

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Solving modern & complex business problems with HCL Software BigFix

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Agenda

1. Managing embedded software
2. Systematically identifying and eradicating unwanted software
3. Mastering software licensing control in secure, classified networks
4. Summary
5. Questions



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1. Managing embedded software – What are embedded systems and Internet of things devices?

Embedded systems are specialized computer systems designed to perform specific tasks within larger devices.

Examples:

1. **Home Appliances:** Washing machines, microwaves.
2. **Automotive Systems:** Airbag control, engine management systems.
3. **Industrial Equipment:** PLCs (programmable logic controllers), robotics.
4. **Medical Devices:** Pacemakers, infusion pumps



Internet of Things (IoT) devices are physical objects embedded with sensors, software, and connectivity, enabling them to collect, share, and act on data over the Internet.

Examples:

1. **Smart Home Devices:** Smart thermostats, smart bulbs.
2. **Wearables:** Fitness trackers, smartwatches.
3. **Industrial IoT:** Smart factories, predictive maintenance systems
4. **Connected Cars:** Real-time navigation, vehicle diagnostics

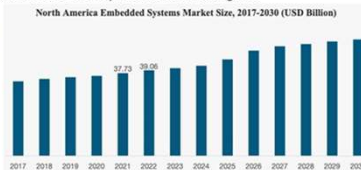
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1.2 Managing embedded software – the business problem, understood but why should we care?

The global embedded systems market was valued at USD 110 billion in 2024 and is estimated to grow at 6.4% CAGR from 2025 to 2034. The rise in the automobile sector is one of the key factors across the globe that fuels the market.

ARTIFICIAL ADVISORY INTELLIGENCE



North America Embedded Systems Market Size, 2017-2030 (USD Billion)

Year	Market Size (USD Billion)
2017	37.73
2018	37.73
2019	37.73
2020	37.73
2021	37.73
2022	39.05
2023	39.05
2024	39.05
2025	39.05
2026	39.05
2027	39.05
2028	39.05
2029	39.05
2030	42.05

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1.3 Managing embedded software – the business problem

Problem Definition

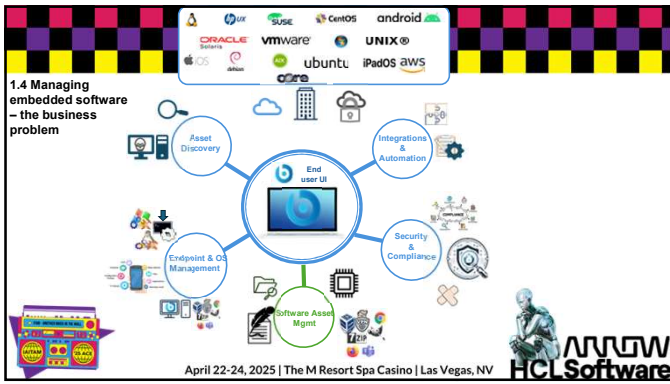
- What is the problem?
- Why is it a problem?
- Who is this a problem for?
- Cost/Risk of not solving it?

Embedded Systems / IoT visibility and tracking throughout the lifecycle

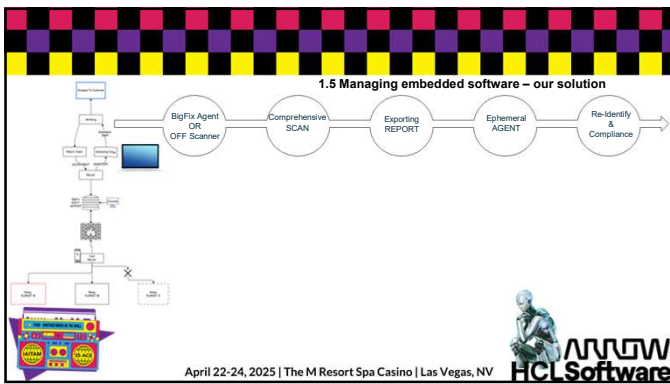
- Accurate tracking of embedded software across the product lifecycle is needed, but current tools like Excel cause fragmented data, limited access, poor analysis, hindering development & efficiency.
- The project team building the embedded system are not likely to remain, meaning that issues, opportunities and efficiencies are dependant on access to high calibre people, not process.
- Existing embedded project teams, new project teams, product owners, cost estimators, purchasing teams and strategists.
- No added efficiencies over time and projects. Cost of repeated manual and therefore error prone actions. Risk to the service of existing customers, meaning risk to future revenue.

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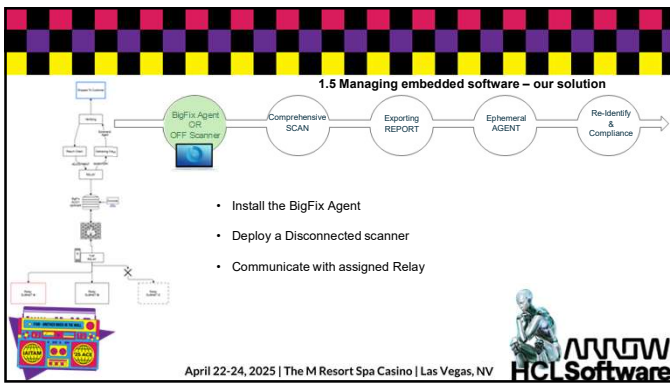
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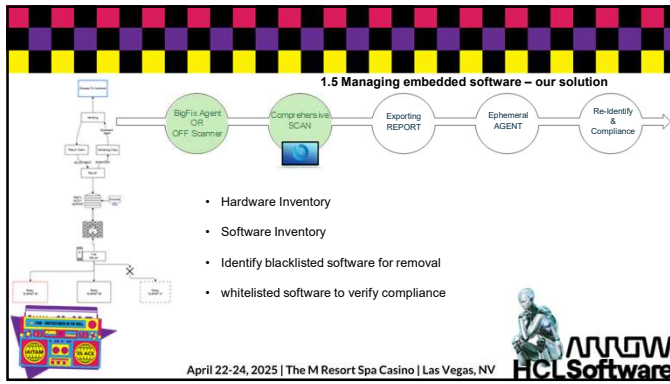
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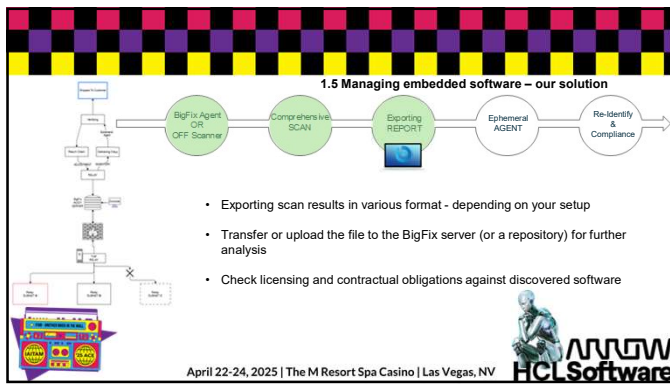
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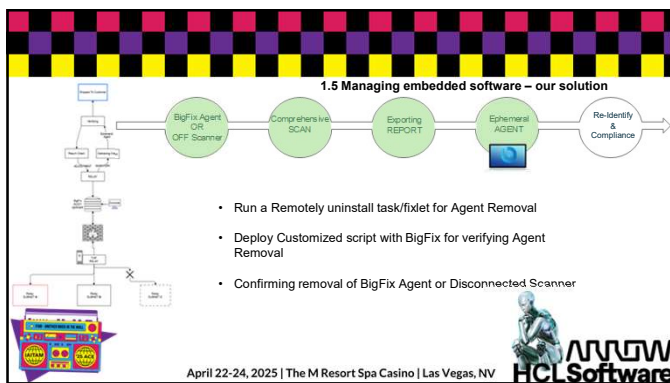
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1.5 Managing embedded software – our solution

- Assigning unique identifier to correlate scans on the same device, even if the BigFix Agent ID Changes
- Compare new scan results (if the machine returns) against the old report to see if software or hardware changed
- Update whitelists/blacklists and remediate any compliance gaps

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2.0 Systematically identifying and eradicating unwanted software – the business problem

Why do we have unwanted software?

- New licensing terms
- Changes in Strategy
- Cost Cutting Enforced
- Vendor/Reseller/Dist
- M&A and Divestitures
- Misc Reasons
- Installation Errors
- "Feudal Lord Syndrome"
- "Not my responsibility"
- M&A and Divestitures
- Poor Processes / Discipline
- Misc Reasons

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2.1 Systematically identifying and eradicating unwanted software – understood but why should we care?

Perspectives

Cost savings and brand protection from software asset management

How to avoid the software sinkhole

To say companies are overspending on software would be an understatement. According to Gartner, software licensing and maintenance activities comprise close to 22 percent of the IT budget for many companies. The latest numbers indicate the software industry will generate \$380 billion in 2018. At the same time, many enterprises lack a clear view of their software assets—they don't know how many licenses they own, and they don't know how or where they've deployed the software they've paid for.

In software asset assessments recently performed by Deloitte, companies had unrealized cost savings totaling 25 percent of their annual maintenance spend. Put another way, effectively managing software can save serious cash. So what can your organization do to use software asset management (SAM) to help your bottom line and protect your brand?

ELON MUSK's Department of Government Efficiency announced this week that it discovered large batches of unused software licenses as it continues to hunt for examples of waste in Washington. On Monday, DOGE ~~announced~~ that the General Services Administration had 27,000 licenses for the file compression and encryption tool WinZip—even though the agency has only about 13,000 employees. These are actively overspending at the Department of Labor.

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2.2 Systematically identifying and eradicating unwanted software – the business problem

Problem Definition

What is the problem?

Why is it a problem?

Who is this a problem for?

Cost/Risk of not solving it?


Systematically identifying and eradicating unwanted software

Accurately identify, remove and ensure unwanted software and they remain removed


Once identified as unwanted (for whatever reason) it must be removed, as not doing so, will incur costs, increase risk and potentially impact the business bottom line and/or reputation

All roles concerned with risks, costs, operations and the reputation of the entity exposed

Enormous. One of the reasons why SAM, HAM, FinOps and SAM tools etc exist

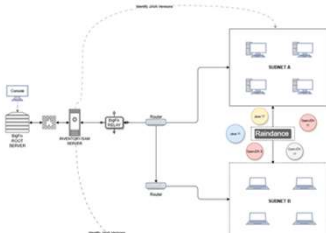



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2.3 Systematically identifying and eradicating unwanted software - How we solved the business problem



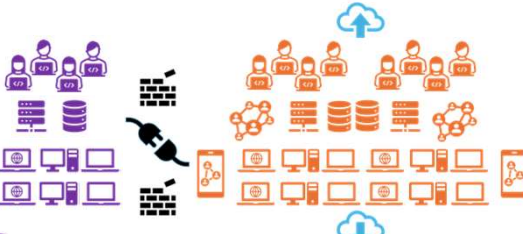



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3. Mastering software licensing control in secure, classified networks – What are secure, classified networks?





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4. Summary

EMBEDDED

Embedded Systems / IoT visibility and tracking throughout the lifecycle. PoC with Partner & Customer Learnings

1

Support for Innovation

2

Partner Alignment

3

Right Tech is Essential

UNWANTED

Systematically identifying and eradicating unwanted software. No Zombie Software left and expand the process across the estate

1

Right starting point

2

Use Tech strengths

3

Cash, just hard Cash

NETWORKED

Licensing control in secure, classified networks. Where it exists it's normally a tricky problem to resolve to the organisation's satisfaction

1

Understand the problem

2

Fix ONLY the problem

3

Working well, not fancy

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5. Questions, We have.....questions



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References and inspiration to the presentation

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