

IAITAM ACE 2025

ITAM - Another Brick In The Wall

GenAI for ITAM: Empowerment with Practical Limitations





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How many of you use GenAI:

-Never?

-Monthly?

-Weekly?

-Daily?



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GenAI defined:

GenAI (Generative Artificial Intelligence) refers to AI systems that can generate human-like text, images, code, and other content based on patterns learned from vast datasets. These models, such as ChatGPT or Copilot, are designed to assist with tasks like content creation, automation, data analysis, and decision support.



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How does it work?

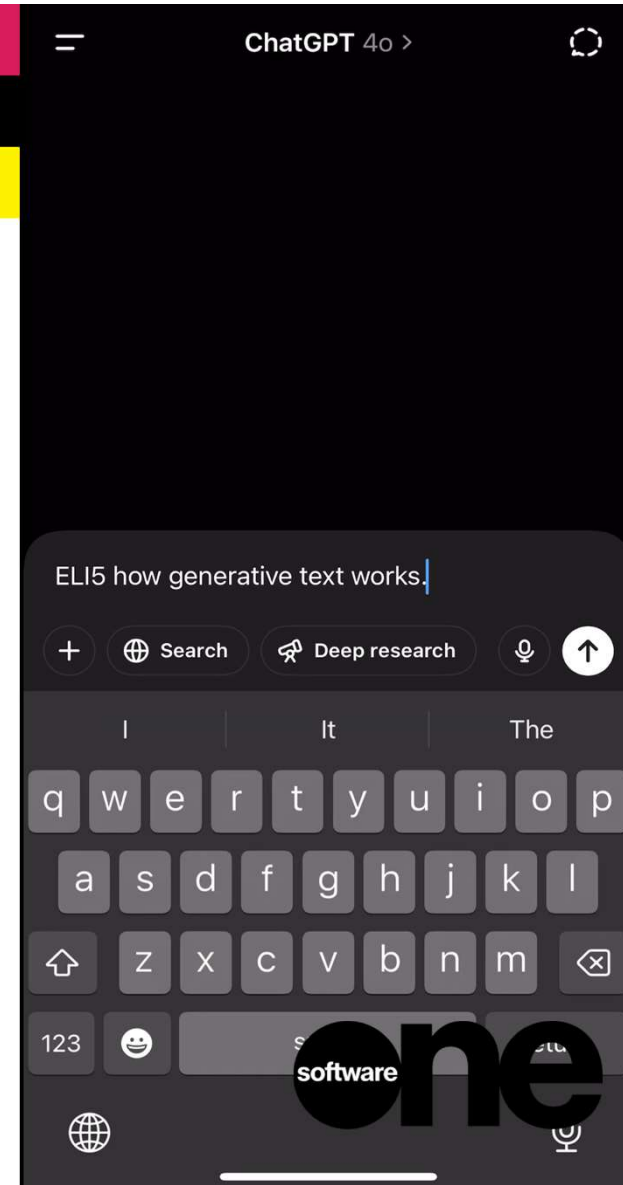
GenAI works by **predicting** and generating content **based on patterns** it has learned from massive datasets.

- The AI is fed huge amounts of text, images, or code to learn how humans communicate and create content.
- It identifies relationships, structures, and common sequences within the data.
- When given a prompt, it predicts the most likely next words (or elements) based on what it has learned.

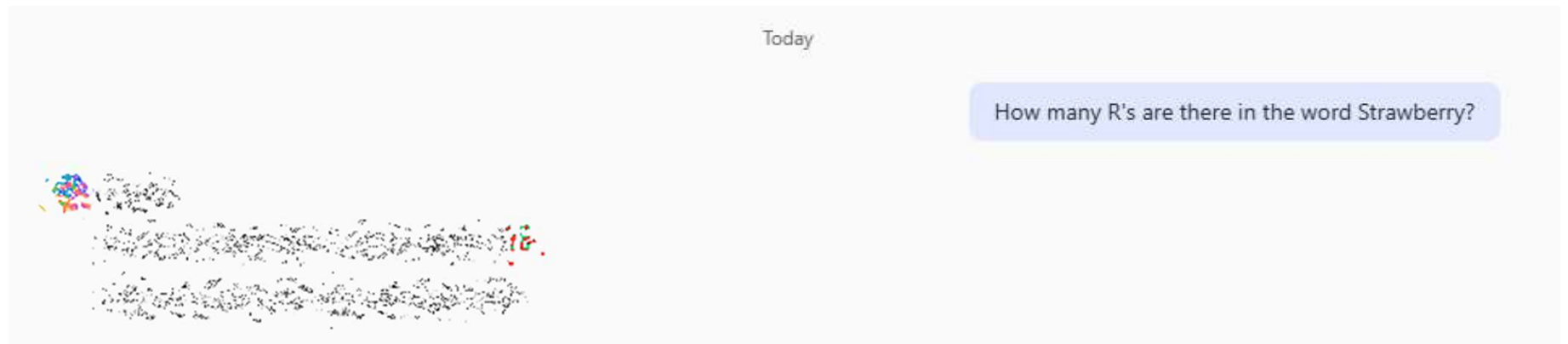
It doesn't "think" like a human—it **just predicts the best response based on probability!**



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Can it be trusted?



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Can it be trusted?

If I want to license my Windows Server with Windows Server Standard, how many licenses would I need for a 14 core server?



Windows Server Standard requires a minimum of 16 core licenses per server, even if the server has fewer than 16 cores. So, even though the server has 14 cores, Microsoft still requires the purchase of 16 core licenses.



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Can it be trusted?



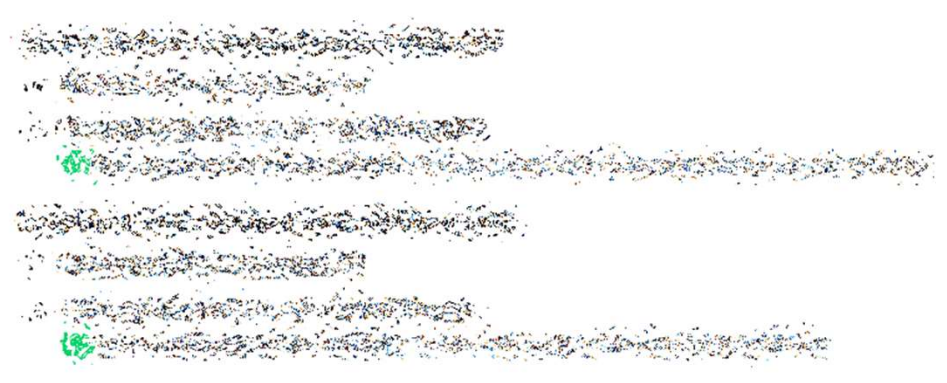
Unlike the other Microsoft Server licenses, Windows Server does not include license mobility and hence does not qualify for the scenario listed above.



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How many NUP licenses do I need for a server with 2 processors, each with 4 cores?



NUP minimums are based on the number of Processor *licenses* that would have been required, not the number of *physical* processors. **This server would require 100 NUPs.**

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Limitations & Risks of GenAI

- GenAI doesn't “**know**” things; it *predicts* plausible answers.
- Compliance and legal risks—incorrect licensing guidance can be costly.
- Data privacy concerns—some AI tools may store or use your inputs.

Example: ChatGPT confidently misinterpreting an Oracle ULA contract clause.

Example: Using GenAI for a SAM report and later discovering errors in license counts.



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GenAI's Role in ITAM

I need you to generate an image that depicts "blank canvas syndrome"



Here is an illustration of "blank canvas syndrome"—a frustrated artist hesitating in front of a blank canvas, surrounded by crumpled sketches and lost in contemplation. Let me know if you'd like any modifications!

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GenAI's Role in ITAM

GenAI is a powerful tool for overcoming “**blank canvas syndrome**” to create first drafts and outlines of various work products such as:

- ITAM Policies
- Governance Frameworks
- Vendor Management Playbooks
- Communication Templates



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GenAI's Role in ITAM

GenAI is useful for:

- Summarizing licensing agreements and contracts.
- Translating technical or legal jargon into simple language.
- Automating routine communications and tasks.



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Practical Use Cases

Open discussion: how have **YOU** used GenAI in your work as an ITAM professional?



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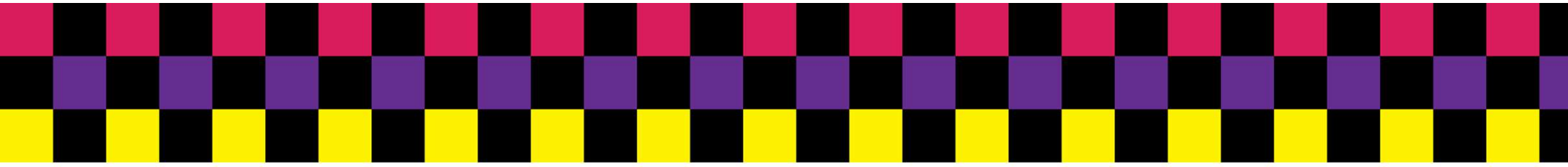
Strategies for Responsible Use

1. Implement a “human-in-the-loop” approach: **AI suggests**, but **professionals verify**.
2. Always validate AI-generated information with authoritative sources. Make it **cite its sources**.
3. Adapt your ITAM policies to include permitted/prohibited use of GenAI.



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When to Use AI vs. Human Expertise

- AI is great for summarizing, drafting, and automating **but not for final decision-making**.
- Critical areas like vendor negotiations and compliance reviews require **expert judgment**.

Example: AI generating a first draft of a vendor risk assessment, with a human refining it.

Example: Relying on a licensing consultant—not AI—for a high-stakes audit response.




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Questions?



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