



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




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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.

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NEW

SEASONED

What would be on your should map?




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SEASONED

NEW

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




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4



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





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SEASONED

What is the biggest challenge you face today?



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2

NEW

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





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SEASONED

NEW

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



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NEW

Final Thought:
“Don’t Sweat the Small Stuff”




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Final Thought:

“It Isn’t Personal”



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CONNECT WITH ME!

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