

IAITAM ACE 2025


ITAM - Another Brick In The Wall

Reducing IT Complexity:
Leveraging ITAM Managed Services for Operational Excellence

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1



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- 7 years at USU
- Analyst > Consultant > Team Lead
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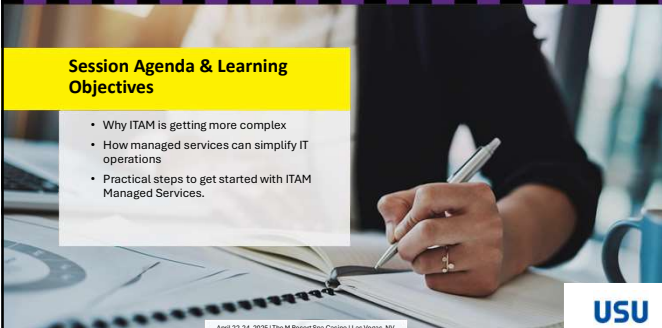
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Session Agenda & Learning Objectives

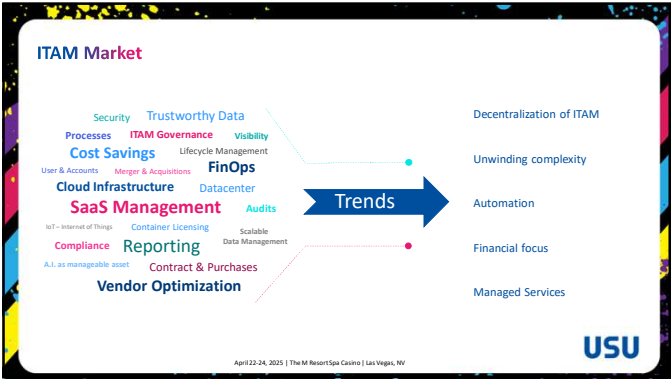
- Why ITAM is getting more complex
- How managed services can simplify IT operations
- Practical steps to get started with ITAM Managed Services.



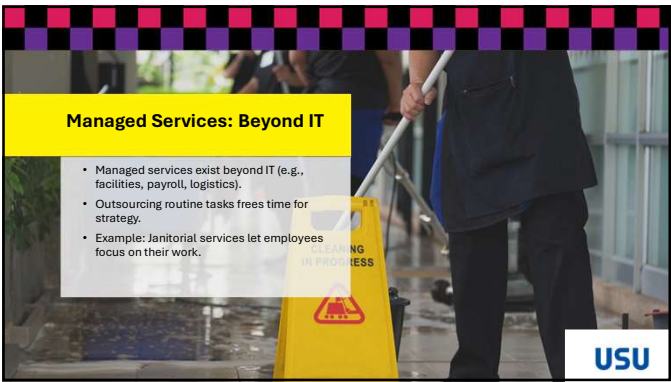
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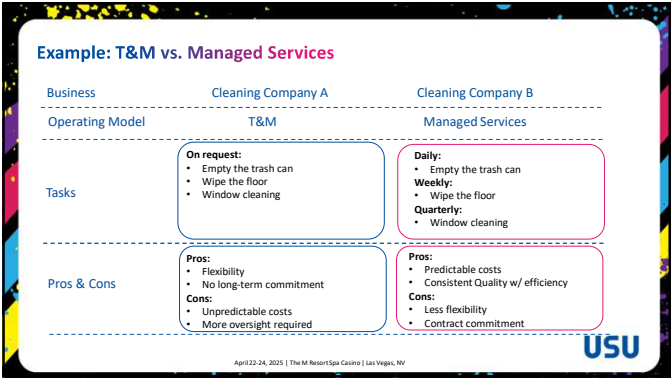
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Raise of Hands

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.

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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

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The Case for ITAM Managed Services

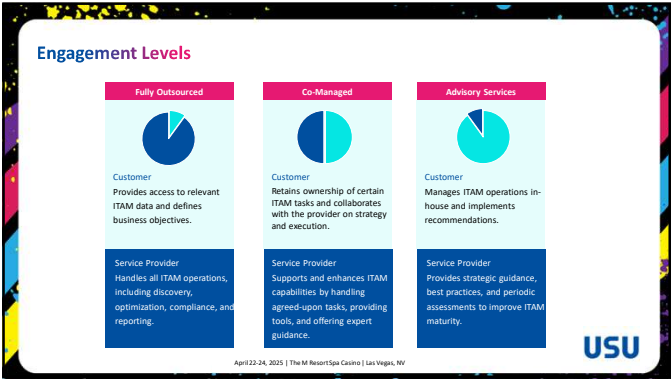
ITAM Managed Services provide expert-led software, SaaS, and cloud asset management to optimize costs, ensure compliance, and enhance efficiency.

- Fully Outsourced
- Co-Managed
- Advisory Services

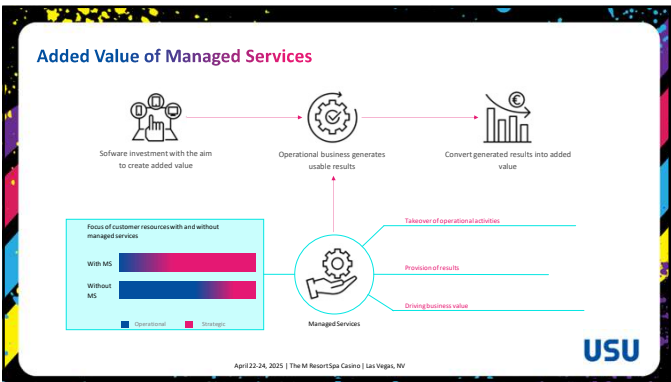
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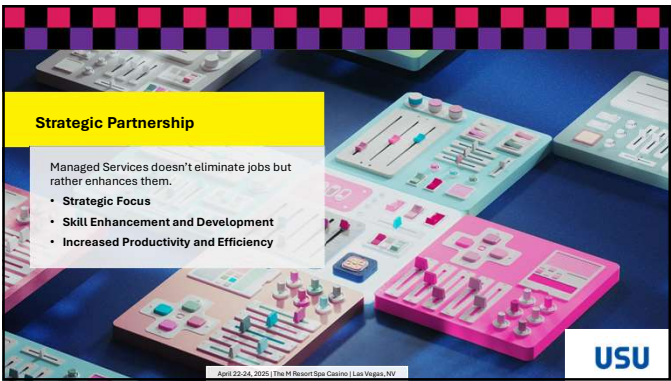
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16



17



18

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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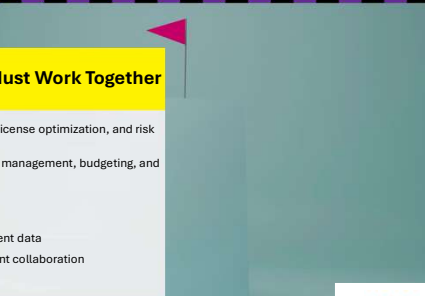
Why SAM & FinOps Must Work Together

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.



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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: GSI Software and Cloud Costs With the Right SAM and FinOps Managed Service. 14 January 2024. By Stephanie Wilcox, Senior Analyst

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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

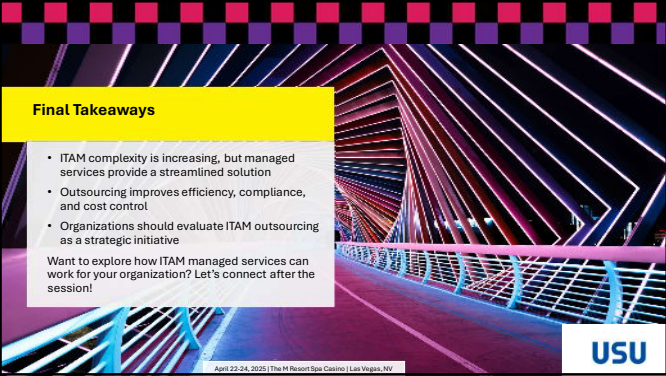
Long-term (12+ months)

- Optimize ITAM automation
- Expand coverage
- Continuously measure ROI

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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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27



Connect with Me!

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