


IAITAM ACE 2025



ITAM - Another Brick In The Wall

Challenging World of ITAM: Focus on the Basics

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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.




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The Times They Are A-Changing!




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

Bob Dylan





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Remember When!


SAM Used to be Easy:
(sort of)

Entitlement


Proof of Purchase

Number of installations





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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?





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

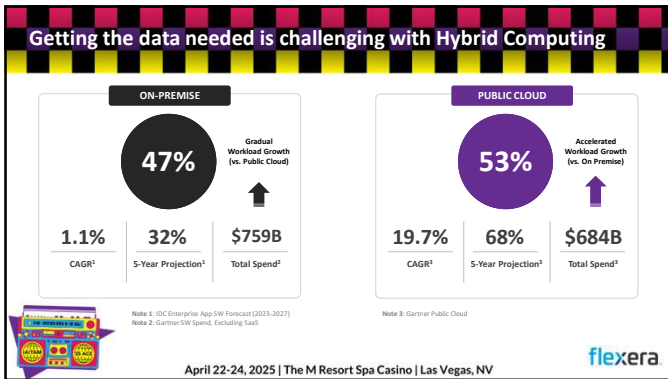
Vendor Audit or Contract Event	Regulatory Compliance	Mergers & Acquisitions
Renewal True-up Audit	Internal readiness & external audits	Inventory & reconciliation



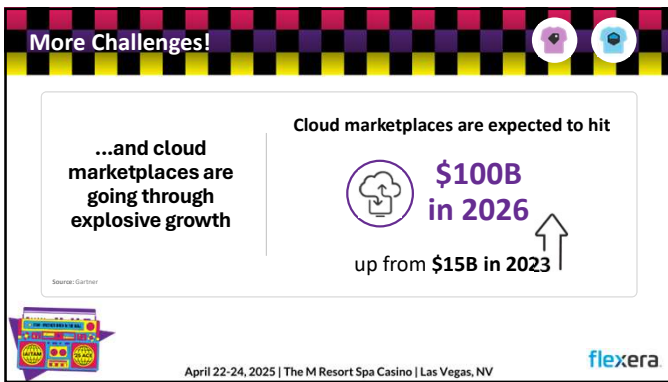
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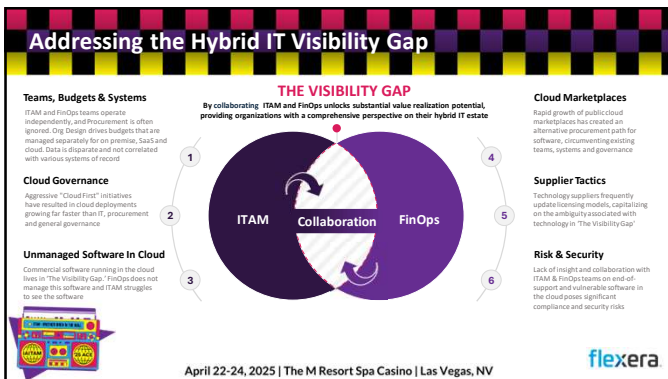
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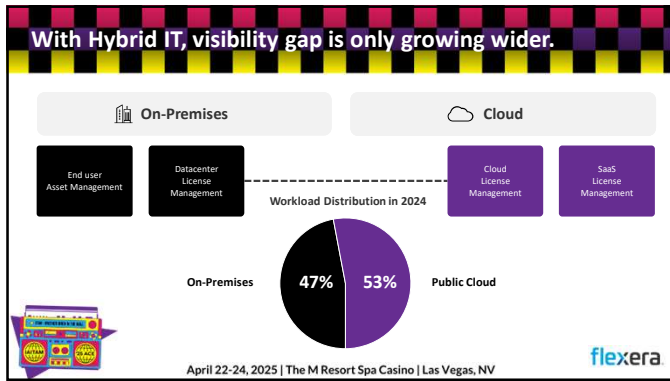
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Cloud providers make it easy to provision but not easy to optimize

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)

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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

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Goal for Cloud License Management

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

SQL Server

- 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

ORACLE DATABASE

Windows Server

Full IT estate visibility

Spend & usage visibility

Optimization

Governance

ITAM

FinOps

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With Hybrid who are the new Key Stakeholders?

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

Reduce software sprawl

Optimize cloud licenses PAYG vs BYOL

Prevent audit fines & ensure license compliance

Optimize for cost: on-prem and cloud

Visibility to spend

Cost allocation

Spend forecasting

Better vendor negotiations

App rationalization

Total cloud cost visibility

Continuous optimization and governance

Where to run software based on cost and performance

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

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Commercial Software Licensing in the Cloud

PAYG

PAYG Software Spend
A Blind Spot

BYOL

Visibility GAP
Purchased under EA Contracts

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

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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



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Cloud software license optimization is the next big thing

Cloud software license optimization


ITAM

FinOps

Asset types	<ul style="list-style-type: none">On-premises softwareSaaS	<ul style="list-style-type: none">Cloud infrastructure
Key features	<ul style="list-style-type: none">VisibilityLicense optimization	<ul style="list-style-type: none">VisibilityRate and usage optimizationAllocation and budgeting

"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



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Where to find the data?

On-Prem

- Inventory
- Licenses

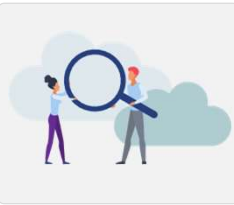
SaaS


- Vendor Portals
- Browser Discovery

- Vendor Portals
- Browser Discovery

Cloud Licenses

- Cloud Bill (lots of data)





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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**





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Wally's Rock & Roll Fantasy!

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







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The 2025 State of Cloud Report is available at:
<https://info.flexera.com/CM-REPORT-State-of-the-Cloud>



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