

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Challenging World of ITAM: Focus on the Basics

—
Walter Darrough
Principal Success Manager
Flexera





Walter Darrough currently serves as a Principal Customer Success Manager for Flexera. His 45 years of experience has been spent in in traditional IT and the past 25 years in ITAM. Before Flexera he was Global Asset Manager for Dell.

Walter has helped stand up programs around the globe. In 2011, Walter was inducted as an ITAM Fellow by the International Association of IT Asset Managers.

Walter holds a Computer Science degree and Leadership degree from the University of Oklahoma.



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera

The Times They Are A-Changing!

The times are a-changing and if
we don't we will sink like a stone.

Bob Dylan

THE TIMES
THEY ARE
A-CHANGIN'
BOB
DYLAN



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Remember When!

SAM Used to be Easy: (sort of)

Entitlement

Proof of Purchase

Number of installations



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Today!

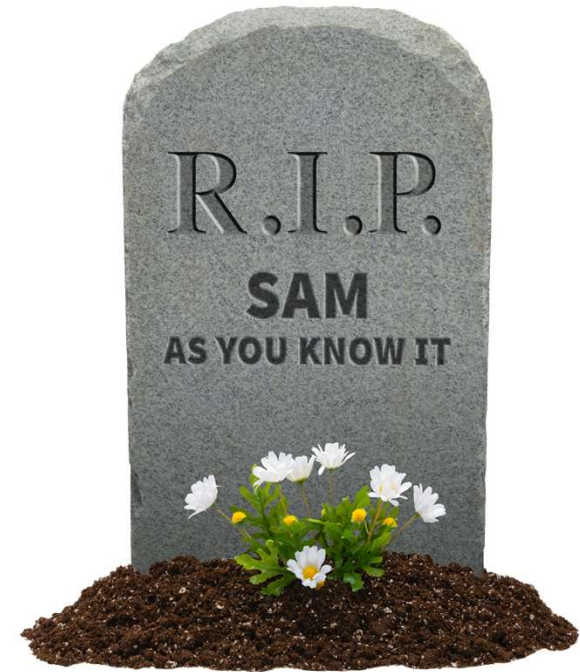
**Now you have On-Prem, SaaS,
Cloud, FinOps, Hybrid,**

What data do we need?

Where do we get the data?

How do we gain visibility?

Who are the new stakeholders?



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera



Software Asset Management still means being able to quickly respond to critical business events

Vendor Audit or Contract Event	Regulatory Compliance	Mergers & Acquisitions
Renewal True-up Audit	Internal readiness & external audits	Inventory & reconciliation



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera[™]

Getting the data needed is challenging with Hybrid Computing

ON-PREMISE

47%

Gradual
Workload Growth
(vs. Public Cloud)



1.1%

CAGR¹

32%

5-Year Projection¹

\$759B

Total Spend²

PUBLIC CLOUD

53%

Accelerated
Workload Growth
(vs. On Premise)



19.7%

CAGR³

68%

5-Year Projection³

\$684B

Total Spend³

Note 1: IDC Enterprise App SW Forecast (2023-2027)

Note 2: Gartner SW Spend, Excluding SaaS

Note 3: Gartner Public Cloud



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

More Challenges!



...and cloud marketplaces are going through explosive growth

Source: Gartner

Cloud marketplaces are expected to hit



**\$100B
in 2026**

up from **\$15B in 2023**



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera

Addressing the Hybrid IT Visibility Gap

Teams, Budgets & Systems

ITAM and FinOps teams operate independently, and Procurement is often ignored. Org Design drives budgets that are managed separately for on premise, SaaS and cloud. Data is disparate and not correlated with various systems of record

Cloud Governance

Aggressive "Cloud First" initiatives have resulted in cloud deployments growing far faster than IT, procurement and general governance

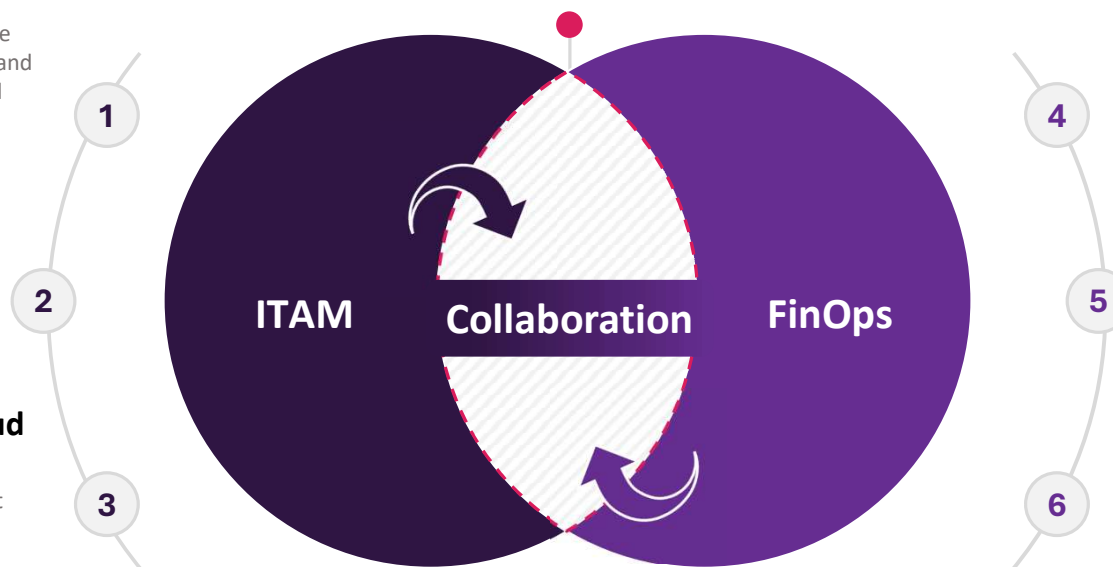
Unmanaged Software In Cloud

Commercial software running in the cloud lives in 'The Visibility Gap.' FinOps does not manage this software and ITAM struggles to see the software



THE VISIBILITY GAP

By collaborating ITAM and FinOps unlocks substantial value realization potential, providing organizations with a comprehensive perspective on their hybrid IT estate



Cloud Marketplaces

Rapid growth of public cloud marketplaces has created an alternative procurement path for software, circumventing existing teams, systems and governance

Supplier Tactics

Technology suppliers frequently update licensing models, capitalizing on the ambiguity associated with technology in 'The Visibility Gap'

Risk & Security

Lack of insight and collaboration with ITAM & FinOps teams on end-of-support and vulnerable software in the cloud poses significant compliance and security risks

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

With Hybrid IT, visibility gap is only growing wider.



On-Premises



Cloud

End user
Asset Management

Datacenter
License
Management

Workload Distribution in 2024

Cloud
License
Management

SaaS
License
Management

On-Premises

47%

53%

Public Cloud

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™



Cloud providers make it easy to provision but not easy to optimize

PAYG - Pay as you go software license

A good fit for short term or less predictable workloads however is often provisioned by default without verifying the best licensing options & potential savings.

- Unpredictable & **higher cost** than BYOL
- Potentially **paying twice** for licenses we already own
- **Poor contract terms** / portability

BYOL - Bring your own license

Offers better pricing on longer term workloads but can be complicated and lead to compliance risk.

Compliance risk: Engineers may be checking the BYOL box without verifying the company has enough licenses to be compliant.

Potential Savings: Switching to BYOL can yield up to 85% Savings on license cost (workloads running >1yr)



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Cloud Licensing 101:

What native benefits do Azure and AWS offer for cloud licensing?

Microsoft Azure Hybrid Benefit (AHUB)

A licensing program that provides further discounts to Microsoft Azure customers to use their existing Windows Server and SQL server licenses with Software Assurance on Azure VMs.

AWS BYOL Options

While no direct equivalent exists for AWS, AWS does offer BYOL options for dedicated hosts and instances for Windows server and SQL server that comply with Microsoft licensing rules



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Goal for Cloud License Management

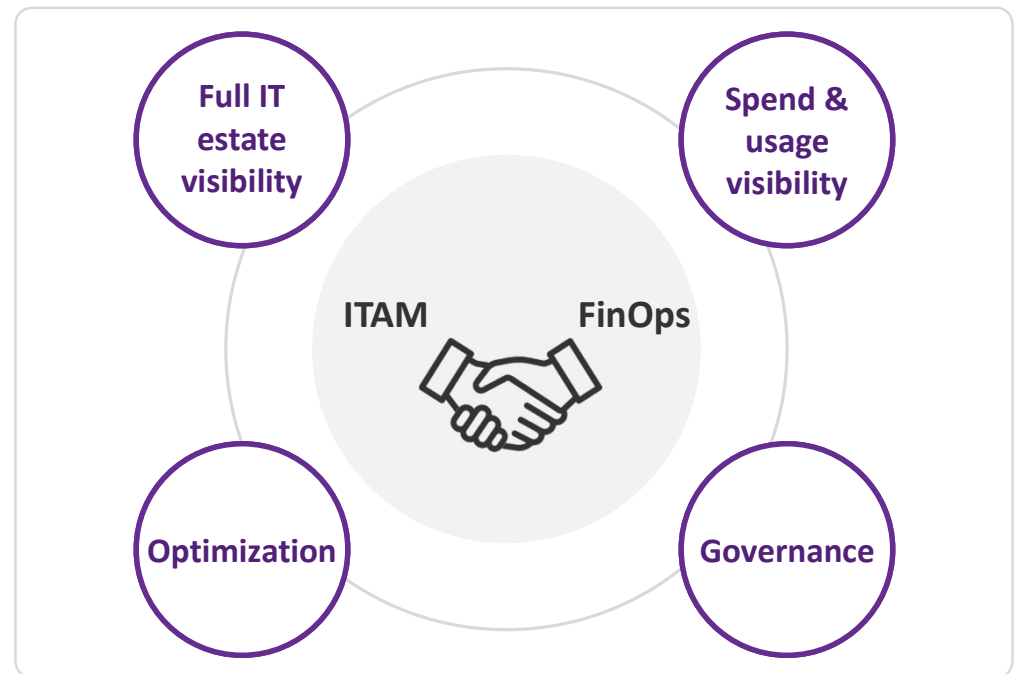
Software licenses run in the cloud are hidden | Optimize high value software licenses regardless of deployment location



Must have a view of optimization insights for software both on-prem and in the cloud

Include data from Pay As You Go (PAYG) and Bring Your Own License (BYOL) purchase paths

Leverage both ITAM and FinOps inventory and apply usage rights across both

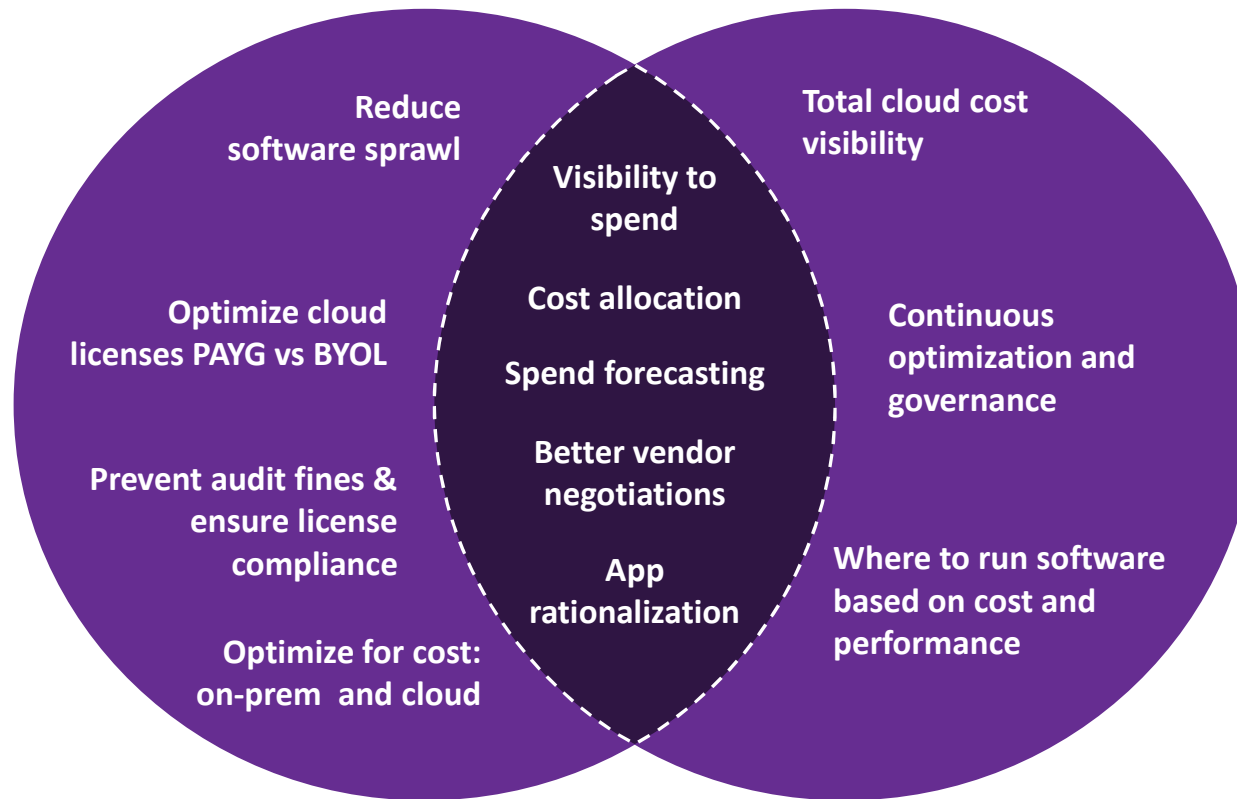


April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

With Hybrid who are the new Key Stakeholders?

- ITAM Leader
- Finance
- Security
- Procurement
- Enterprise Architecture



- FinOps Leader
- Engineering
- Cloud Architecture
- CTO
- Business Leaders



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Commercial Software Licensing in the Cloud

PAYG

PAYG Software Spend
A Blind Spot

BYOL

Visibility GAP
Purchased under EA Contracts

1. Cloud software spend visibility
2. Spend overtime (By License Model) by Cloud, Manufacturer, Product, Cost Center, Accounts
3. Granular view of cost contribution
4. Cost-efficient- Cloud license model (PAYG vs BYOL)
5. Recommendations for saving and cost avoidance (PAYG vs BYOL & AWS vs Azure)
6. Trends and forecasting
7. Showback & Chargeback



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

The Value of SaaS Visibility

Procurement



Right-size SaaS Contracts

Access the right data to give you leverage in negotiating and customizing contracts



Manage SaaS Renewals

Track contract terms, license fees, and important dates so you're never blindsided



Reduce SaaS Sprawl

Standardize on smaller number of the best apps in each category

Finance



Generate Accurate Reporting

Schedule frequency of reports, track annual spend and ensure every SaaS vendor is accounted for



Reduce SaaS Spend

Approve SaaS app renewals for only those apps being fully utilized



Track SaaS By Department

Gain visibility into current SaaS expenditures across departments

IT & Security



Identify Shadow IT

Scan integrated financial data to know what cloud applications are being used by whom



Monitor SSO & Native Accounts

Keep tabs on every type of SaaS account being purchased, logged into and used



Secure User Accounts

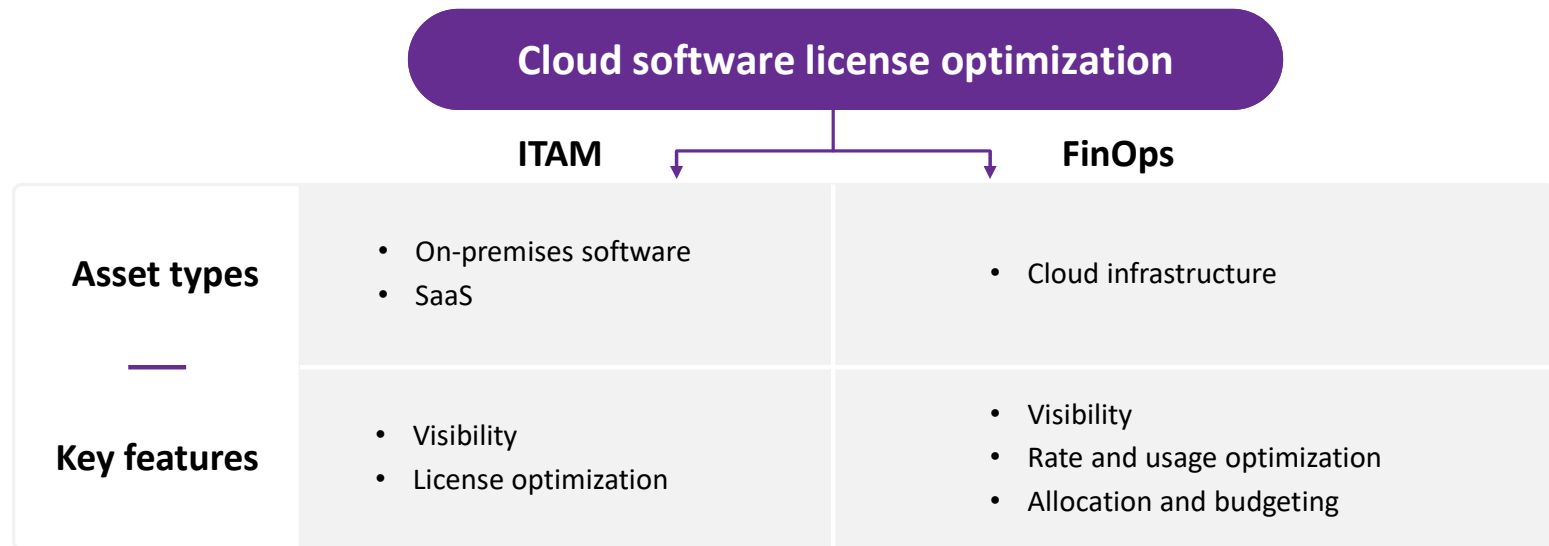
Ensure only authorized current employees are accessing apps and receive alerts when access is granted



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Cloud software license optimization is the next big thing



“Together, these disciplines underpin value and efficiency through consumption management discipline, increasingly overlapping as **software is frequently consumed within CIPS** [cloud infrastructure and platform services] environments.”

- Gartner, April 2023



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera

Where to find the data?

On-Prem

- Inventory
- Licenses

SaaS

- Vendor Portals
- Browser Discovery
- Vendor Portals
- Browser Discovery

Cloud Licenses

- Cloud Bill (lots of data)



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Next Steps when you get back to work:

IAITAM Certifications:

Are your certifications up to date?

Visit FinOps Foundation:

[Introduction to FinOps](#) 



Introduce yourself to **FinOps** Leader

Understand **PAYG** and **BYOL** strategy

Ask for billing data on cost of Windows Server and **SQL** server licenses

Look at cost savings opportunity for moving toward **BYOL**



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera

Wally's Rock & Roll Fantasy!

- 1 Who wrote the song "The Times They Are A Changing"?
- 2 Where can you find you Cloud SQL License information ?
- 3 Name one source for SaaS usage information?
- 4 What native benefits does Azure offer for cloud licensing?
- 5 Name one reason why collaborating with FinOps could be important to your organization?



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera™

Connect with Me!



Download this
presentation here



214-264-8311



wdarrough@flexera.com



**The 2025 State of Cloud
Report is available at:**

<https://info.flexera.com/CM-REPORT-State-of-the-Cloud>



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

flexera