalability

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Typical Pain Points



Resourcing

- Resource gaps
- Difficult job market
- Rare and expensive resources
- Long hiring and onboarding process



Knowledge

- Takes time to build up
- Specific application skills and vendor understanding are required
- Risk of losing that knowledge



Efficiency

- Customers lack best practices and standardized processes
- Lack of integration between people, processes, and technology



Strategic

- Managing single, expert applications might not be part of IT-Strategy
- Stuck in operations instead of acting on results.



What are ITAM Managed Services?

Provisioning of recurring, plannable tasks of Customers operational processes with pre-defined outcomes and timelines.

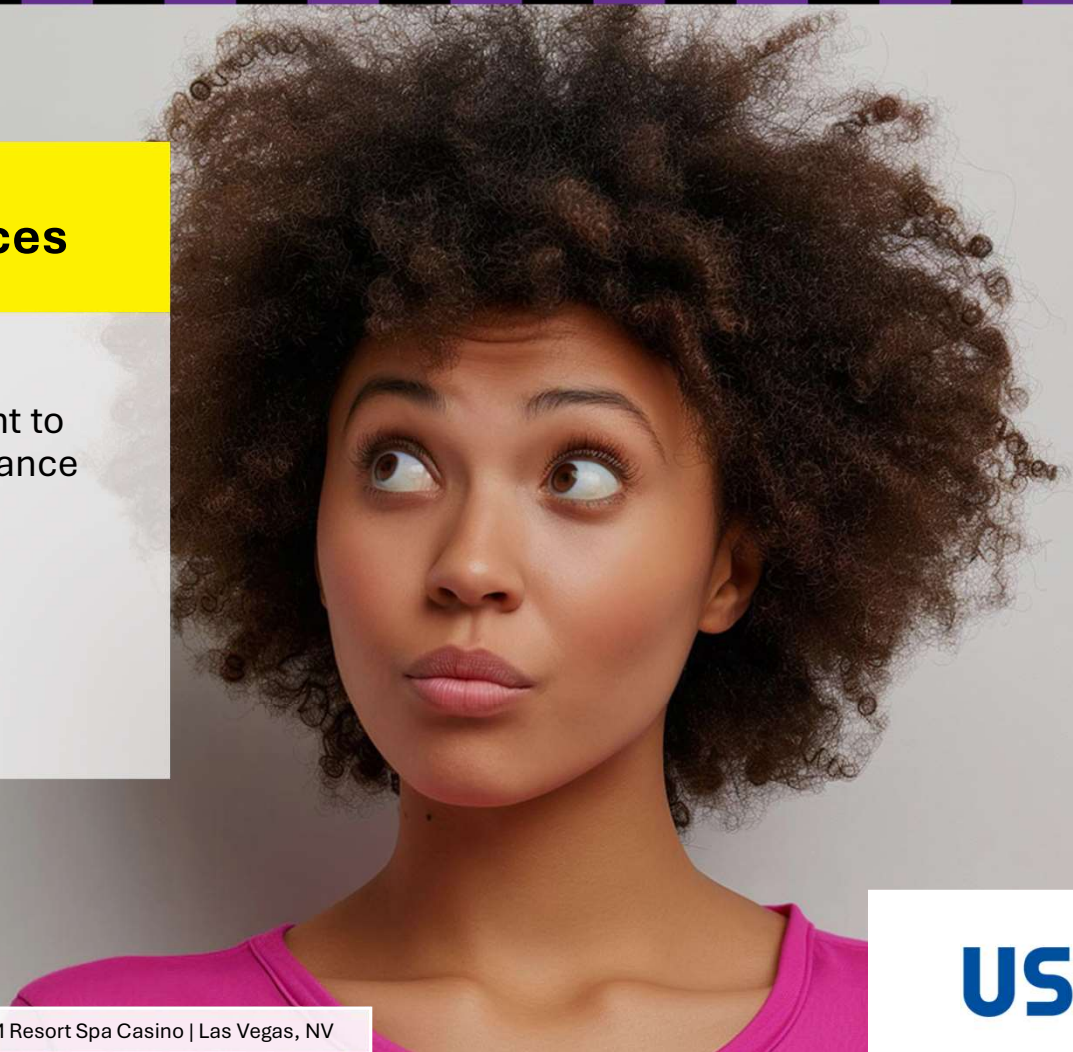
- **Data Management**
- **Provisioning of results and reports**
- **Optimization & Recommendations**
- **Process Management**
- **Continuous Improvement**



The Case for ITAM Managed Services

ITAM Managed Services provide expert-led software, SaaS, and cloud asset management to optimize costs, ensure compliance, and enhance efficiency.

- **Fully Outsourced**
- **Co-Managed**
- **Advisory Services**

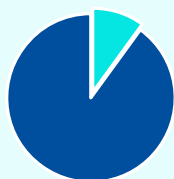


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Engagement Levels

Fully Outsourced



Customer

Provides access to relevant ITAM data and defines business objectives.

Service Provider

Handles all ITAM operations, including discovery, optimization, compliance, and reporting.

Co-Managed



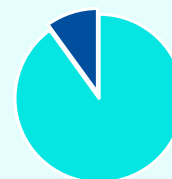
Customer

Retains ownership of certain ITAM tasks and collaborates with the provider on strategy and execution.

Service Provider

Supports and enhances ITAM capabilities by handling agreed-upon tasks, providing tools, and offering expert guidance.

Advisory Services



Customer

Manages ITAM operations in-house and implements recommendations.

Service Provider

Provides strategic guidance, best practices, and periodic assessments to improve ITAM maturity.

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Added Value of Managed Services



Software investment with the aim to create added value



Operational business generates usable results



Convert generated results into added value

Focus of customer resources with and without managed services

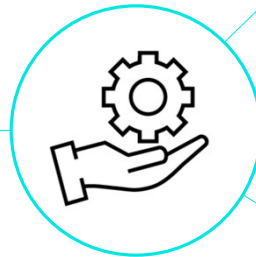
With MS



Without MS



Operational Strategic



Managed Services

Takeover of operational activities

Provision of results

Driving business value

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Strategic Partnership

Managed Services doesn't eliminate jobs but rather enhances them.


- **Strategic Focus**
- **Skill Enhancement and Development**
- **Increased Productivity and Efficiency**

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Benefits of ITAM Managed Services

- **Cost Optimization**
 - **Operational Efficiency**
 - **Compliance & Risk Mitigation**
 - **Data-Driven Decision Making**
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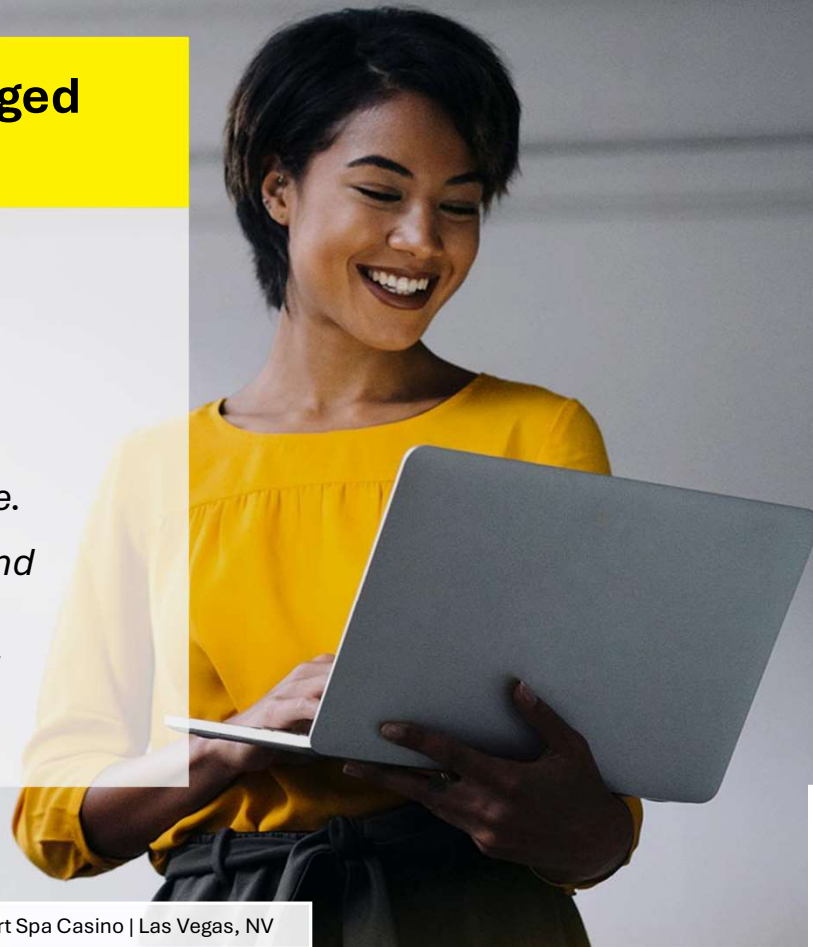
How to Secure Buy-In for ITAM Managed Services

Align with Business Priorities

Define Clear ROI Metrics

Address Common Objections

- *“We’ll lose control over ITAM” → Managed services provide transparency and governance.*
- *“We can do this internally” → Expertise gaps and resource constraints hinder success.*
- *“It’s too expensive” → Savings typically exceed the cost of service by 200% or more.*



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Why SAM & FinOps Must Work Together

SAM: focuses on compliance, license optimization, and risk reduction.

FinOps: focuses on cloud cost management, budgeting, and financial accountability.

Intersection:

- Optimize costs
- Use strong usage & entitlement data
- Drive IT, Finance, Procurement collaboration
- Manage SaaS & shadow IT.



Common ITAM & FinOps Challenges

- Lack of visibility into usage and costs
- Incomplete or poor-quality data
- Siloed teams and lack of collaboration
- Rapid technology changes (SaaS, cloud growth)
- Shadow IT and untracked spend
- Vendor complexity (licensing, contracts, billing models)

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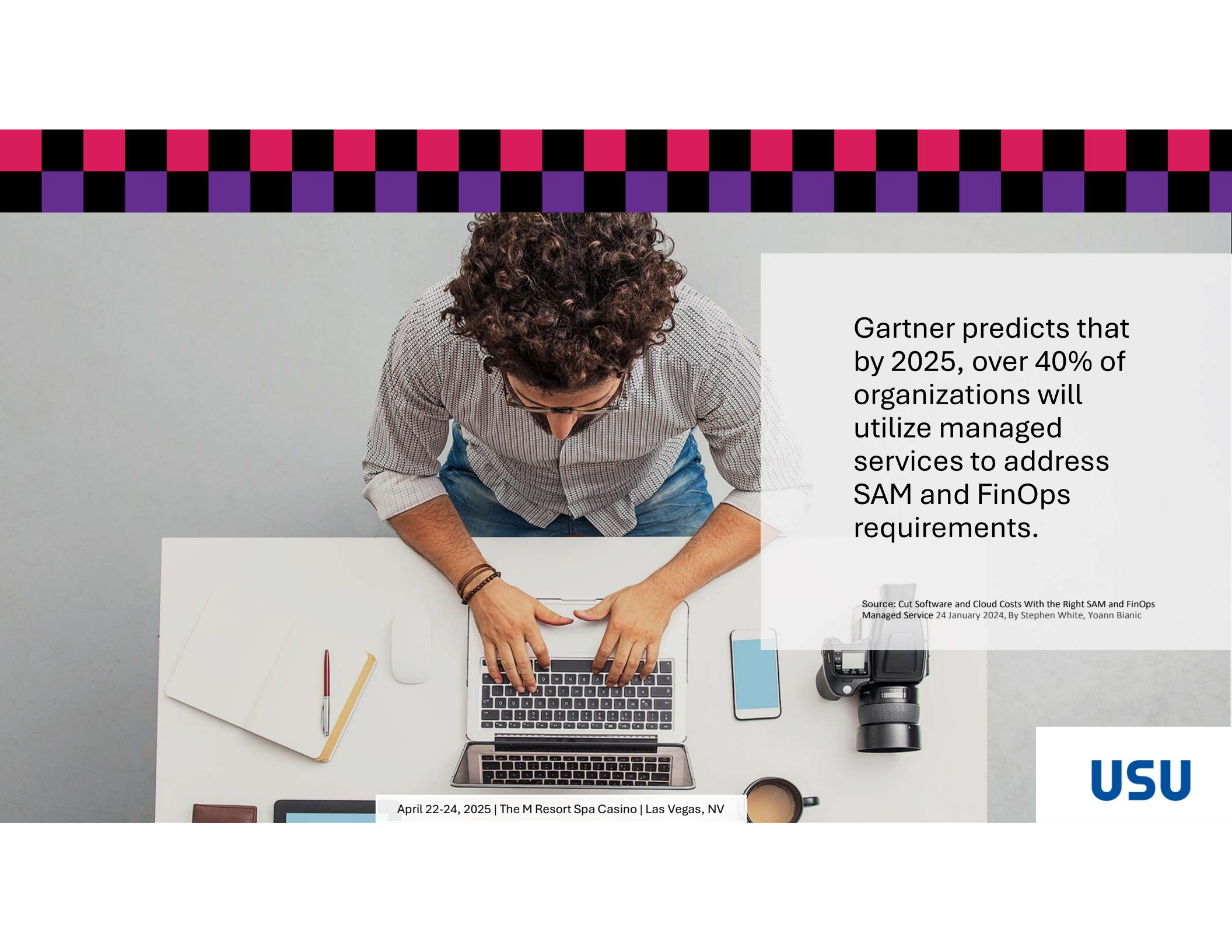


How ITAM Supports FinOps

- Usage and license data for cost control
- Support cloud governance and visibility
- Optimize vendor contracts and spend
- Identify waste (unused resources)
- Enable accurate data for FinOps decisions

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Gartner predicts that by 2025, over 40% of organizations will utilize managed services to address SAM and FinOps requirements.

Source: Cut Software and Cloud Costs With the Right SAM and FinOps Managed Service 24 January 2024, By Stephen White, Yoann Bianic

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Where to get started

Actionable next steps:

- Assess Your ITAM Maturity
 - Define Business Objectives
 - Identify gaps and inefficiencies
 - Evaluate Providers
- Start with a Pilot Program
- Measure Success

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Building Your ITAM Roadmap

Short Term (0-6 months)

- Conduct an ITAM assessment
- Identify quick wins
- Begin small pilot projects

Mid-term (6-12 months)

- Implement ITAM Managed Services
- Improve data accuracy
- Integrate FinOps collaboration

Long-term (12+ months)

- Optimize ITAM automation
- Expand coverage
- Continuously measure ROI



Final Takeaways

- ITAM complexity is increasing, but managed services provide a streamlined solution
- Outsourcing improves efficiency, compliance, and cost control
- Organizations should evaluate ITAM outsourcing as a strategic initiative

Want to explore how ITAM managed services can work for your organization? Let's connect after the session!

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Connect with Me!



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