

IAITAM ACE 2025

ITAM - Another Brick In The Wall

ITAM – Art of the Possible

Exploring Beyond Software Compliance

Preston R. Davis & Jeff Seltzer





Audience Question

Who has all the **tools**
and **staff needed** to
effectively manage
their ITAM practice?



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Audience Discussion

What do you think the **key capabilities** are that make up a robust ITAM practice?



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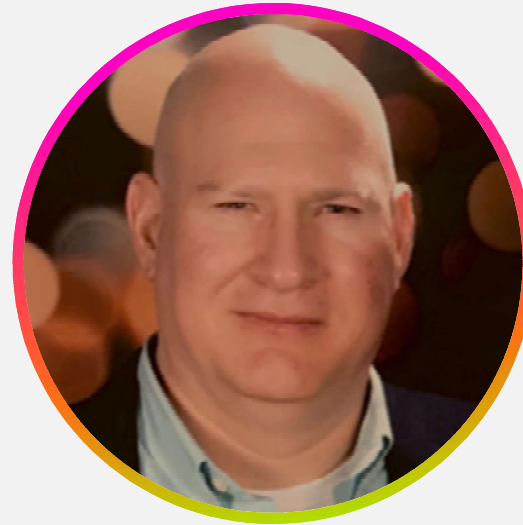


Your Speakers



Jeff Seltzer

Director ITAM Products & Services, SHI



Preston Davis

Manager – ITAM Services, SHI

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ITAM Defined

**Comprehensive Approach to
Managing IT Assets across their
Lifecycle**



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ITAM Defined

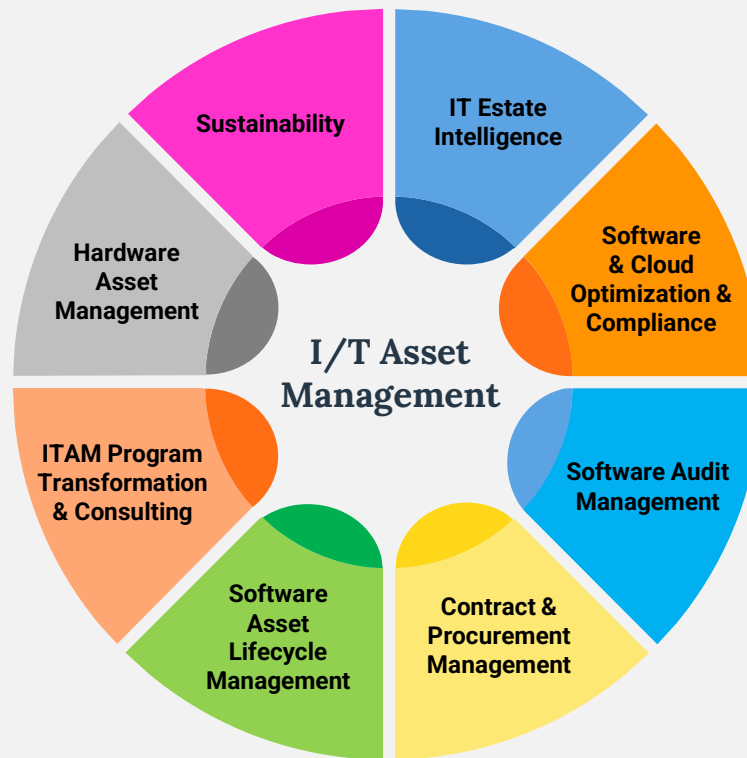
Comprehensive
Approach to
**Managing IT
Assets** across
their Lifecycle

What is the **goal** of
implementing a
comprehensive ITAM
program?

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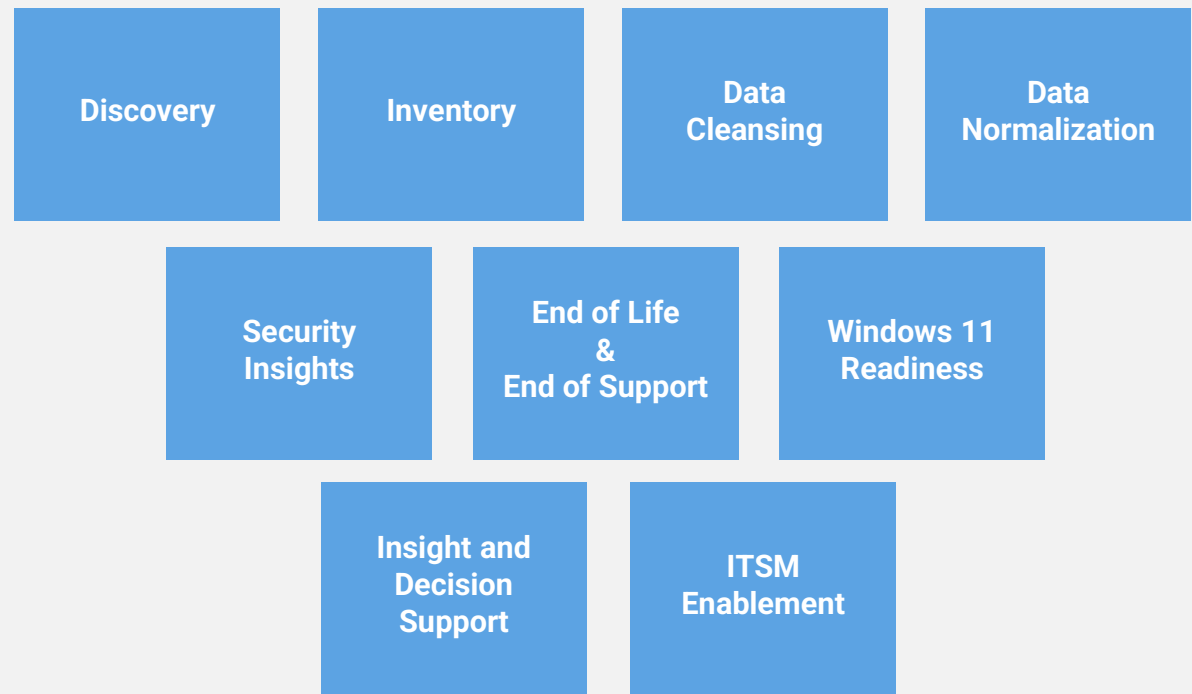
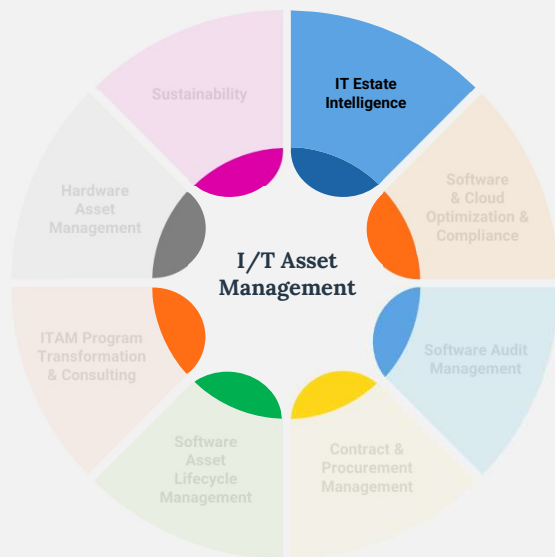
Top Level Capabilities



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I/T Estate Intelligence



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Software & Cloud Optimization & Compliance



Entitlement
Management

Compliance
Management

Optimization

SaaS
Management &
Governance

Microsoft 365
Optimization &
Governance

Application
Rationalization
& Categorization

FinOps

Architectural
Optimization

License
Advisory &
Consulting

Go to Case Study



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Case Study: Architectural Optimization

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We looked at customer environment

Minimising Requirements

Apply infinity rules through VMware



Reduced licence count for SQL Server Enterprise

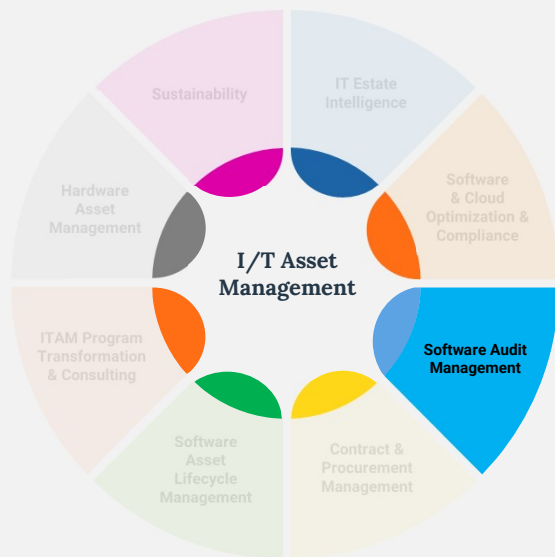
Saving
\$483,000



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Software Audit Management



Audit Navigation
&
Consulting

Compliance
Risk
Identification

Compliance Risk
Remediation

Audit Defense
Framework

[Go to Case Study](#)



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Case Study: Software Audit Management

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INITIAL RISK
\$333,318



RISK
REMEDiation



SAVINGS
\$314,026



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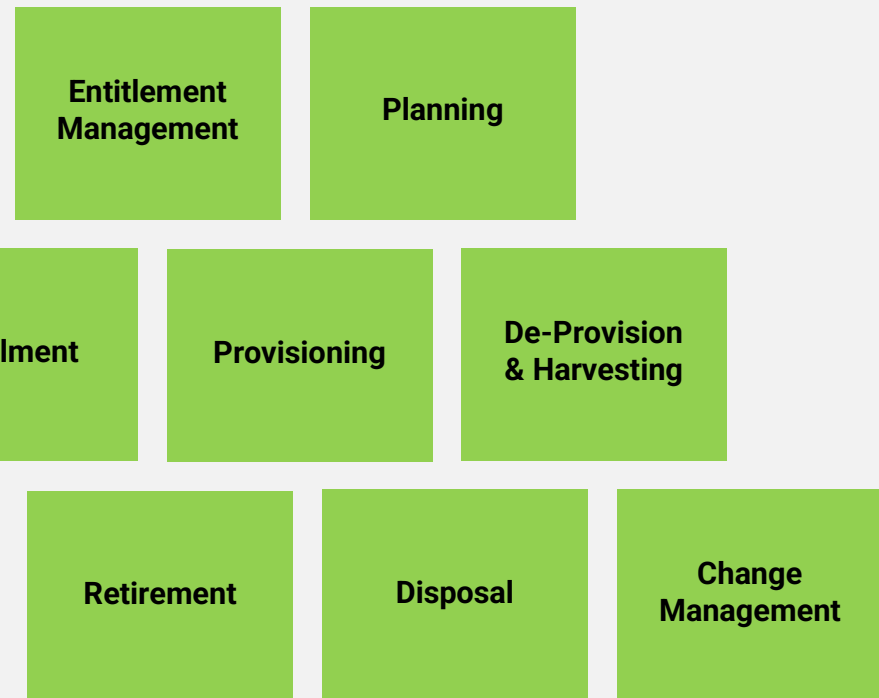
Contract & Procurement Management



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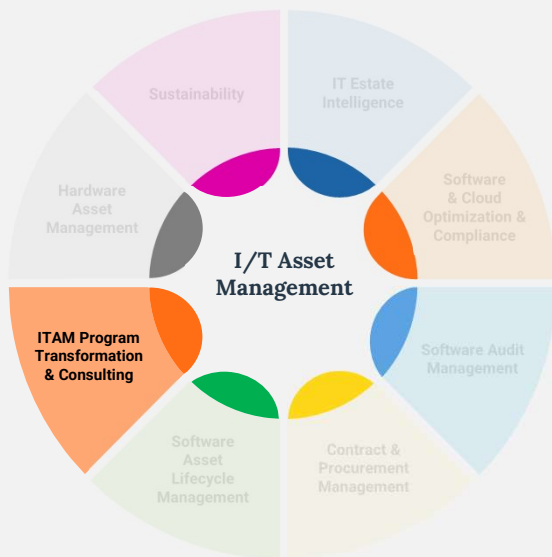
Software Asset Lifecycle Management



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ITAM Program Transformation & Consulting



Maturity Assessment

ITAM Practice Design

Implement ITAM Practice

ITAM Tool Evaluation & Selection

Implement ITAM Tool

ISO 19770 Preparation

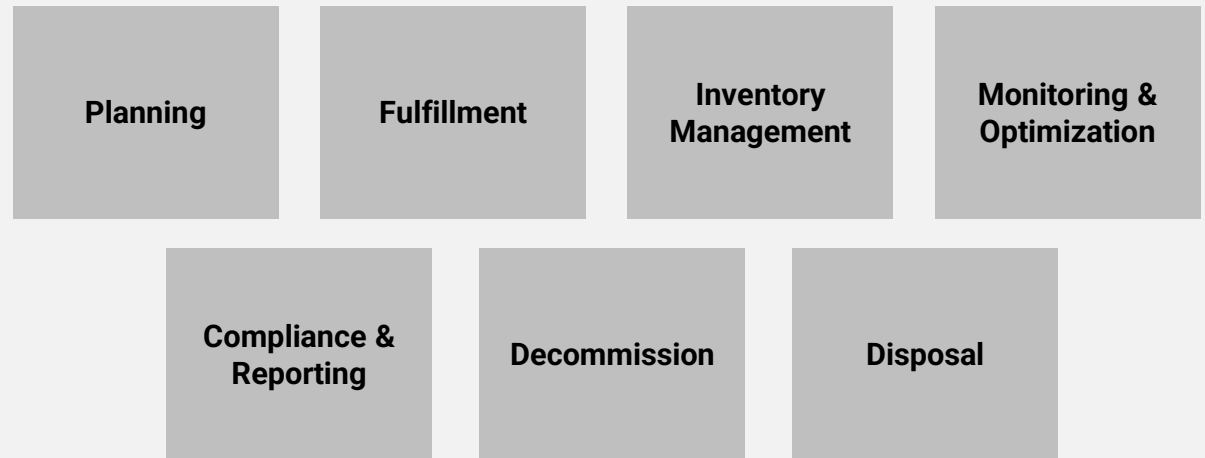
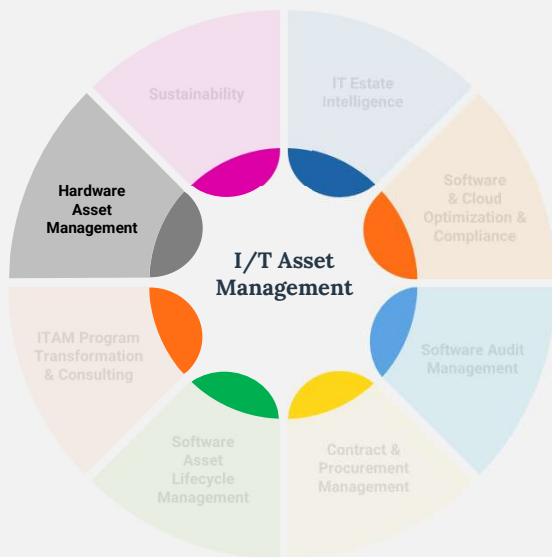
Consulting & Continuous Improvement



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Hardware Asset Management



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Sustainability



Data Center
Energy &
Efficiency
Grading

Premium Data
Center Energy
Efficiency
Profiling

Data Center
Energy
Efficiency
Consulting

Vendor Risk
Assessment

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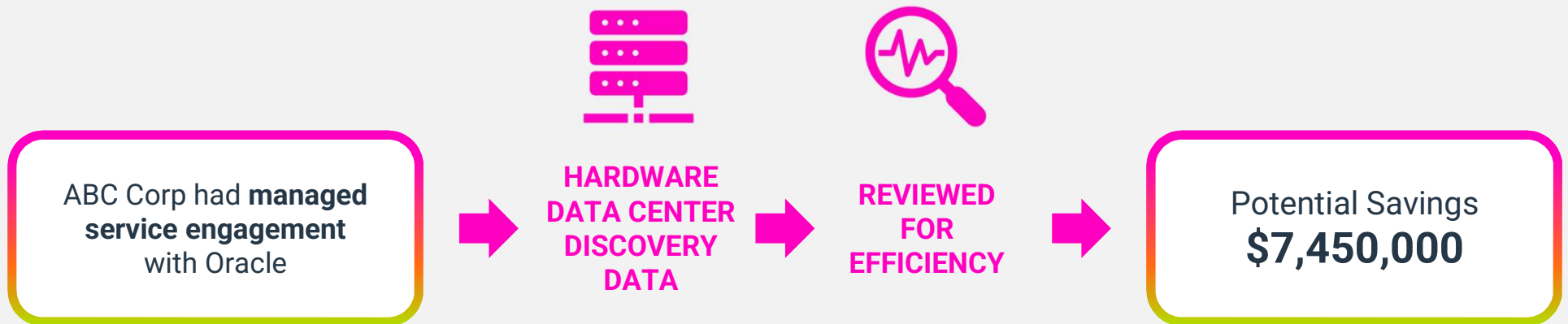


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Case Study: Sustainability

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Jeff Final Thought – ITAM The Art of the Possible



**IT Operational
Efficiency**



**Enterprise
Architecture**



AI



**Mergers &
Acquisitions**



IT Visibility



Sustainability



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Preston Final Thought

Don't go on this journey alone



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SHI is Here to Help!

ITAM Services by SHI



Advisory Service
Engagements

Managed Service
Engagements

The Engagement Scope



The Art of the Possible

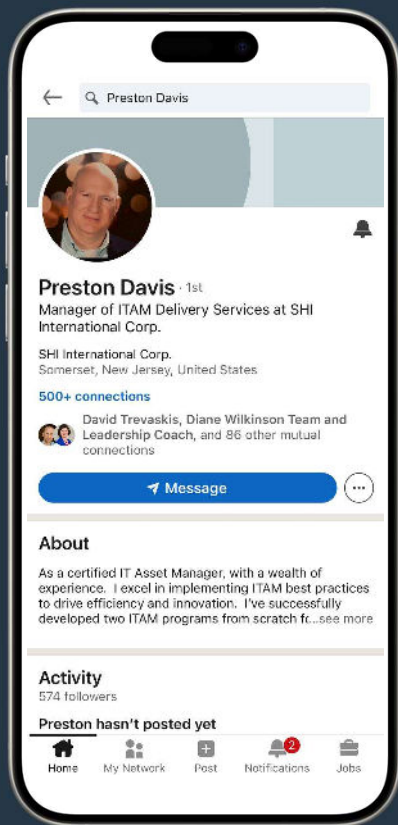
Capability
Architected Scope

Based on Customer's
Unique Needs



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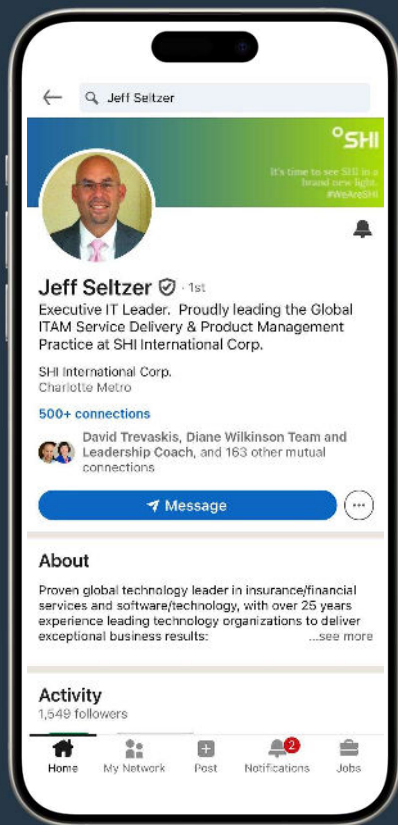


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