


IAITAM ACE 2025

ITAM - Another Brick In The Wall

Building a successful ITAM program from scratch or fixing an existing one!




1




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Ann Marsh leads the ITAM team at Belron International. Belron is the world's leader in vehicle glass repair, replacement and recalibration. Our Belron global family of businesses is made up of major brands operating in 40 markets around the world. We are united in purpose – to make a difference with real care to our customers, our people, society and our stakeholders.




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2

Agenda

- Access Organization readiness for ITAM and current state
- Review Business Plans
- Identify Pain Points
- Identify critical software
- Build your plan
- Measure your progress and success



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3



Identify critical Software

Software with the largest spend

Software critical to the business

Publishers that have audited in the past

Software with particularly difficult/complex license metrics

Software that is widely deployed

Software that is a high risk of audit – Quest toad, Java, Microfocus products, OpenText, Oracle virtual box extension pack, IBM especially P/VU software, Oracle especially database option packs

Software that is new that people believe will be critical

Software used across multiple countries


Software with large spend expiring in next 12 months



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7




Additional steps

Find supporters and detractors – Security , enterprise architecture, finance, people with the largest pain points


Identify resources you have – money, people, tools, any plans, where are you at in budget cycle

Identify existing processes – make sure you have the right processes in place


Don't try to boil the ocean – best to bring things on publisher by publisher



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8



Begin Building Your plan


Use all the data you have gathered to identify how to prioritize items in the plan

Identify publishers/software you want to on-board in your first year


If you don't have a tool identify other things you may be able to use to get information – security tools, SCCM, Intune, Service Now Discovery, procurement tools

Process. Policy and education are your most important items in the first year

Try to on-board some items that can get you early success – for example is there a renewal you can get involved in that will save a bunch of money, is bringing in new laptops a major pain point and you can help create a process to make that easier, or do you have an issue with stolen laptops and no process to handle. Showing early success will help you build more success for your program



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9

10

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Dashboard - Sample						
Hardware	Total	In Test	Percentage			
Server	3,000	1,000	33%			
Laptops/Desktops	15,000	12,000	80%			
Network Equipment	25,000	6,000	24%			
Out of support Software	January	February	March	April	May	June
Windows 2012	320	300	280	270	160	108
SQL 2012	10	10	5	0	0	0
SQL 2014 (extended support ended 7/2024)	10	10	8	7	0	0
SQL 2016 (extended support ends 2026)	6	6	5	5	2	0
Windows 10	15,000	14900	13700	13000	12200	11000
Percentage eligible for Windows 11	10%					
Potential Windows 10 cost	\$450,000					
Software	January	February	March	April	May	June
Contracts On-Budget	39	40	52	69		0
Enterprises External	45	80	70	72	0	0
Revenue Managed	4	6	7	30	0	0
SaaS Vendors On-Budget	3					
Publishers under management	2					
Total Revenue/Cost	320	300	49			
Savings to date	January	February	March	April	May	June
Cost Avoidance	\$6,222	125,000	180,000			
Savings	20,000	60,000	48,000			

11

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12
