

IAITAM ACE 2025

ITAM - Another Brick In The Wall

SAM to the Future: From Post-It Notes to Paperless SAM

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Chanté Dobson

Chanté is an enthusiastic newcomer to the field, eager to learn and contribute. She has recently embarked on her journey as a Software Asset Business Analyst at St. Jude Children's Research Hospital. Her passion lies in optimizing software asset management practices, and she's already making strides in spearheading initiatives within this critical domain. Chanté brings a fresh perspective, analytical curiosity, and a commitment to supporting St. Jude's mission through effective software asset management.



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INTRODUCTION

How do we manage software? Let's break it down into three tiers:

- ❖ **Manual Management:** Individual users or teams handle software independently
- ❖ **Decentralized Management:** Each department manages software separately
- ❖ **Centralized Management:** A dedicated team ensures efficiency, cost savings, and visibility

Show of hands — where does your team fall?



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THE STARTING POINT - CHAOS

Before ITAM, software management was completely manual:

- ❖ Requests came through multiple channels:



Emails



ServiceNow
Tickets



Phone



In-person
Convo



Sticky
Notes

- ❖ Tracking requests was chaotic—things fell through the cracks
- ❖ Our first step: Tighten communication to bring order



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ACT I - CONTROLLING COMMUNICATION

Key issues identified:

- ❖ **ServiceDesk-Managed Requests:** End users contacted ServiceDesk for software; ServiceDesk handled procurement, installation, and troubleshooting
- ❖ **End-User Procured Licenses:** Some users purchased licenses independently and managed vendor relationships



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THE BIGGER PICTURE

Why does this matter?

- ❖ **St. Jude operates on donor dollars**
- ❖ When researchers and healthcare professionals manage software, it's time taken away from curing cancer
- ❖ When ServiceDesk techs handle procurement, it's time lost troubleshooting critical technology
- ❖ **Software Asset Management (SAM) impacts efficiency, costs, and St. Jude's mission**



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THE ADOBE PILOT PROJECT

Why Adobe?

- ❖ **High-volume license** – Over 2,000 active users
- ❖ **Low-stakes license** – Unlike research-focused software, users can go a day without Adobe without disrupting operations
- ❖ **High-Visibility License:** Used across clinical, research, and administrative departments, making efficient management essential



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THE SHIFT TO CENTRALIZED SAM

To gain stakeholder buy-in, we focused on key benefits:

- ❖ **Cost Savings** — Enterprise licenses reduce per-user costs
- ❖ **Time Savings** — Bulk purchasing enables same-day license assignment
- ❖ **Reduced Burden** — End users and ServiceDesk no longer manage licenses



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THE COMMUNICATION PLAN

To ensure a smooth transition, we:

- ❖ Established a centralized contact point
- ❖ Engaged key stakeholders for leadership buy-in
- ❖ Drafted and sent communication to users, explaining the changes and benefits



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ACT I - CONTROLLING COMMUNICATION



Worksheet time!



How do users currently request software in your organization?
What challenges have you faced with tracking software requests?
What communication channel would be most effective for your team?
How can you ensure software requests are not lost or forgotten?



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ACT II - BUILDING STRUCTURE

Step 1: Establish a Centralized Contact Point:

- ❖ **Dedicated Email:** ITAM@stjude.org
- ❖ **ServiceNow Assignment Group:** IT Asset Management
- ❖ **Tracking & Visibility:** ServiceNow dashboard for real-time monitoring
- ❖ **Taking Ownership:** The ServiceDesk transferred all Adobe requests to the ITAM team



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WHY CENTRALIZATION MATTERS

- ❖ **Trackable Requests:** Users see request status
- ❖ **Nothing Gets Lost:** Tickets stay open until resolved
- ❖ **Measurable Credit:** Demonstrates impact to leadership
 - ❖ **Better Decisions:** Data-driven optimization
- ❖ **Less Chaos:** Fewer communication channels = more efficiency



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MANAGING TRANSITION CHALLENGES

- ❖ Users continued sending requests via both email and ServiceNow
- ❖ Our email evolved into a distribution list, allowing multiple team members to respond



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ACT II - BUILDING STRUCTURE

Step 2: Engage Key Stakeholders

To eliminate end-user managed licenses, we:

- ❖ Ensured successful request handling before engaging departments
- ❖ **Presented measurable benefits:**
 - ✓ Faster procurement ✓ Cost savings
 - ✓ Better license management ✓ License consolidation
- ❖ Gained buy-in from each department's Adobe admin and decision-makers



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ACT II - BUILDING STRUCTURE

Step 3: Draft & Send User Communication

- ❖ Addressed department admin concerns
- ❖ Drafted clear, informative emails
- ❖ Secured leadership approval
- ❖ Sent communication introducing ITAM, outlining the transition process, and highlighting benefits



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ACT II - BUILDING STRUCTURE



Worksheet time!



What single point of contact can you establish for software requests?

Who will be responsible for managing incoming requests?

How will you track and measure software requests?

Who needs to be informed or trained about this new process?

What concerns might end users have, and how can you address them?



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ACT III - SAVING DOLLARS

Eliminating wasteful spending:

Before centralization, departments purchased individual licenses at full price,
leading to:

- ❖ Duplicate purchases
- ❖ Underutilized licenses
- ❖ Compliance risks



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FINANCIAL & OPERATIONAL IMPACT

By transitioning to an enterprise model, we:

- ❖ Reduced per-user costs
- ❖ Ensured compliance
- ❖ Reclaimed unused licenses
- ❖ Leveraged bulk purchasing power



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CASE STUDY - ADOBE ENTERPRISE TRANSITION

Key benefits:

- ❖ Cost savings through consolidation
- ❖ Improved visibility into usage
- ❖ Faster license assignments



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TIME IS MONEY - FREEING UP RESOURCES

By centralizing software management, we:

- ❖ Allowed researchers & clinicians to focus on patient care
- ❖ Reduced IT workload, enabling focus on high-priority support needs
- ❖ Eliminated administrative burdens for smoother software requests



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LOOKING AHEAD

With Adobe successfully transitioned, our focus is to:

- ❖ Reduce costs with enterprise agreements
- ❖ Improve efficiency in procurement
- ❖ Enhance compliance and minimize risks



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ACT III – SAVING DOLLARS



Worksheet time!



What inefficiencies exist in your current software procurement process?

How can centralizing software management reduce costs?

What are the first three steps you will take to improve software management in your organization?

Who will you need to collaborate with to implement this plan?

What is your timeline for implementing changes?



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ACT I: "AHA!" MOMENTS

- ❖ Understanding the existing system before making changes is crucial
- ❖ Too many communication channels create confusion and lost requests
- ❖ Stakeholder buy-in is easier when you highlight how improvements save time and resources



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ACT II: "AHA!" MOMENTS

- ❖ Old habits die hard—changing user behavior takes time
- ❖ Clear communication and process transparency reduce pushback
- ❖ Showing tangible benefits (faster turnaround, cost savings) aids adoption



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ACT III: "AHA!" MOMENTS

- ❖ Enterprise licensing not only saves money but also prevents compliance risks
- ❖ Having measurable data strengthens justification for centralization
- ❖ Streamlining renewals and tracking licenses prevents wasteful spending



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CLOSING & Q&A

The floor is open for questions! 😊



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