

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Optimizing Software Asset Management with AI and Machine Learning

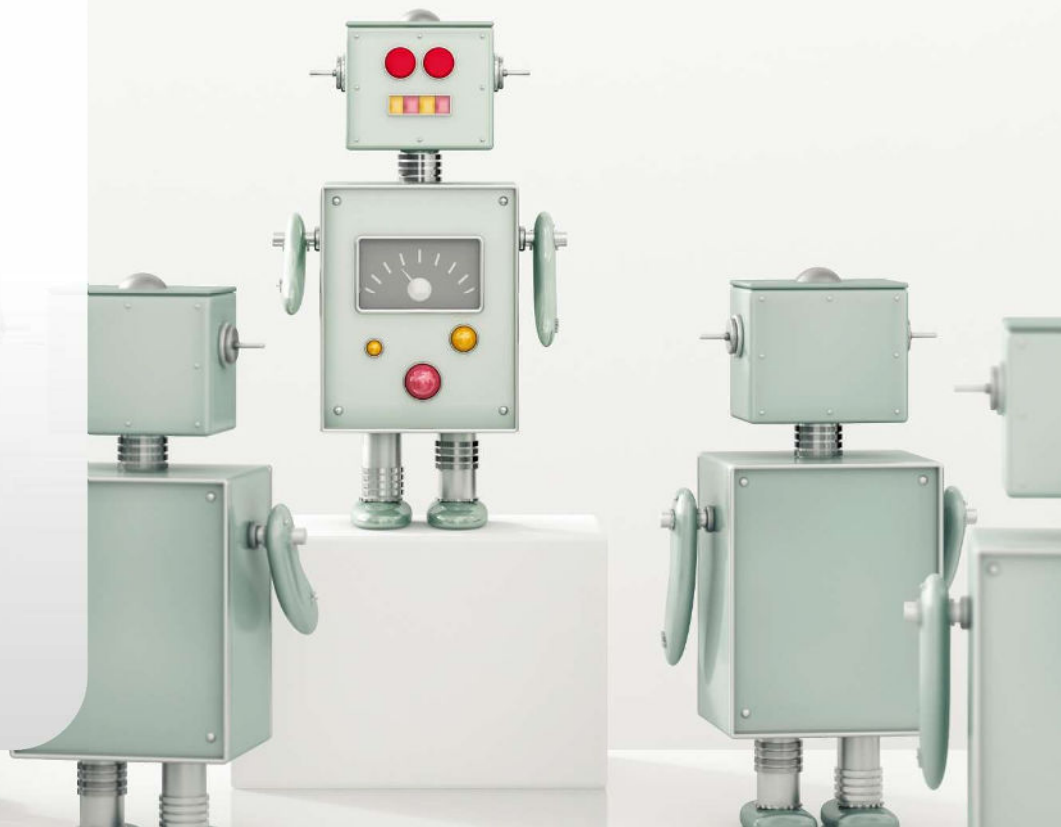
David Boyle – Partnership Manager
david.boyle@openit.com



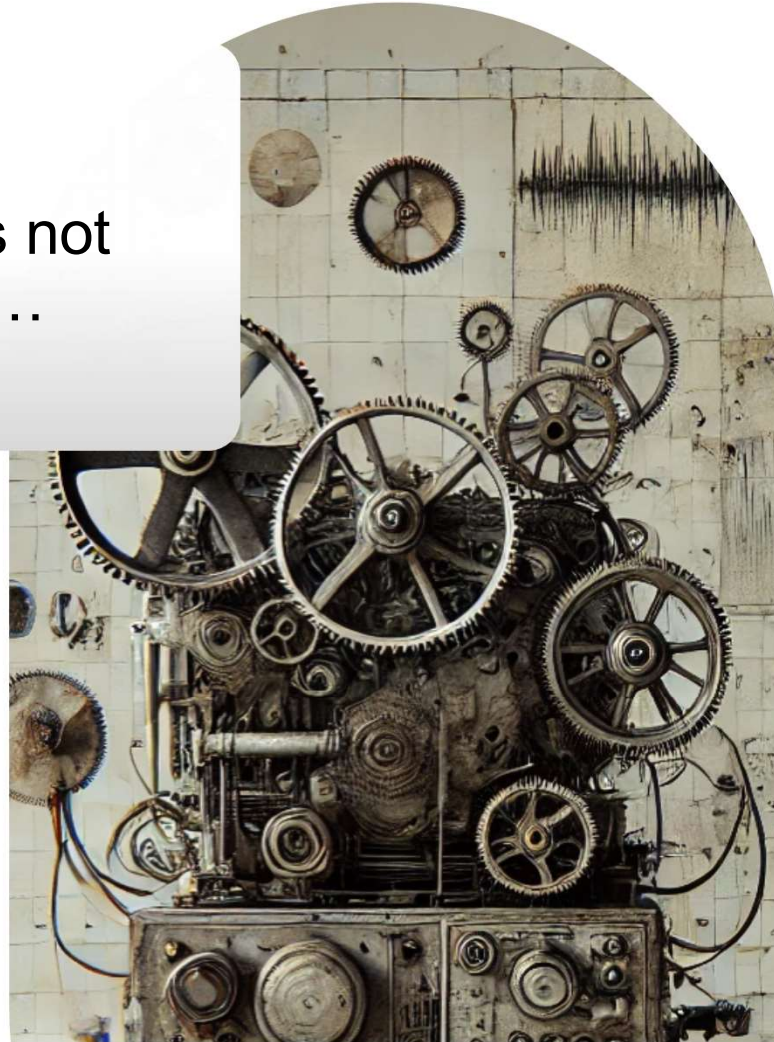
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Session Description

- AI is transforming Software Asset Management (SAM).
- AI-powered analytics detect unused or underutilized licenses, reducing costs.
- Machine learning enhances forecasting, detects anomalies, and improves strategic planning.
- Organizations can proactively optimize software investments.



Predictive Machine of usage trends based on past usage is not worth the pixels its printed on...



Predictive Machine learning of usage trends based on past usage is not worth the pixels its printed on... but machine learning assisted understanding of your full asset base is.



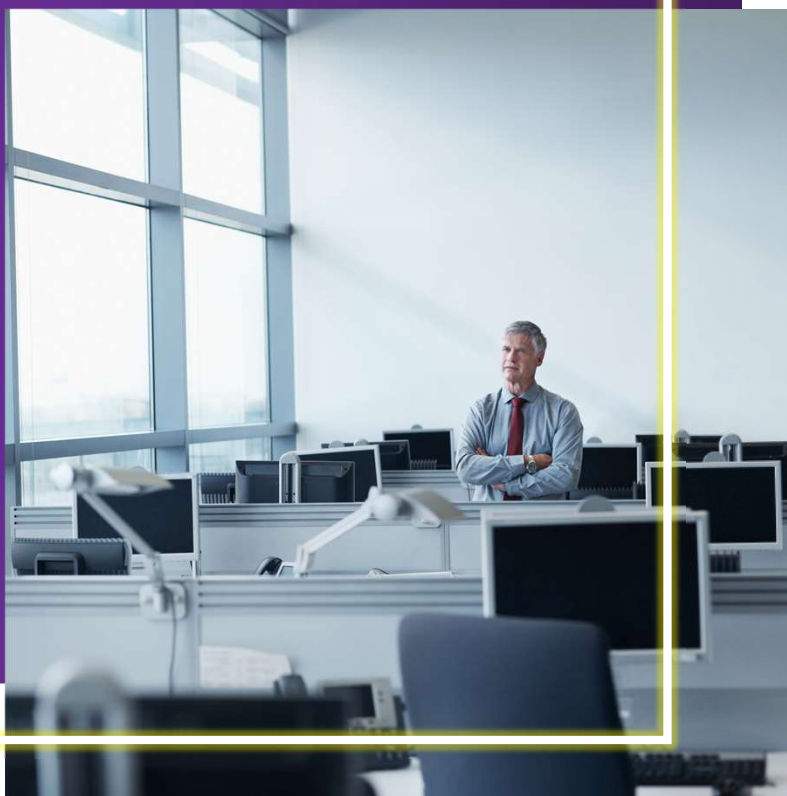


Who am I

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Why am I here?

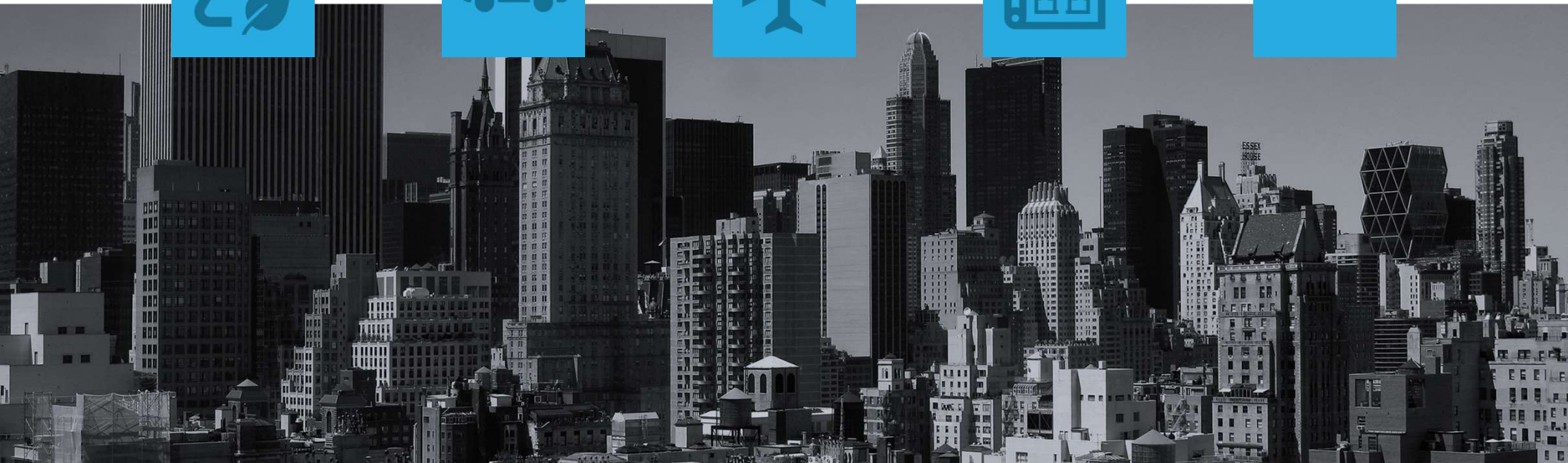
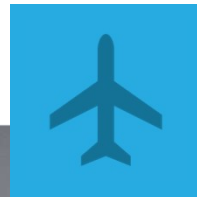


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Industry Focus – Where AI in SAM Matters Most



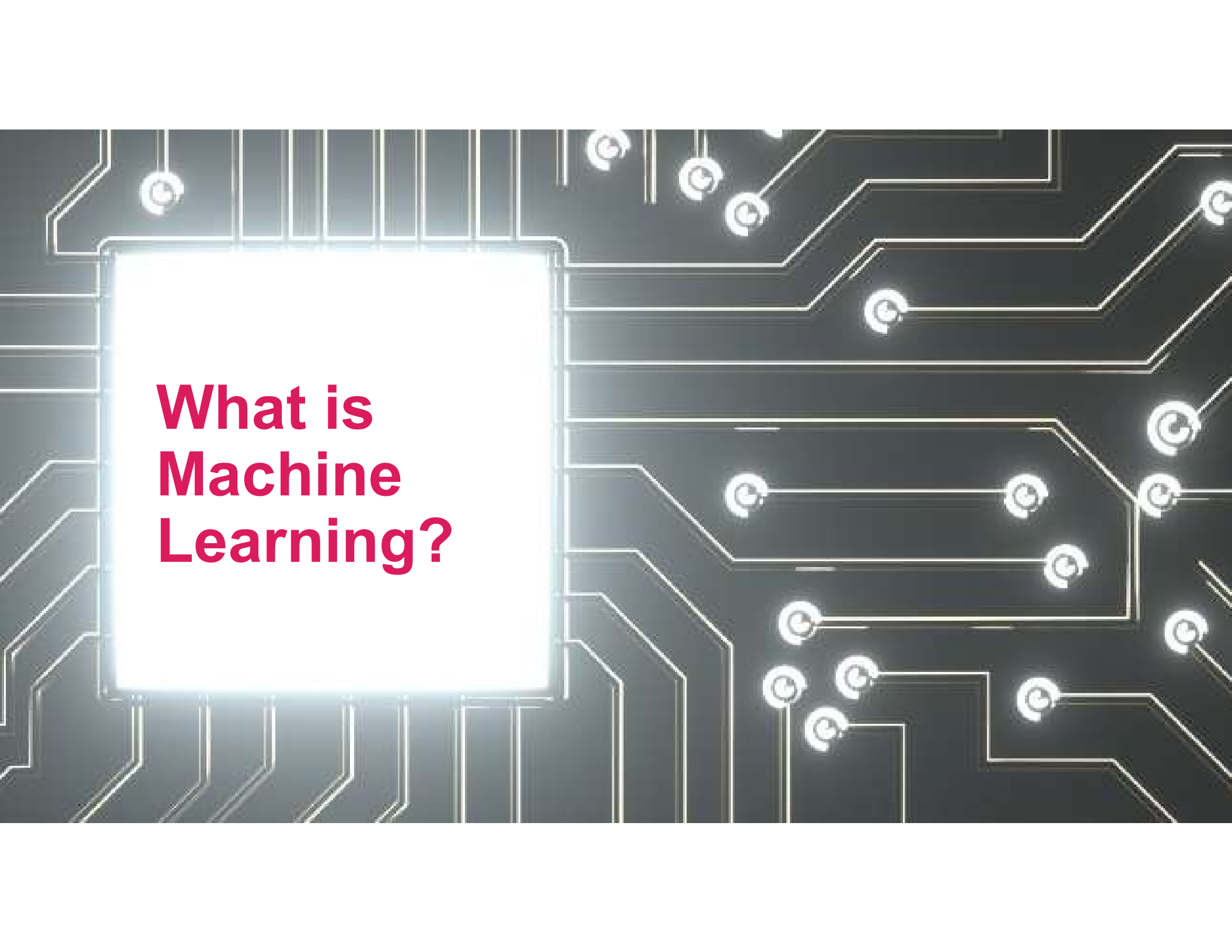


Who are you?

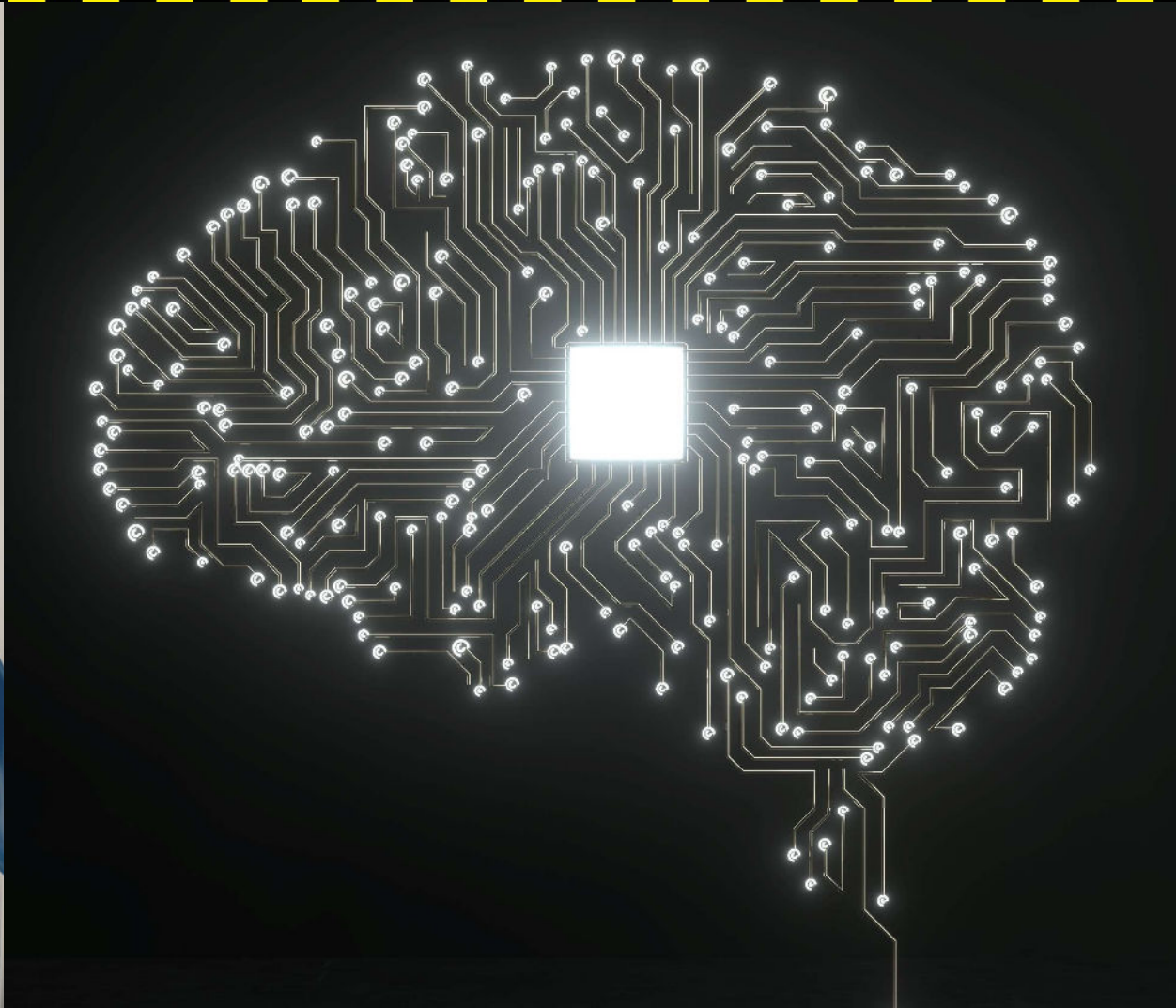


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What is Machine Learning?



What ongoing
efforts are
happening in
Machine Learning
right now



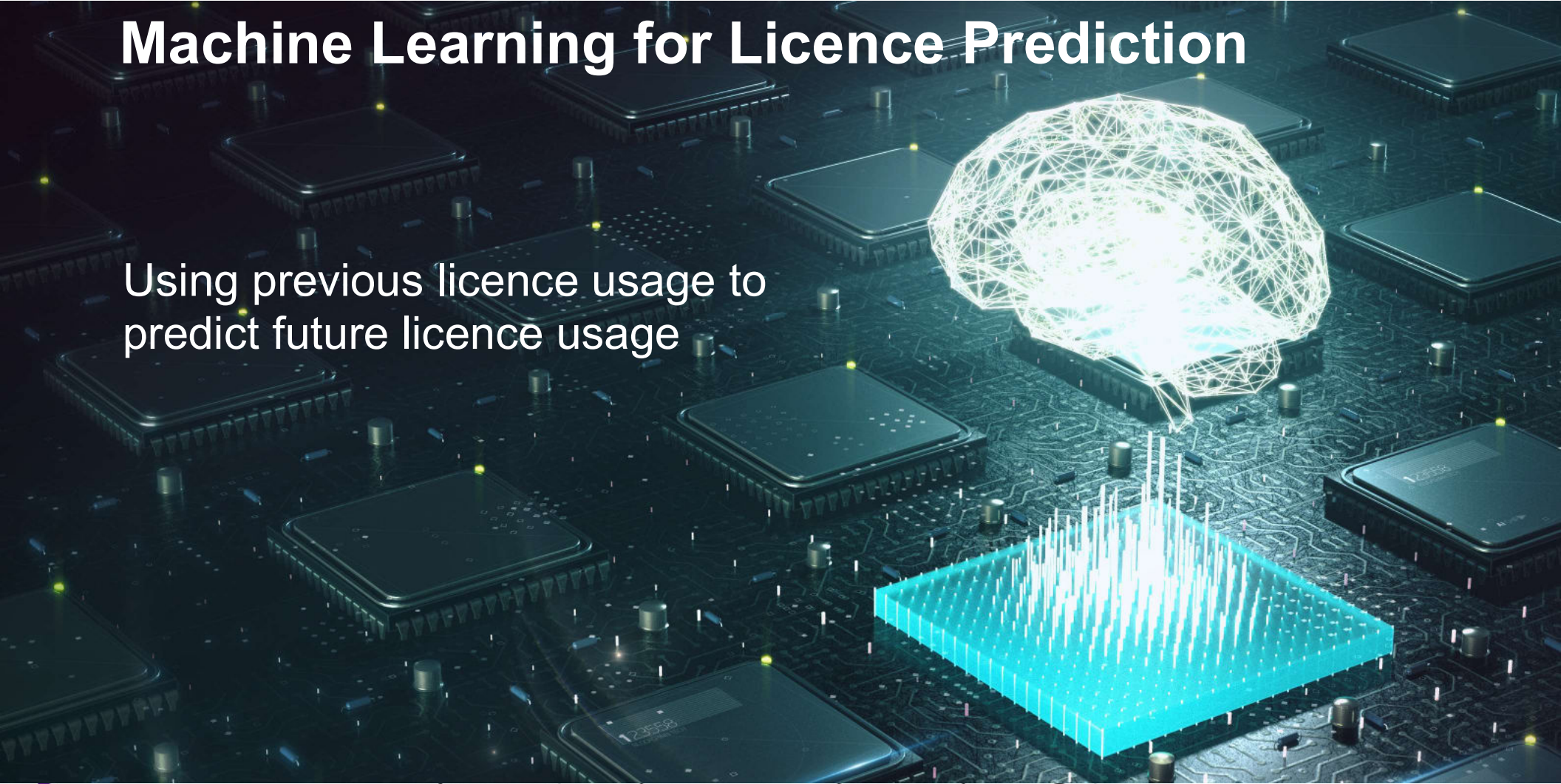
The background of the slide is a dark, high-tech circuit board. Several square microchips are visible, some with small yellow lights. In the center-left, a glowing white wireframe sphere, resembling a brain or a complex network, is superimposed over the circuitry. The top of the image features a decorative border with a repeating pattern of red, black, purple, and yellow squares.

Machine Learning for Licence Prediction



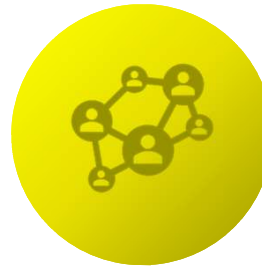
Machine Learning for Licence Prediction

Using previous licence usage to
predict future licence usage

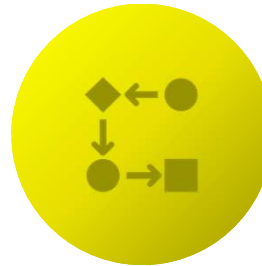


Machine Learning for Licence Prediction

How would
this work?



Recurrent Neural
Networks



Long Short-Term
Memory (LSTM)



python



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Machine Learning for Licence Prediction

What do we
mean by usage?

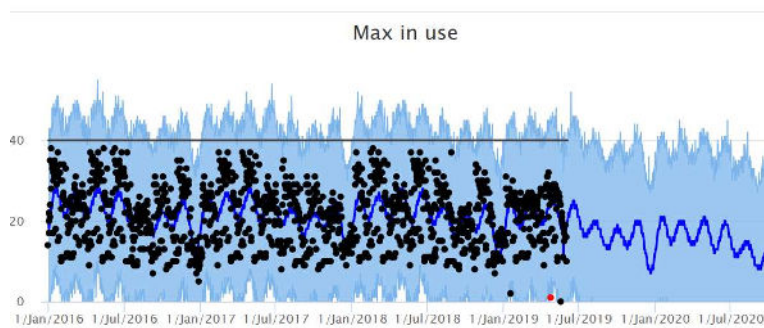


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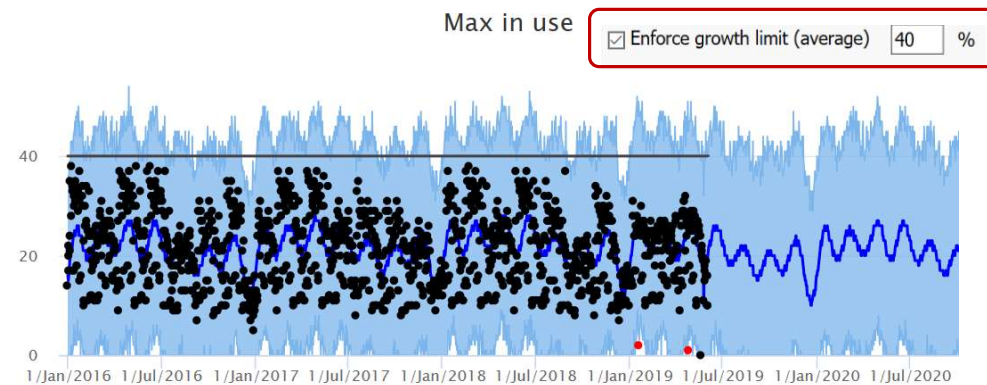
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Forecasts According to Expected Level of Usage

Same Level of Usage
Max forecasted Value: **25**



With 40% growth
Max forecasted Value: **27**



Even with 40% growth rate, the 40 licenses they have is still enough until July 2020



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Machine Learning for Licence Prediction

What could
the result be?

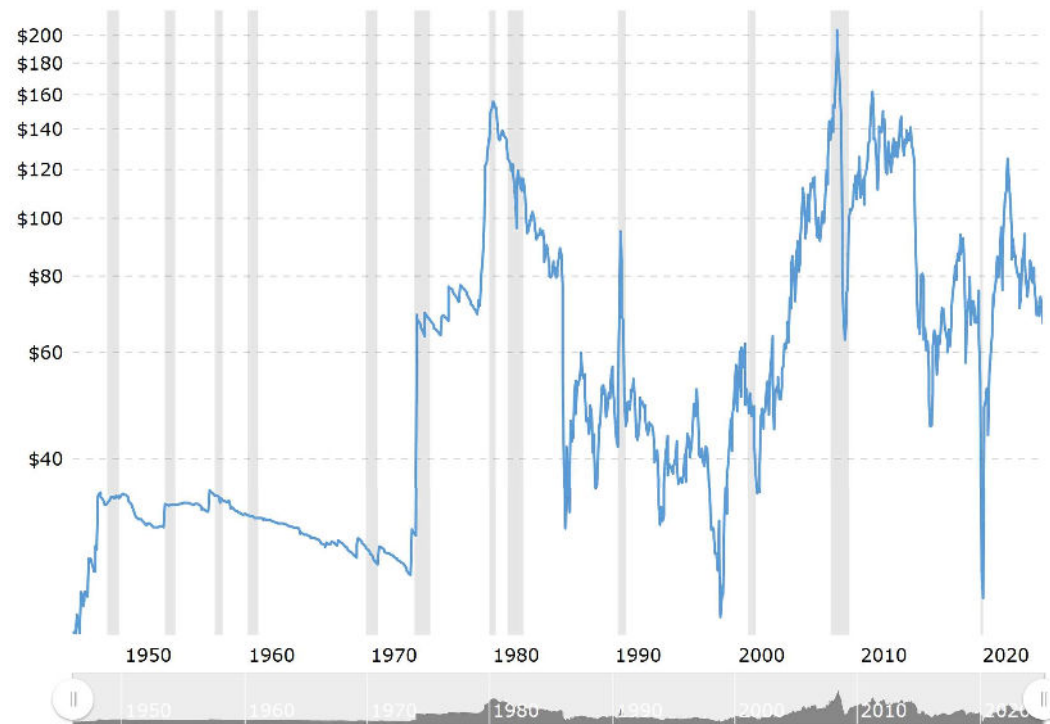


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Machine Learning for Licence Prediction

Why it would
not be worth it



Source: [Crude Oil Prices - 70 Year Historical Chart | MacroTrends](#)

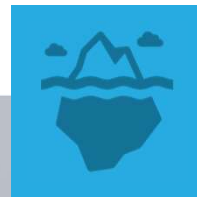
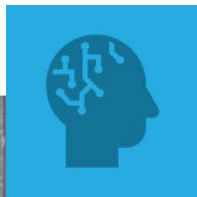
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Discovery of asset supporting information





**But don't organizations
know what they own?**



**But don't
organizations
know what
they own?**

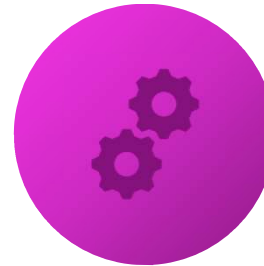


Discovery of asset supporting information

How would
this work?



Open AI



API

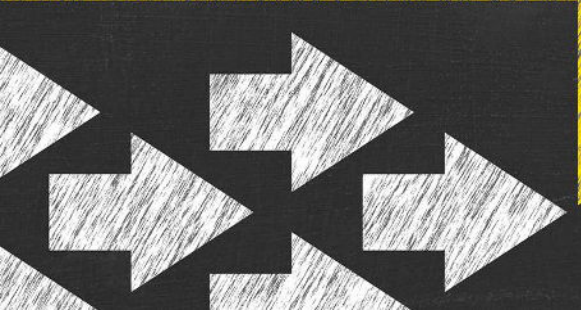

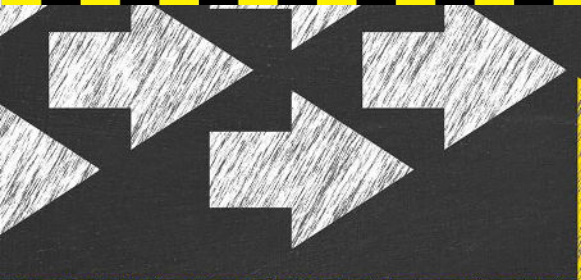



OCR



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What would you point
your Algorithm at within
your organization?

**What would
you point
your AI at
within your
organization?**



**Contracts
Database**



**End User
Licence Agreements
(EULA)**



**Financial
database**



**Asset management /
SAM system**



**Sharepoint / Onedrive /
document storage**



**Feature to
product mapping**



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An educated and experienced decision maker will always be needed.

Machine Learning cannot yet predict your business.



**Machine Learning can get you the
best data available to make the
best possible decisions but its not
going to tell you what to do.**



QUESTIONS?



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Upcoming Speaking Session



Linda Cole

Sr. Solutions Architect

True Active Usage – Optimizing Consumption-Based Licensing

Date: Thursday, April 24, 2025

Time: 11:15AM – 12:15 PM PDT

Room: Modena 3



We are here!
Booth #42



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