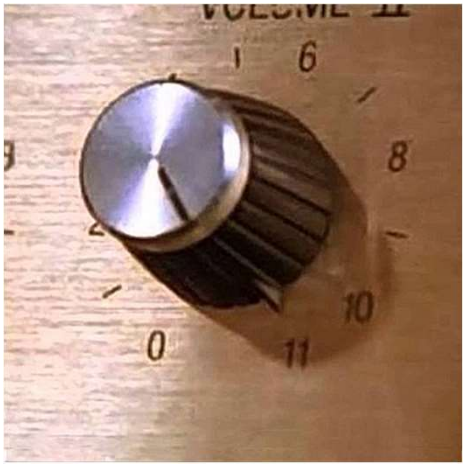
IAITAM ACE 2025

ITAM - Another Brick In The Wall



Turn Your Program Results Up to “11” With Product Enrichment Data

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Sr. VP, Marketing and Technical Alliances

- CSAM, CMAM, CAMSE, CITAD, CAIAM
- IAITAM Member #24
- Avid musician and car guy

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About Eracent

- ITAM, SAM and Cybersecurity solutions since 2000
- Headquarters in PA, R&D in Warsaw, global operations
- IT Management Center™ (ITMC)
- IT-Pedia® product enrichment data library
- Cybersecurity Management Suite™ (CSMS)

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Trustworthy Data

"…data that is accurate, complete, relevant, readily understood by and available to those authorized users who need it to complete a task."

Source: ISO 19770-1 (2017)

Trustworthy Data = Confidence

Foundational data for all technology governance

You can't govern what you can't see

Without enriched asset data, you can't trust what you see

Typical IT Ecosystem

- Specialized tools
- Some functional overlap
- All these tools (and their users) rely on trustworthy data
- What sources do you trust?

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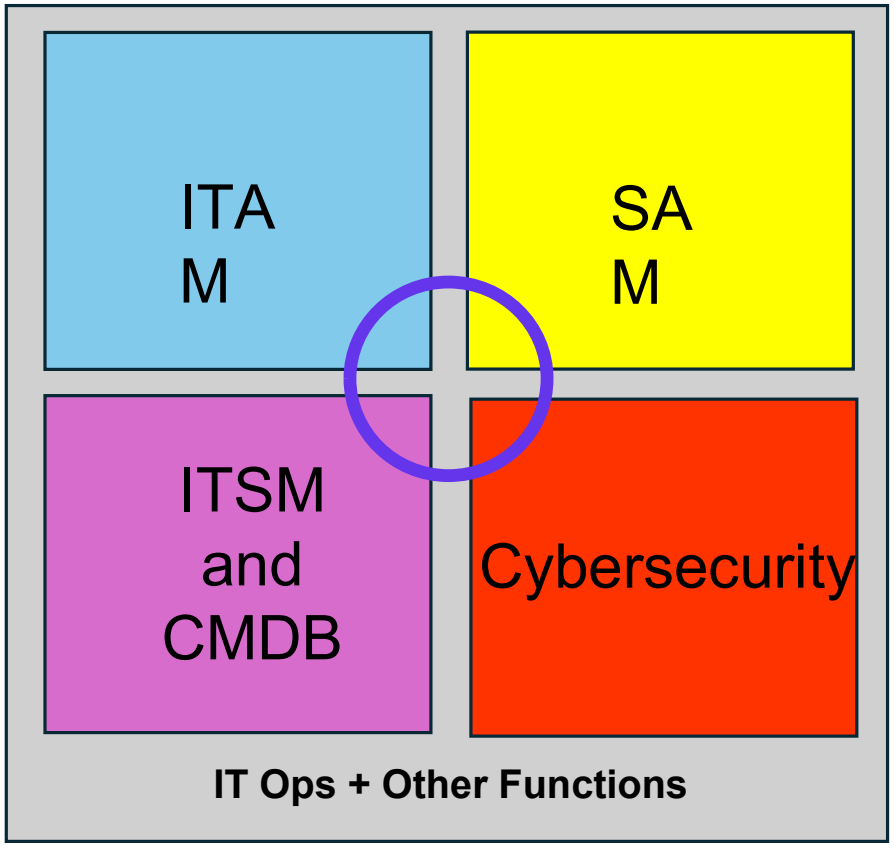
Multiple Disciplines, Same Asset Base



Foundational Data

- Discovery and Inventory
  - Network
  - Cross-platform endpoints
  - Cloud / SaaS
  - IoT and Edge
- Other Sources: Procurement, Contracts, HR, etc.
- Normalization
- Non-Discoverable Enrichment Data

Common Data Issues

- Data issues will diminish trust and confidence
  - Inconsistent naming
  - Inconsistent content and attributes
  - SAM data gaps
  - Operational data gaps
- Finding and compiling this data can be a huge effort

Inconsistent Naming

- Variations across systems and applications
  - Duplication of products and vendors
  - Manual cross-referencing to verify
- Results in inaccurate and incomplete reporting

IBM
I.B.M.
IBM Corporation
IBM Corp.

Inconsistent Content

- From multiple data sources
- Data continuously added over time
- No common standards
- Inconsistent and incomplete data
  - Ineffective
  - Loses credibility with users

SAM Data Gaps

Licensing Details -> Product Use Rights -> Configuration Options

= *Enormous Impact on Licensing Costs*

Without quality data, ELP preparation is manual and time-consuming, and the results are questionable

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IT Product Enrichment Data Library

Product enrichment data, all in one place

Non-discoverable data

From multiple *authoritative* sources

Normalized data and attributes

Updated regularly

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Product Enrichment Data

- Hardware and Software
- Manufacturer Product Codes
- Vendor and reseller codes and SKUs
- Categories and Classifications (e.g., UNSPSC)
- Licensing models, packages and use rights
- Hardware physical attributes, power usage, etc.

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Product Enrichment Data

- Pricing data
- Vendor details
- Product Lifecycle Dates – EOL, EOS +
- Product versioning
- Vulnerability information – NIST, Maven, GitHub +
- Open source product attributes

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Benefits

Eliminates tedious manual research

Provides:

- Common naming conventions
- Consistency across systems
- Complete attributes for all products
- *All related systems speak the same language*

Supplements discovery application recognition

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Benefits

- Bridges data gaps
- Consistency = usability, trust and process efficiency
- Enhances other systems:
  - Procurement and sourcing
  - ITAM and SAM
  - ITSM and CMDB
  - Cybersecurity

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Enrichment Data Usability

- Your products are what matter to you!
- Focused product set
- Intuitive, user-friendly filtering options
- Targeted update downloads
- Data accessed via GUI or shared via API

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What can be turned up to “11” with better data?

Let’s look at some use cases!

Creating and Updating Product Catalogs

- ITAM, SAM, ITSM, CMDB, Procurement catalogs
- Minimizes manual data searches
- Reduces time to create and update records
- Expands details for existing items
- Eliminates gaps and inconsistencies
- Stronger foundation for all processes

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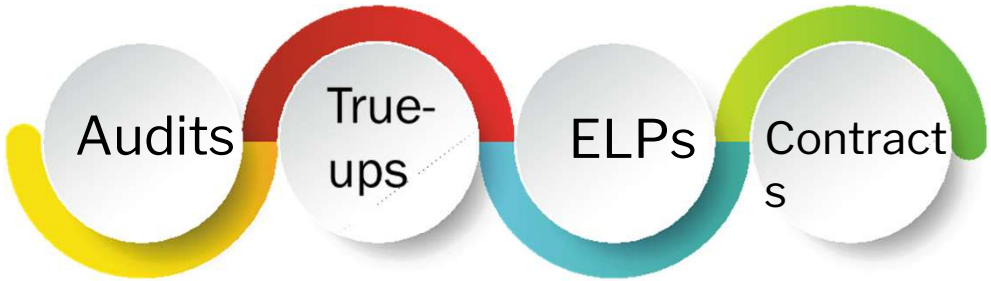
Enhanced SAM and ITAM Processes

- Higher quality data supports:
  - More effective, efficient processes
  - Expanded, more robust reporting content
  - Increased confidence in license position reports
  - More powerful workflows
  - Bigger savings potential



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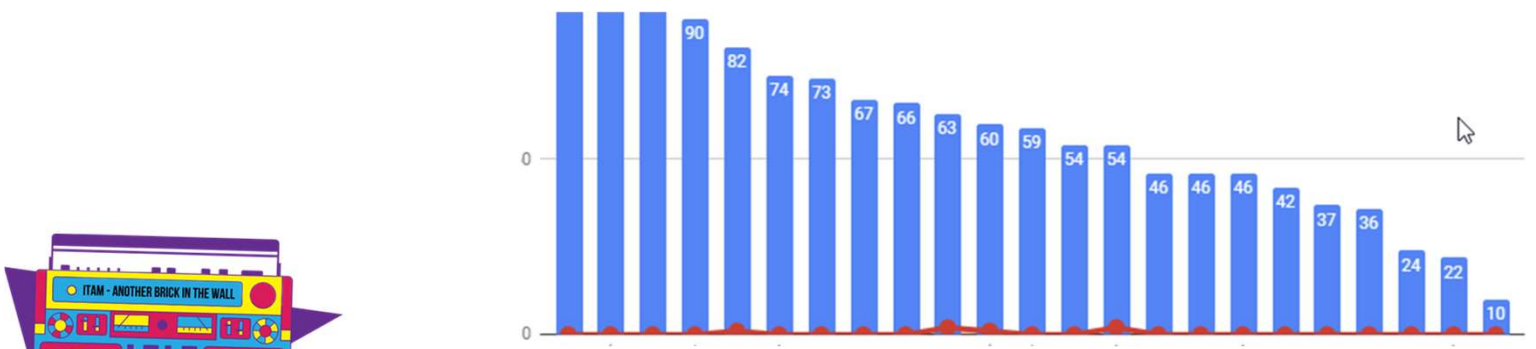
Streamlining Product Portfolios

- Identify redundant products with similar functionality
- Compare attributes to select best option
- Fewer products, vendors and agreements to manage
- Identify obsolete products and versions in use
- Reduce licensing costs and management effort



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Managing Technical Debt

- Review products that make up infrastructure
- Visibility into age and obsolescence details
- End-of-Life and End-of-Support status
- Enable confident patching decisions
- Avoid unstable systems or unnecessary costs
- Buying the right equipment and software the first time closes the technical debt gap

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Product Lifecycle Management

- Product lifecycle dates announced by vendors
  - GA, End of Support, End of Life and more
- Promotes proactive upgrade, refresh and patching plans
  - Helps avoid future compatibility issues
  - Reduces security risks due to inability to patch versions or products

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Cybersecurity Support

- Product Lifecycle Dates
- Application Portfolio Streamlining
- Hardware and Software Vulnerability Data
  - Vulnerability identification and mitigation
  - Application and library/component level (SBOM analysis)
  - N-1 reporting

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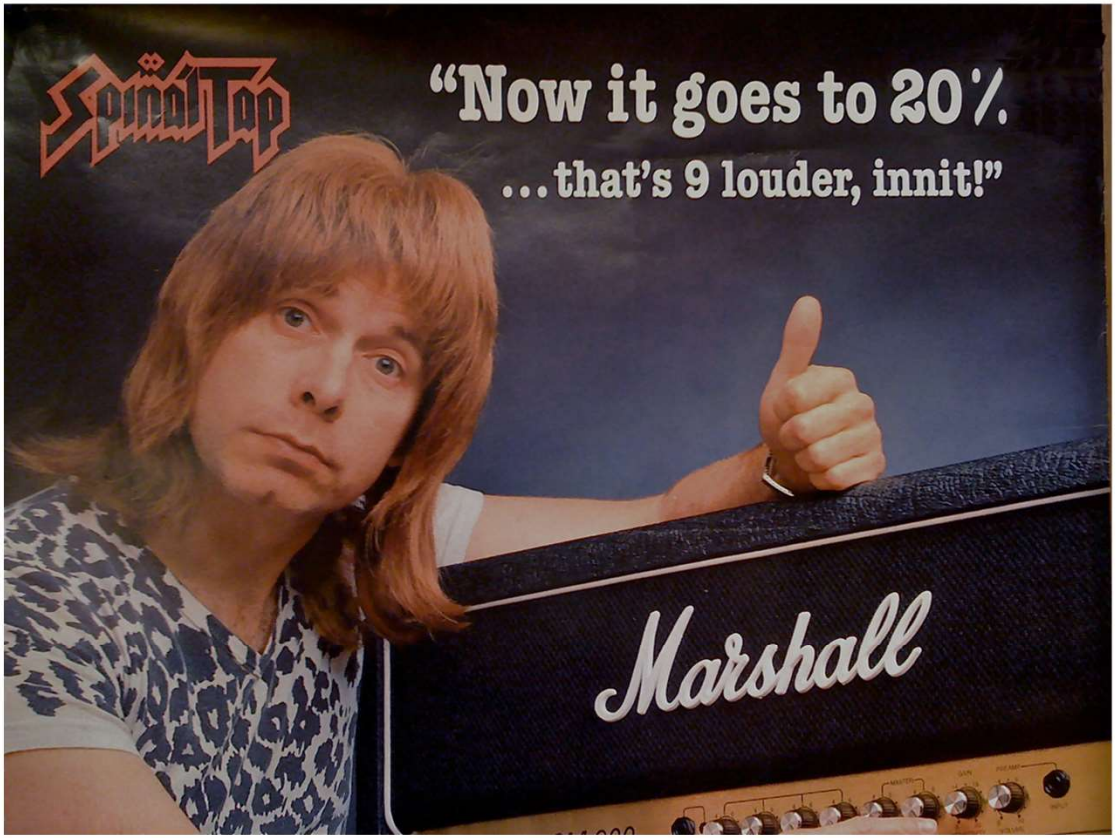
Efficiency and Reputation

- Single version of the truth supports all governance domains
- “Do the job once, and do it well”
- Stakeholders can speak with authority to decision-makers
- Accurate, real-time data enables a coordinated response across stakeholders to governance demands
- Agile, flexible, timely, cost-effective governance



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Questions ?

Thank You!

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Connect with Me!

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