# IAITAM ACE 2025

ITAM - Another Brick In The Wall

#### The New, the Seasoned and the Challenge

Beth Kaminski-The Seasoned 27+ years

Alyssa Kaminski-The New 18 months





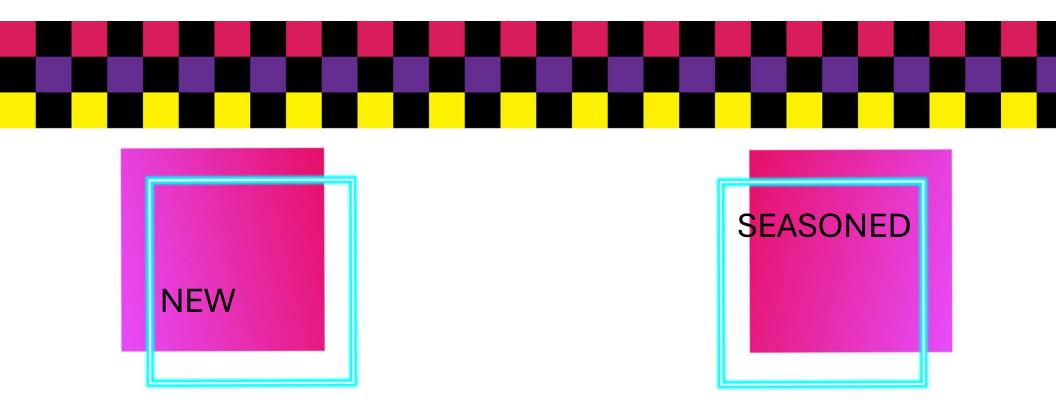


#### **Should Map:**

refers to a desired state or target model for managing software assets. This concept involves outlining the ideal practices, processes, and tools that an organization should implement to effectively manage its software assets.







### What would be on your should map?









What is your greatest challenge to turning your should's into is?







Who are the top stakeholders in the SAM eco-system in your opinion?







What is the biggest challenge you face today?







What is the biggest hurdle you face starting out in SAM.









Do you have a SAM story that is a big win to share with the room.







### Final Thought:

#### "Don't Sweat the Small Stuff"







#### Final Thought:

### "It Isn't Personal"





## CONNECT WITH ME!

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# Thank you!



