

IAITAM ACE 2025

ITAM - Another Brick In The Wall



Mastering AI Governance:
How to Leverage AI for Automated Control





Eric Gohdes
Vice President North America
Xensam



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AI Possibilities:

Forecast

Detect

Scale

Personalize

Automate

Experience

Innovate

Accelerate

Predict

Produce

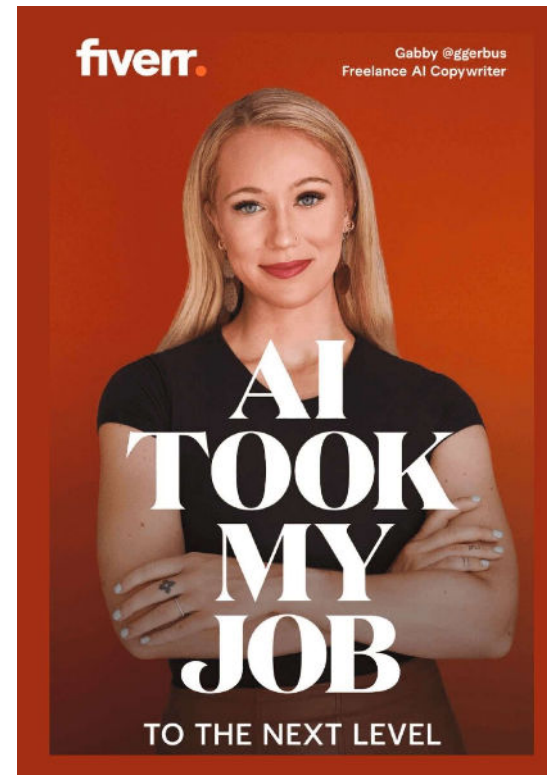
Optimize



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44% of skill will likely
be disrupted over the
next five years.

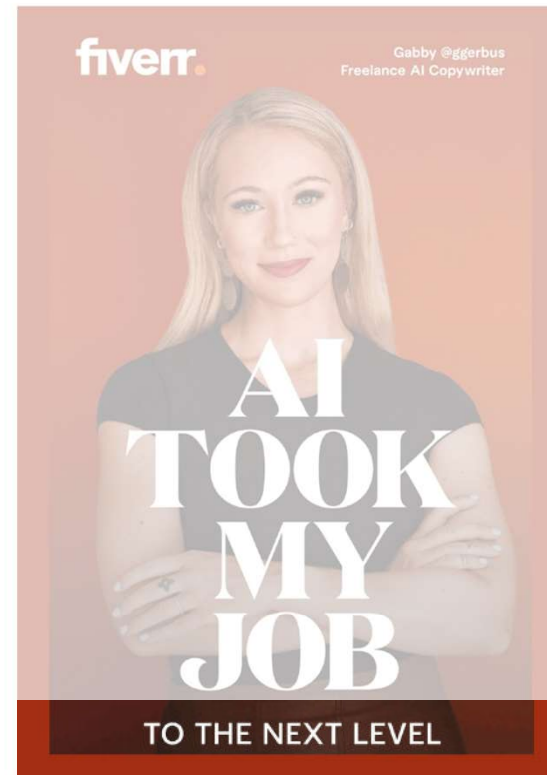


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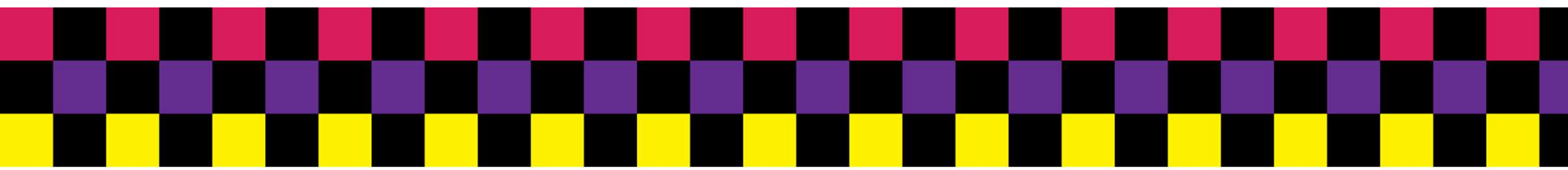


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Klarna



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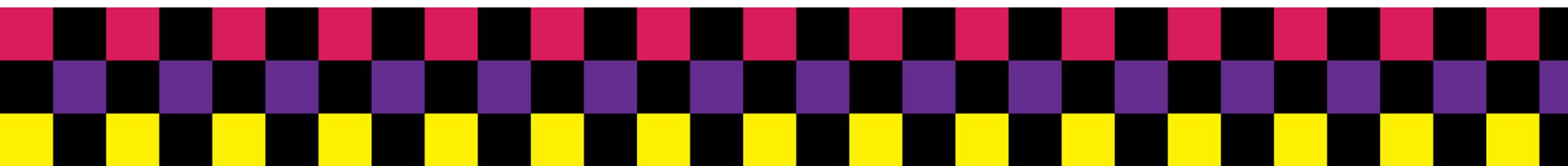


Join in, or don't.



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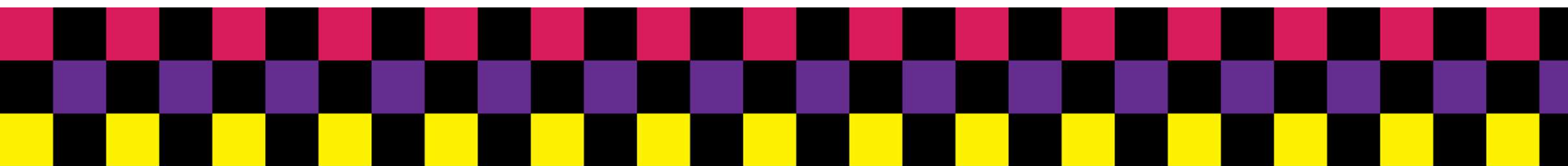
AI as a **strategic asset** offers substantial benefits across multiple facets of business operations, from improving efficiency and customer engagement to driving Innovation and managing risk. By strategically integrating AI, leaders cannot only achieve specific business objectives but also position their organizations as pioneers in the digital era, fostering a sense of strategic foresight and forward-thinking.

Forbes



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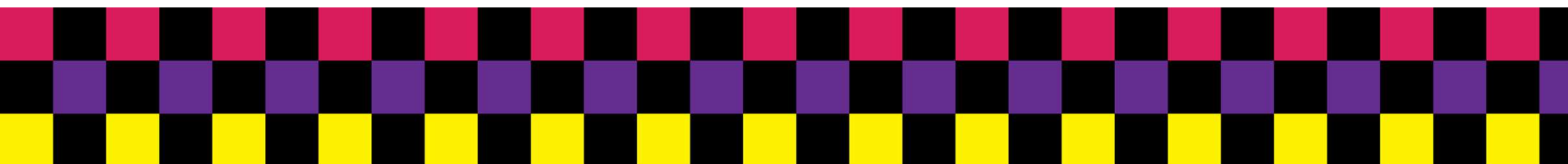


...as simple as that?



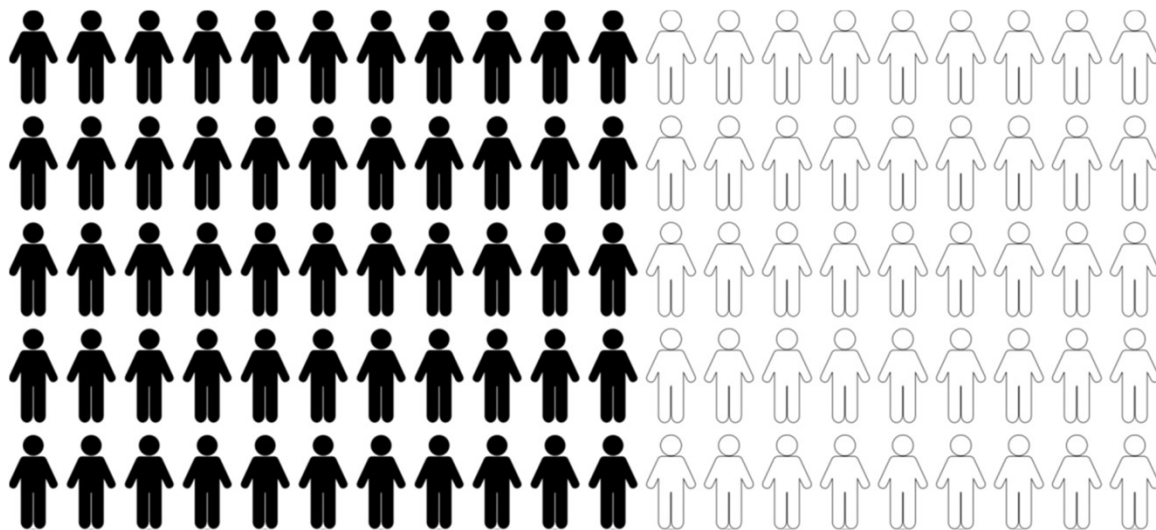
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55% of Gen AI tools are unauthorized.

Your staff is using it; you just
don't know it.



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How do you (risk) manage invisible strategic assets?

Answer that, AI!



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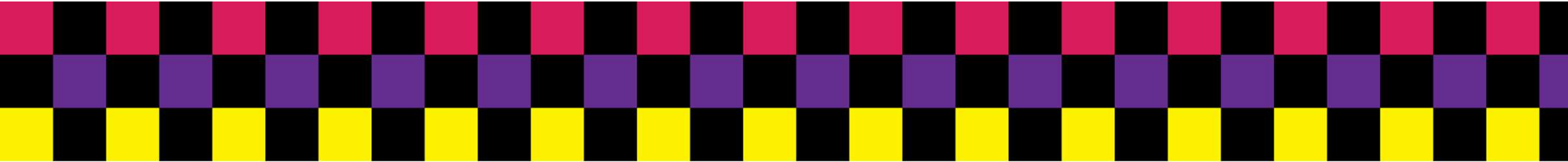
“Transparency is essential for ethical AI. The Act will empower us and help build trust in AI technologies, leading to broader acceptance and more responsible use of AI.”

Sonny Mir



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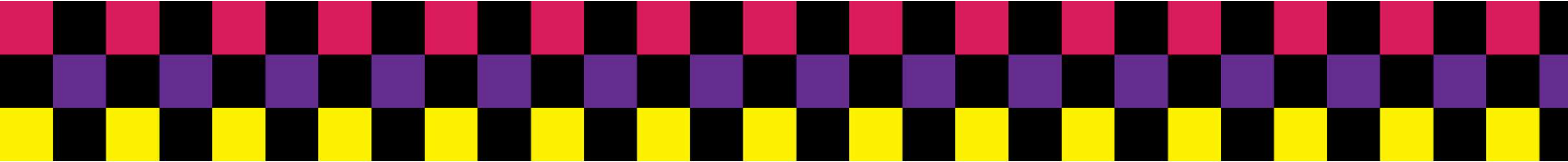


Data Quality

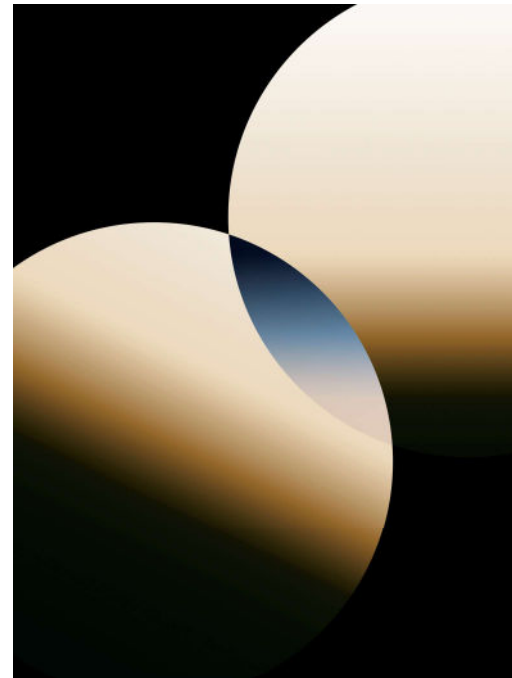


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Make AI **Your greatest ally** in controlling your strategic assets



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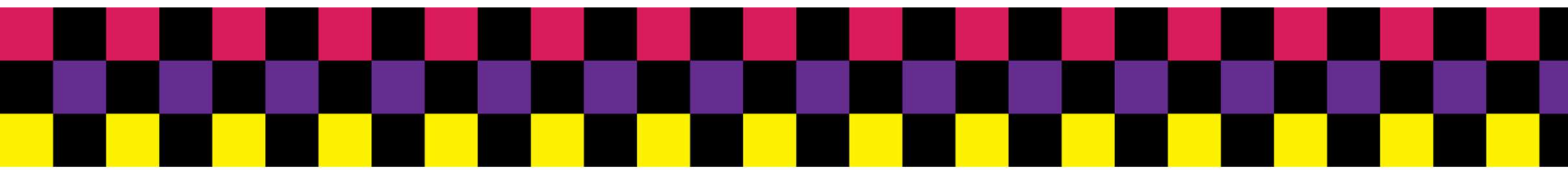


AI-powered Governance in 3 steps.

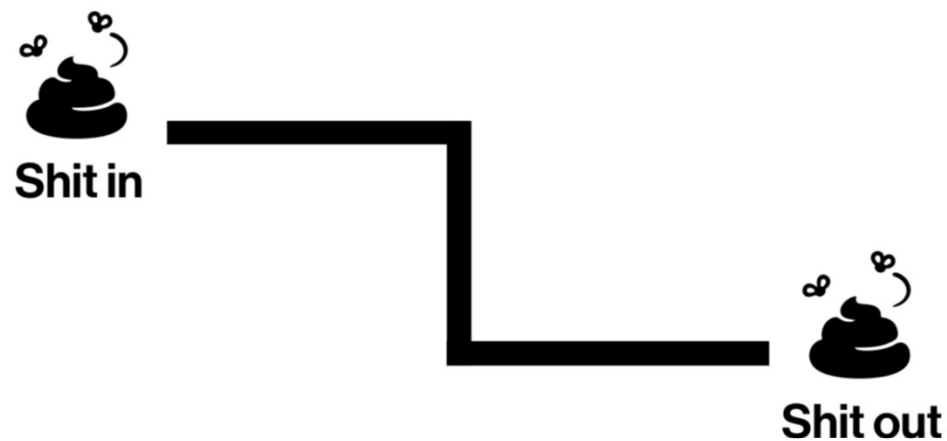


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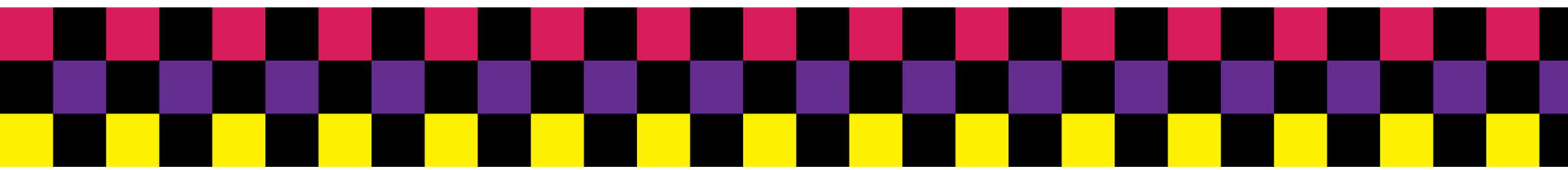


Step 1: AI-powered Asset Discovery.



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DEMO

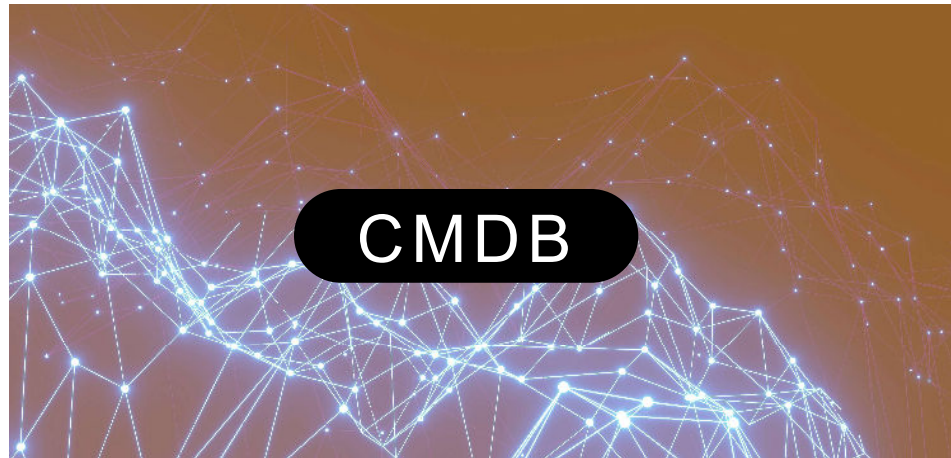


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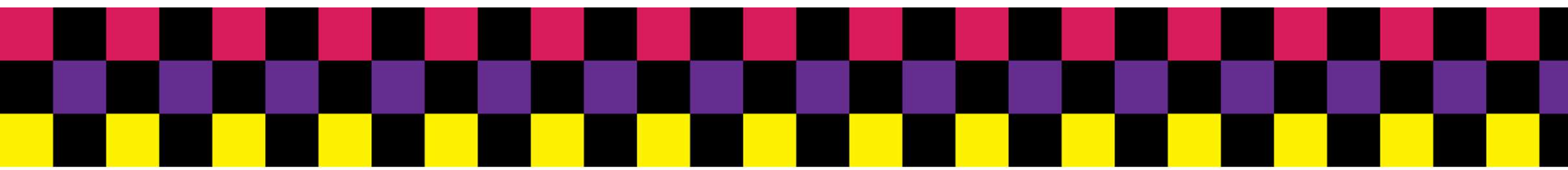


Step 2: AI-powered Asset Enrichment.



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DEMO



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Step 3: AI-powered Asset Control.



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AI-powered Governance in 3 steps

1 / AI-powered Asset Discovery

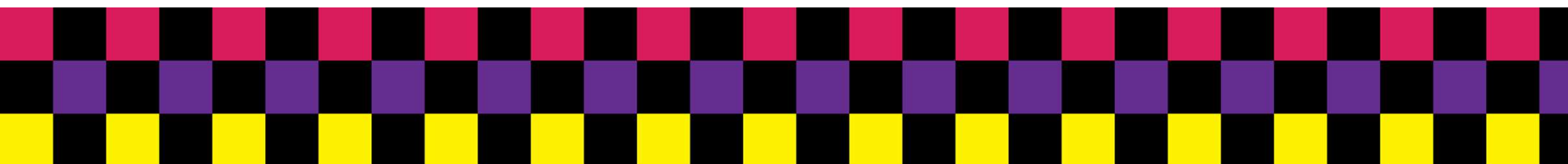
2 / AI-powered Asset Enrichment

3 / AI-powered Asset Control



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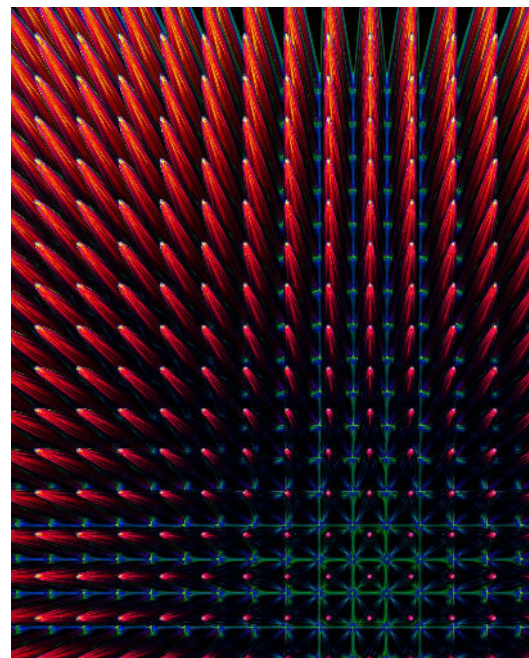


Three investments to maximize the value of your AI investments:

Data Quality

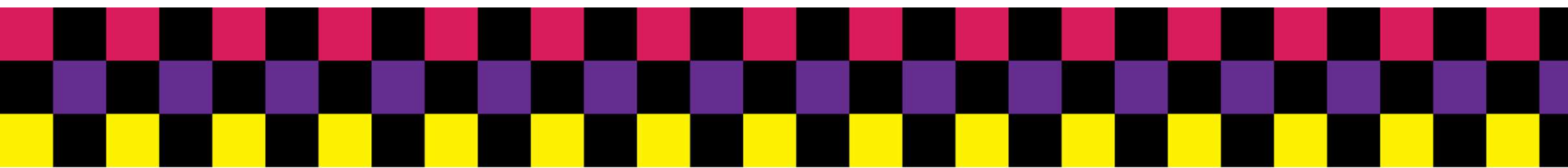
AI

Employees



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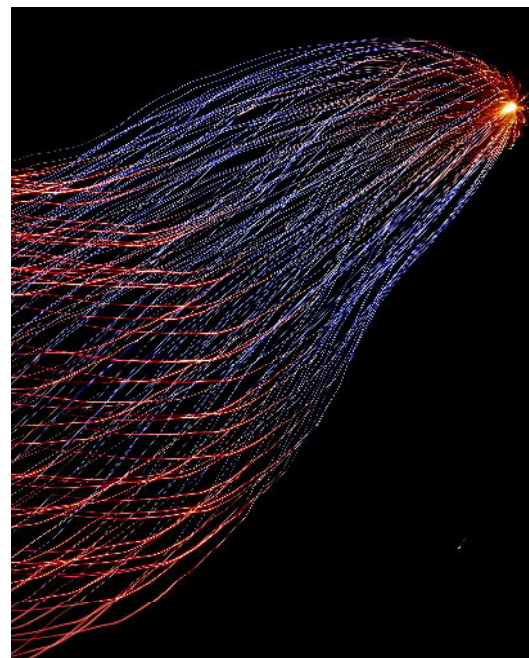


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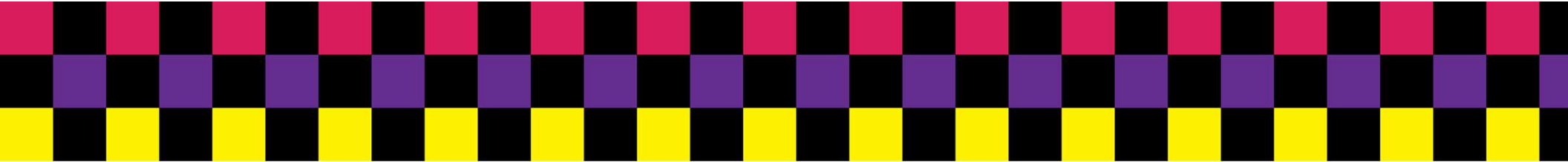
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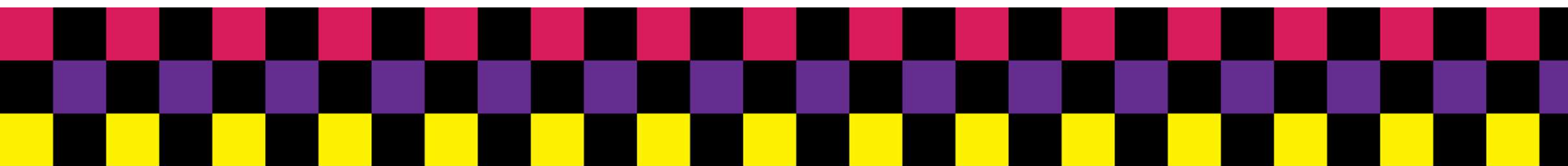
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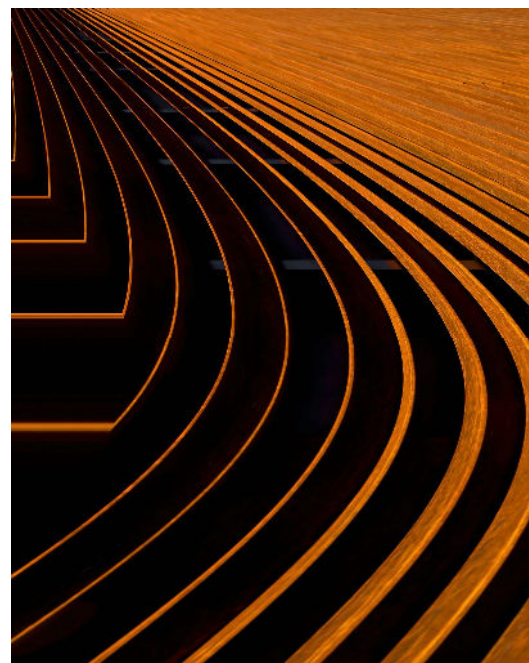


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To help AI-money flow in
the **direction of value.**



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Thank You!

