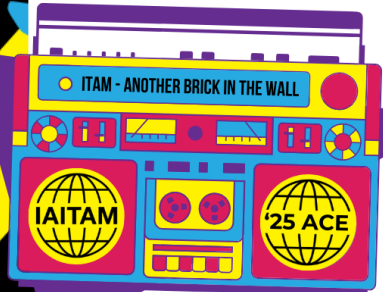


# IAITAM ACE 2025

ITAM - Another Brick In The Wall

## The Power of AI in ITAM

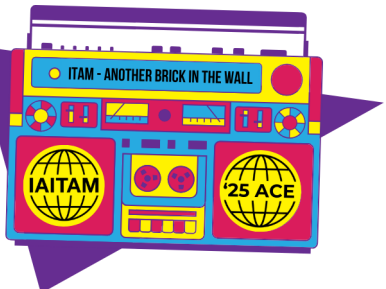
Revolutionizing Asset Management for the Digital Age





## Robbie Plourde – Principal Solution Engineer

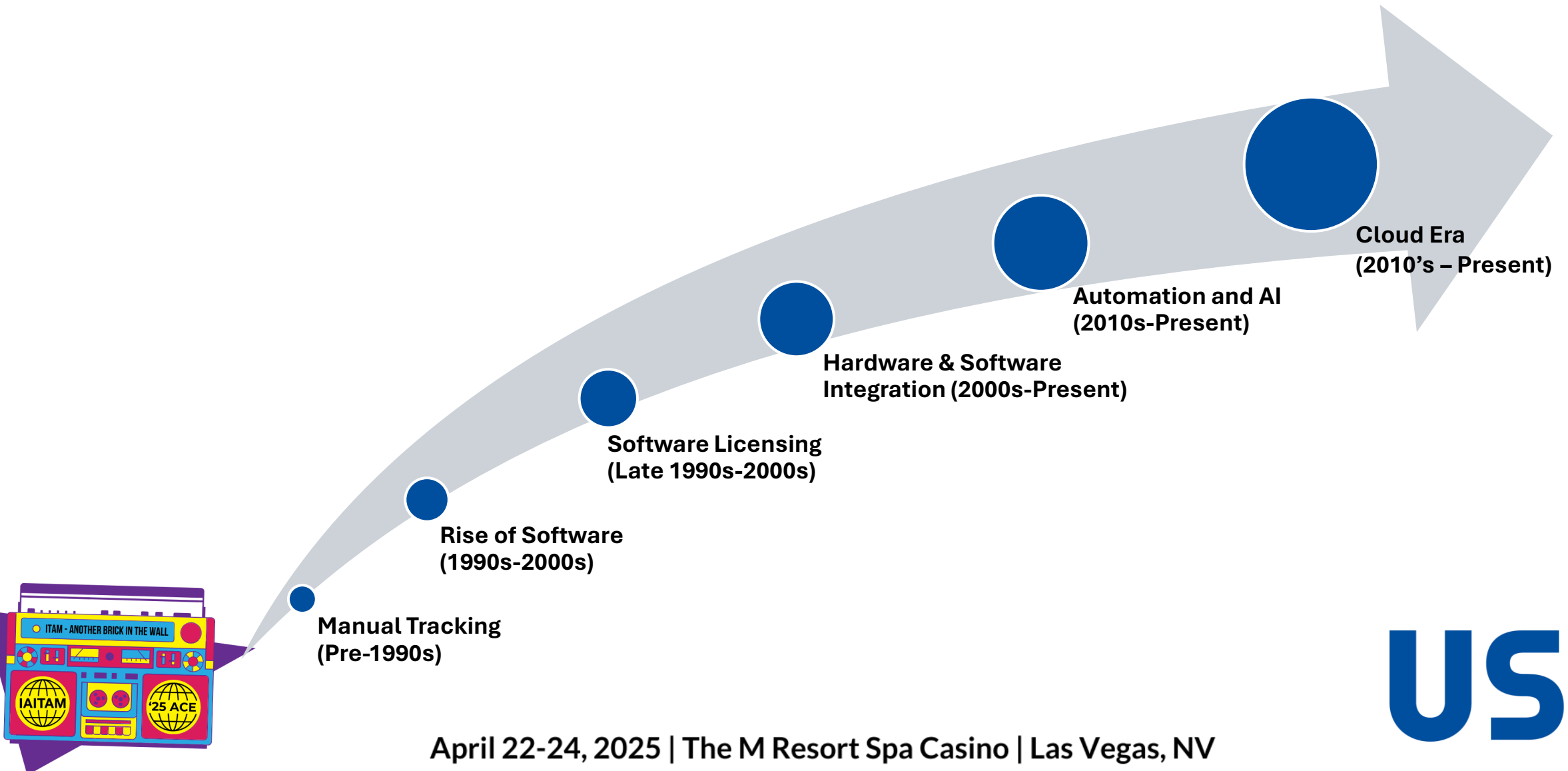
- Over 15 years in ITAM
- 10<sup>th</sup> ITAM ACE
- FinOps Certified Engineer & Practitioner



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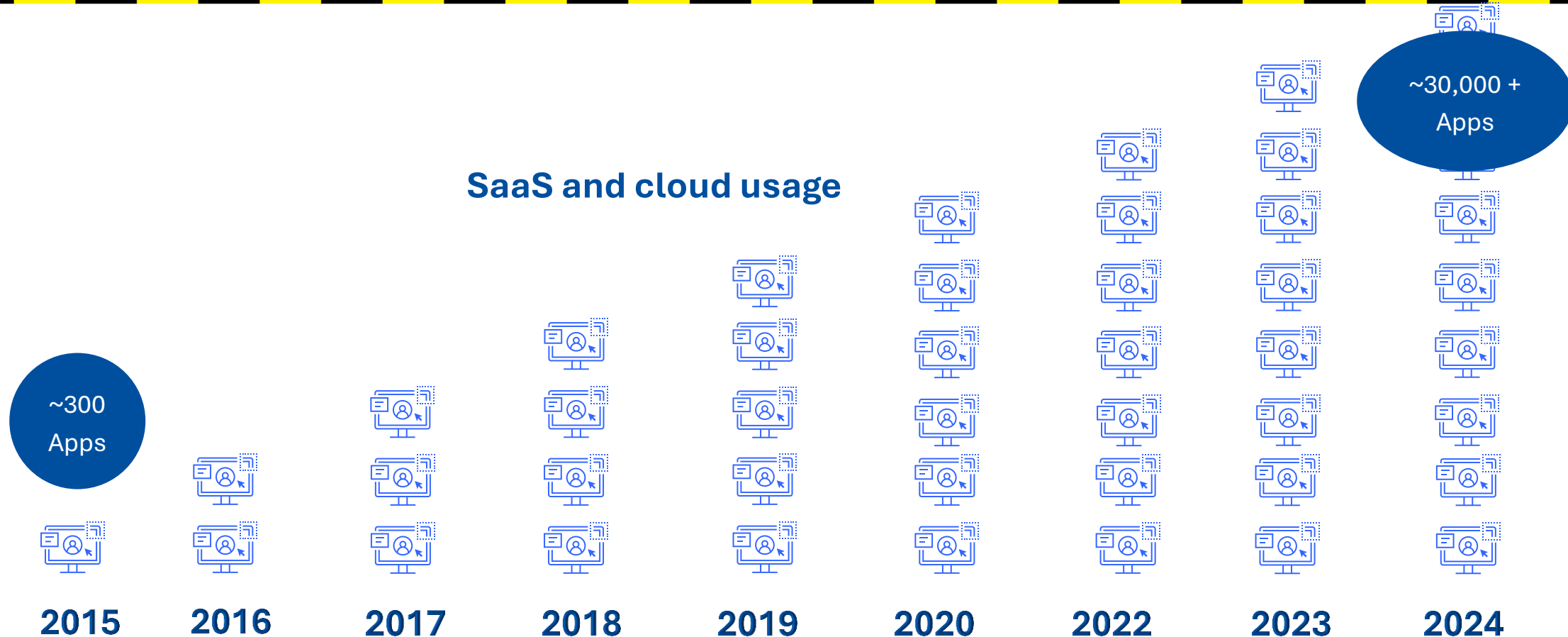
# Evolution of ITAM



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# Growth of SaaS and Cloud



2015

2016

2017

2018

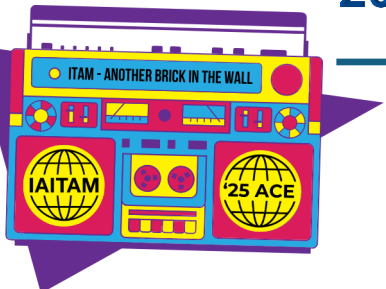
2019

2020

2022

2023

2024



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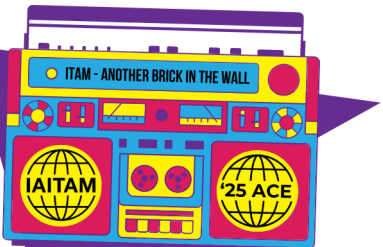
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# Evolution of AI

- **Early Days (1950s-1970s): Birth of the concept of AI**
- **AI Winter (1970s-1980s)**
- **Machine Learning Revolution (1980s-Present)**
  - Rise of machine learning algorithms
  - Development of neural networks and deep learning.
  - Breakthroughs in areas like natural language processing.
- **The Age of Deep Learning (2010s-Present)**
  - Advancements in deep learning architectures
  - Emergence of powerful AI models like GPT and AlphaGo.
  - AI applications in various fields, from healthcare to finance.



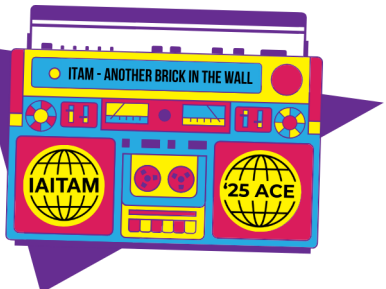
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# Challenge of Modern ITAM

- Increasing software complexity and licensing models
- Explosion of devices (IoT, Cloud, Mobile, etc.)
- Siloed data and lack of visibility
- Manual processes prone to errors and inefficiencies
- Difficulty tracking asset lifecycle
- Security vulnerabilities due to outdated or unknown assets
- Rising costs associated with mismanagement



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# The Role of AI in Addressing Challenges

## Automation and Efficiency

AI streamlines asset tracking and management  
Reduction of manual errors and time savings

## Proactive Asset Management

AI-driven insights for predicting hardware failures  
Reduced downtime and maintenance costs

## Enhanced Security

Identifying vulnerabilities and potential threats  
Automated responses to security incidents

## Cost Optimization

AI's role in analyzing usage patterns and  
optimizing costs to avoid unnecessary  
purchases and renewals



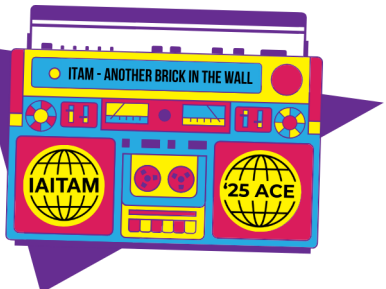
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# AI: Your Intelligent ITAM Partner

- AI automates data collection and analysis across all asset types.
- Predictive analytics forecast future needs and optimize procurement.
- Natural Language Processing (NLP) simplifies user interaction and reporting. (ChatBot)
- AI-powered insights drive better decision-making
- Machine learning algorithms identify patterns and anomalies.



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# How AI transforms ITAM Processes

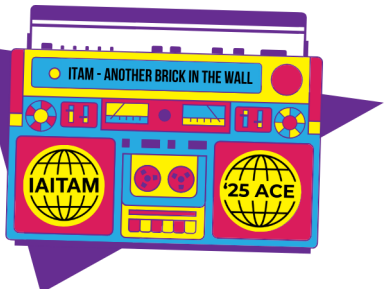
**Data Collection:** AI automates the collection of data from various sources.

**Data Analysis:** Machine learning algorithms analyze data to identify patterns and insights.

**Decision Making:** AI-powered insights drive better decision-making and optimized strategies.

**Action & Automation:** AI automates tasks and processes based on the insights gained.

**Continuous Improvement:** AI continuously learns and improves its performance over time.



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# Maximizing value & reducing costs

## → Maximize Value

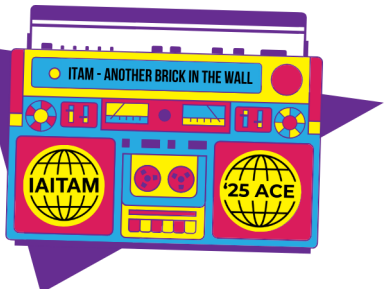
- **Predictive Maintenance:** AI can analyze data to predict when IT assets are likely to fail, allowing for timely maintenance and reducing downtime.
- **Optimized Usage:** AI can track asset performance and usage patterns to ensure that assets are used efficiently and effectively.

## → Reduce Cost

- **Automation:** AI can automate repetitive tasks such as inventory management, compliance reporting, and asset discovery, reducing the need for manual labor.
- **Cost Optimization:** AI can identify underutilized or redundant assets, helping organizations to eliminate unnecessary expenses.

## → Ensure Compliance

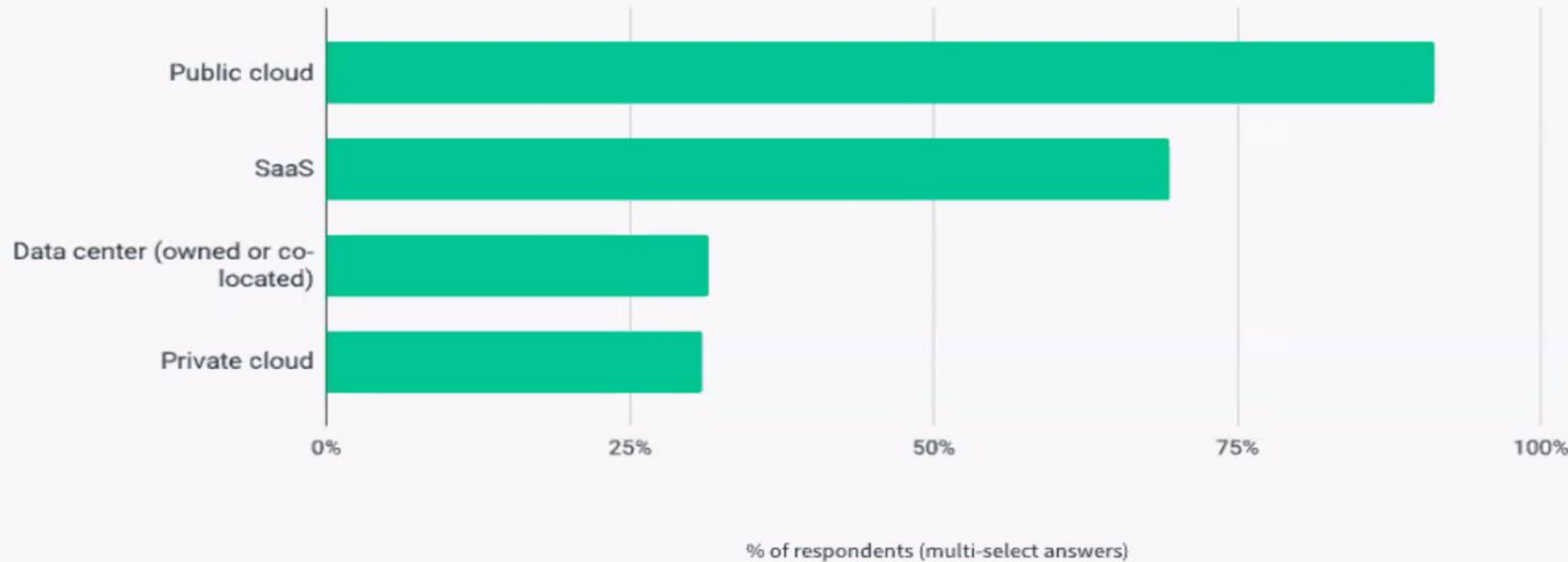
- **Real-Time Monitoring:** AI can continuously monitor IT assets for compliance with regulatory requirements and internal policies.
- **Automated Reporting:** AI can generate compliance reports automatically, ensuring that organizations stay up-to-date with regulatory or security changes.



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# Planned AI investment is weighted towards public cloud but spread across different scopes



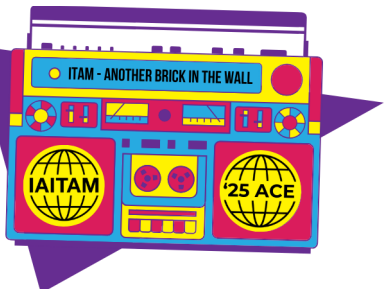
## Key Insight:

AI investments are not in a single infrastructure with 97% investing in multiple areas.

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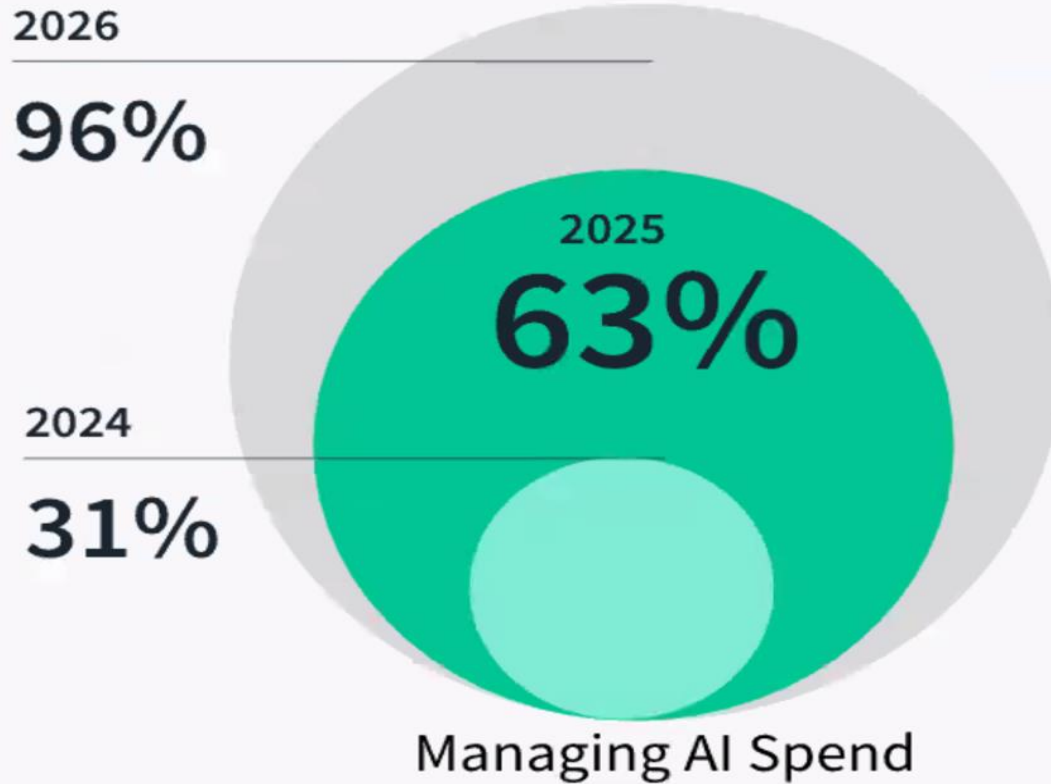


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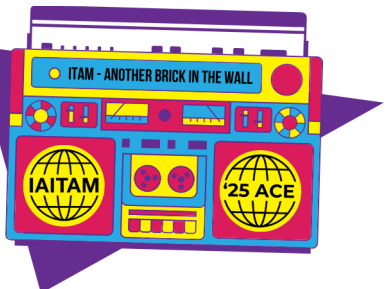
# Those managing AI spend significantly increase from previous year



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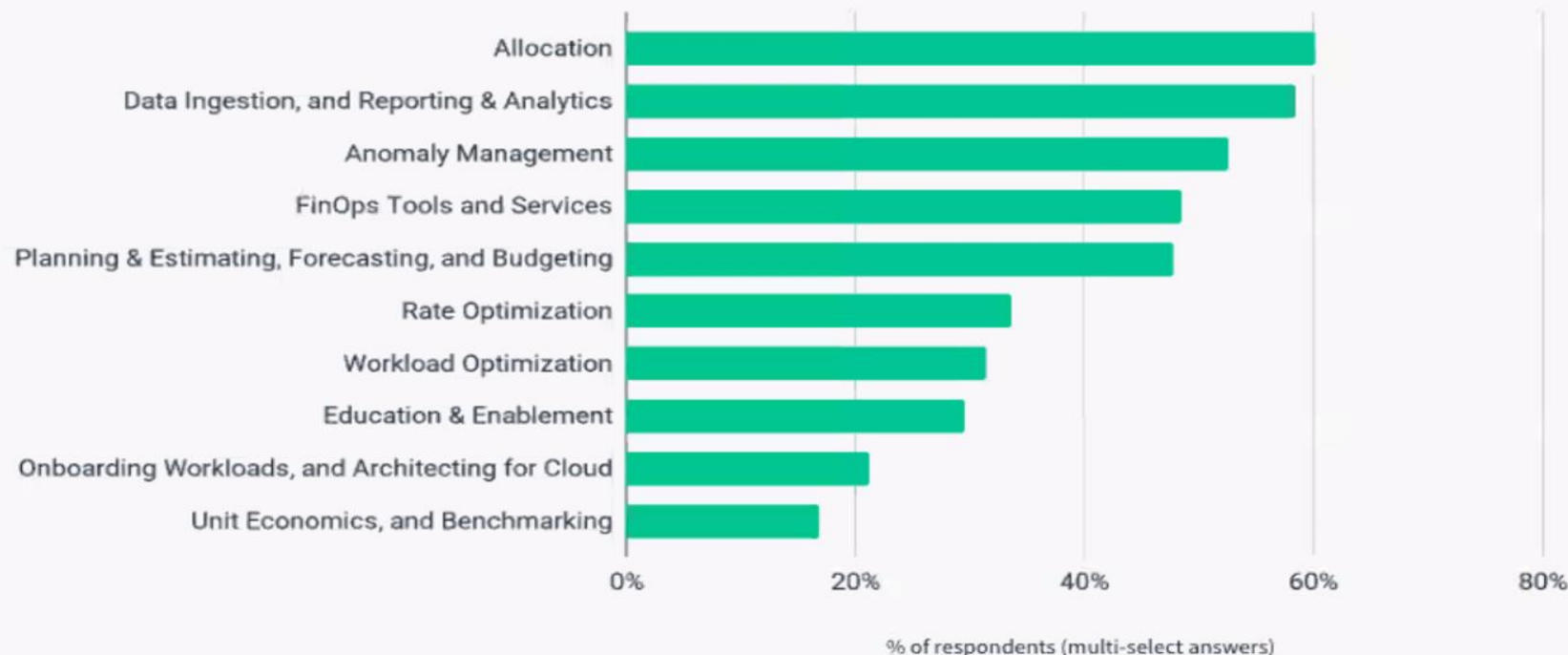


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# What capabilities you are applying to your AI Spend?

## Allocation, Reporting, and Anomalies are key capabilities for AI spend

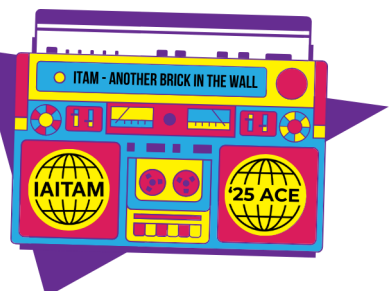


### Key Insight:

Practitioners are putting the fundamentals in place to get a better understanding and visibility.

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# Enhance cloud management with AI

## → Intelligent Resource Management

- AI-driven resource management can predict usage patterns and dynamically allocate resources, minimizing idle time and reducing energy waste.

## → Predictive Insights

- AI models can predict potential issues before they occur, allowing for proactive actions to be taken.

## → Enhanced Security

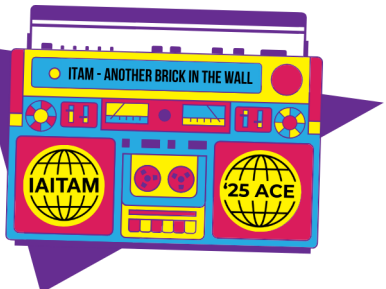
- AI can identify unusual patterns and potential threats, reducing false positives and enhancing overall security.

## → Cost Optimization

- AI can analyze cloud usage and identify areas where costs can be reduced. This includes optimizing resource allocation, identifying unused resources, and suggesting cost-saving measures.

## → Intelligent Monitoring

- AI can continuously monitor cloud environments, providing real-time insights and alerts for any anomalies or performance issues.

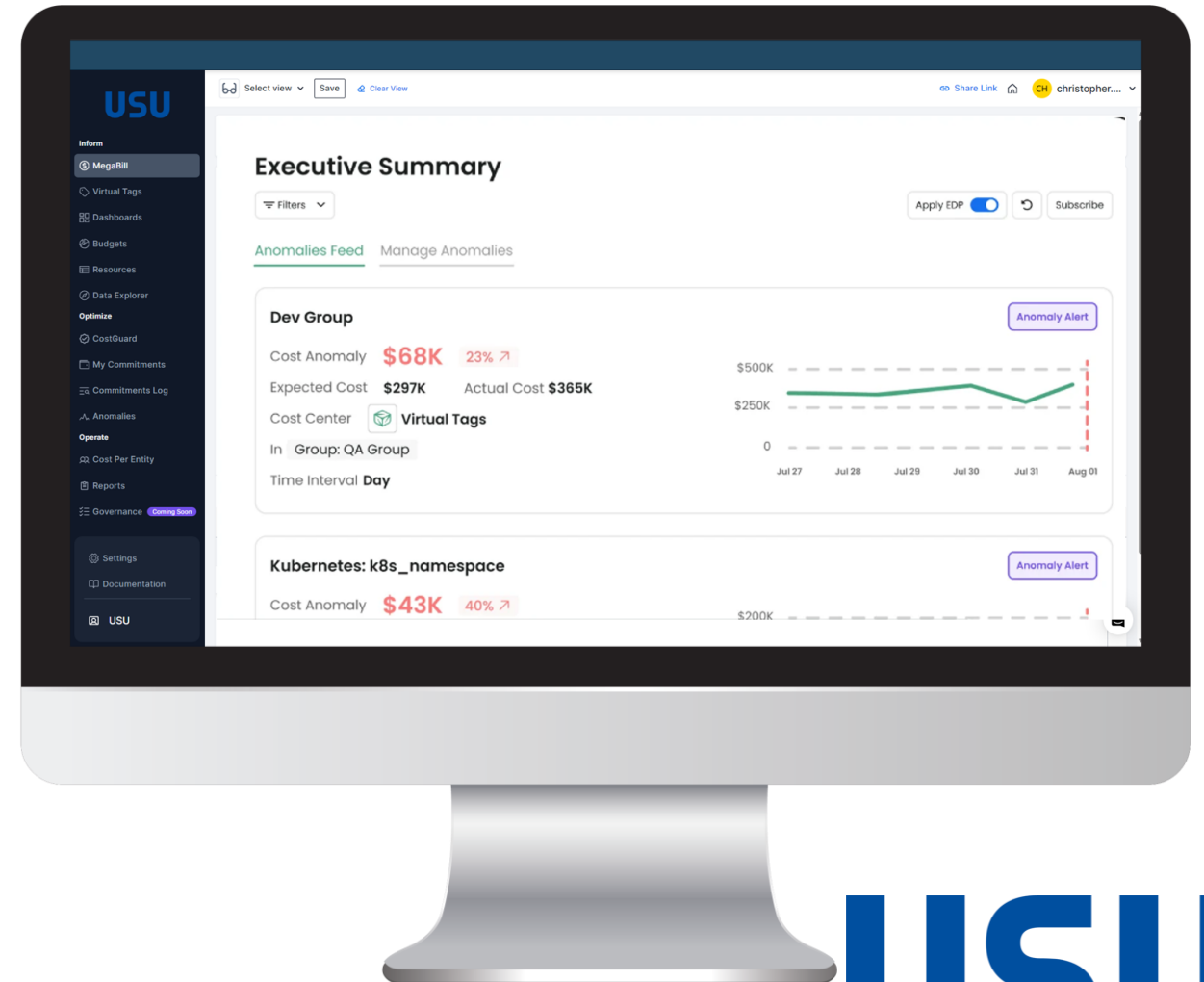


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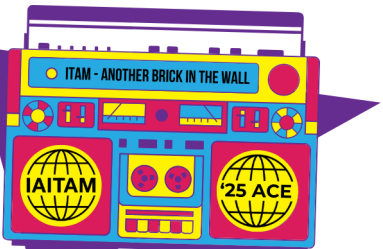
# Anomaly Management

- Identify cost anomalies through Machine Learning-powered anomaly detection
- Trigger workflows and alerts to act on anomalies before they become problems
- AI can recommend needs with tailored rules, thresholds and patterns based on large data sets



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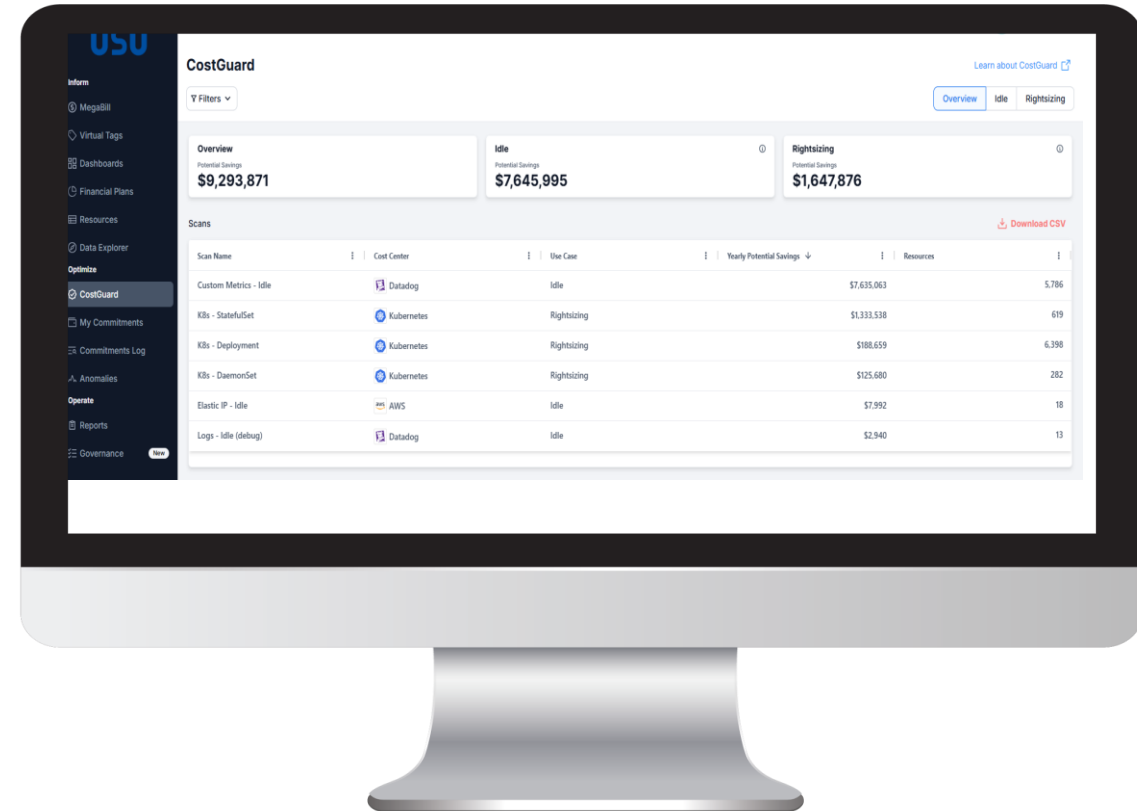
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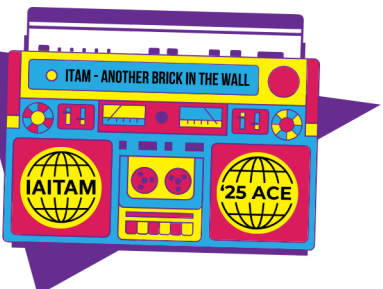
# Optimization

- AI can Identify idle resources or underutilized resources
- AI can analyze usage patterns and predict future resource needs, helping organizations avoid over-provisioning and under-provisioning.
- Trigger workflows and alerts to act on recommendations
- Identify trends and potential issues before they become problems, allowing organizations to take proactive measures.



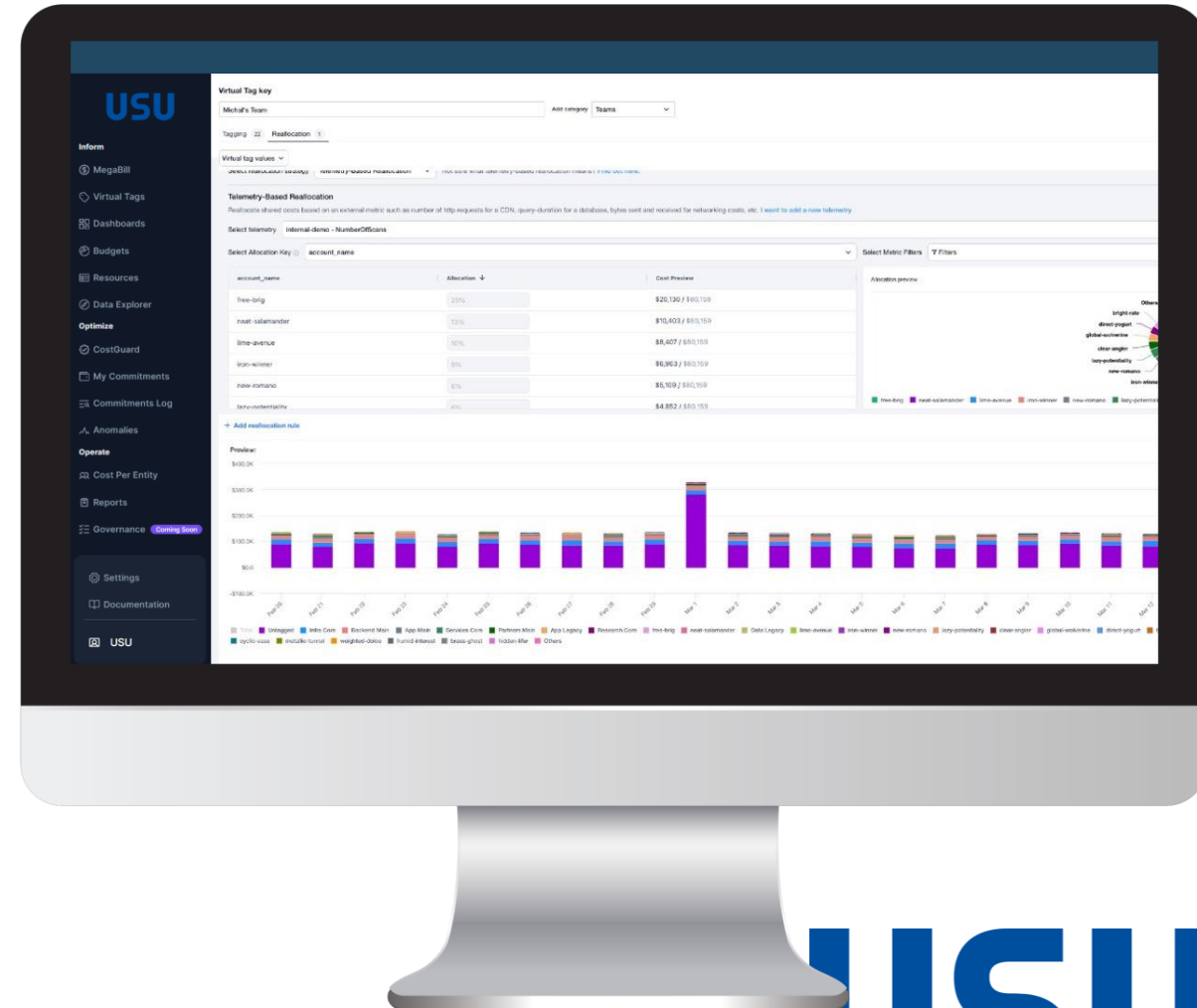
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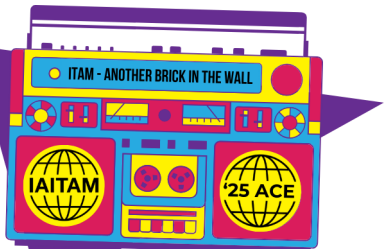
# Automate Cost Allocation

- AI can help with allocation of all costs including shared costs and shared resources.
- Identify and clean resources incorrectly tagged
- Provide insight into AI usage to better control these costs



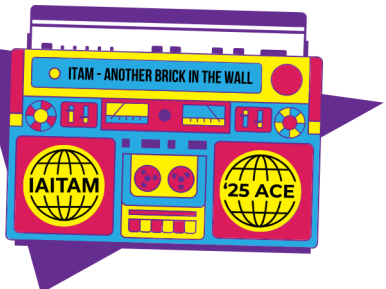
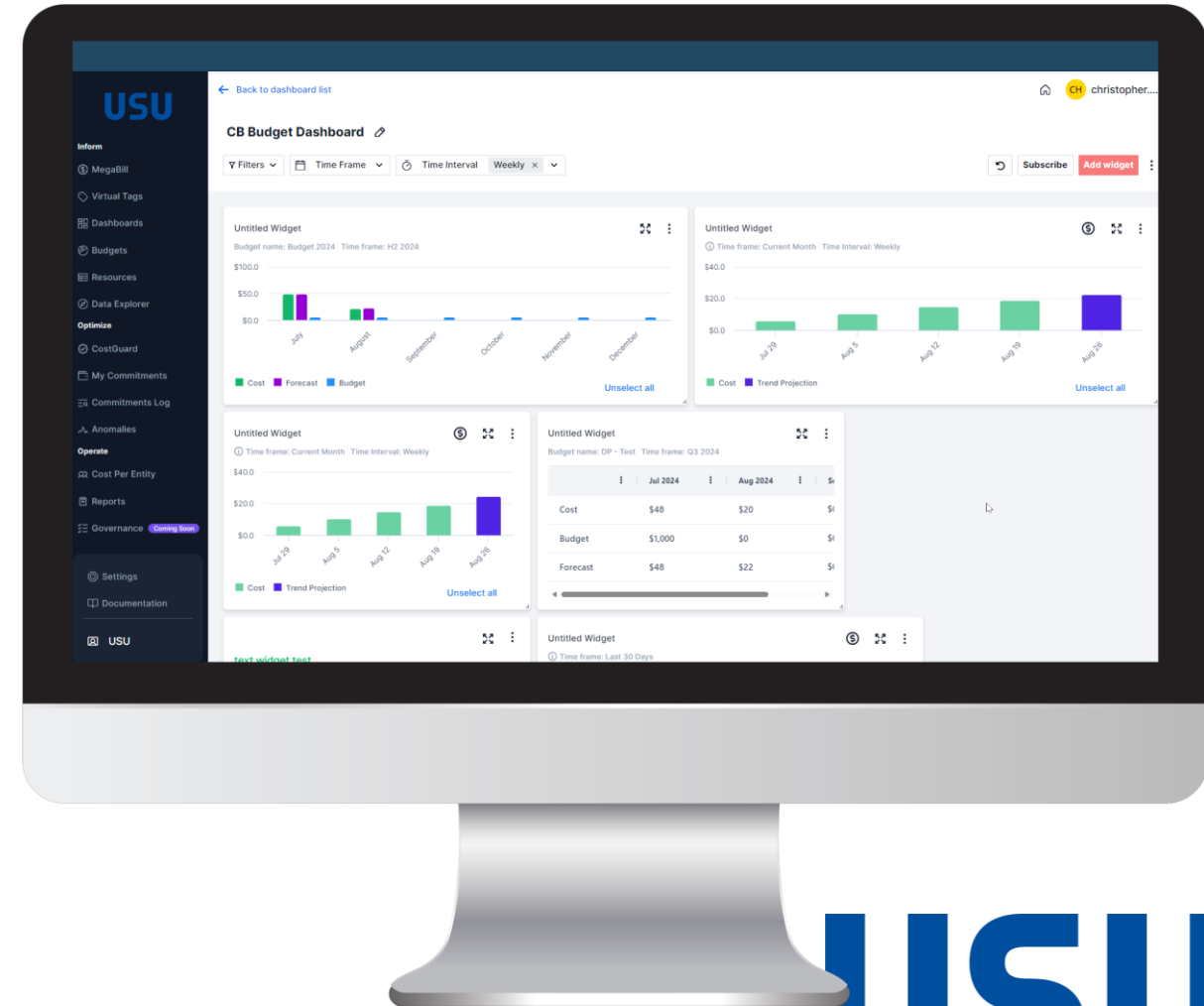
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# Budgeting & Forecasting

- Leverage real-time insights and generate alerts to make informed decisions or adjust forecasts
- Analyze data using historical and seasonal data
- Automate budget tracking by any unit and inform all stakeholders before there is an issue
- Facilitate collaboration and ensure team accountability throughout the budget cycles



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# The future of AI in ITAM

- **AI and Automation:** AI and automation will continue revolutionizing ITAM by reducing manual efforts and improving efficiency.
- **Cloud ITAM:** AI will continue to optimize the management of cloud resources, providing insights into usage patterns, cost optimization, and ensuring the efficient allocation of resources.
- **Predictive Maintenance:** AI algorithms will predict asset failures and proactively schedule maintenance, minimizing downtime.
- **Autonomous Asset Management:** AI-powered systems will autonomously manage assets, from procurement to retirement, based on predefined policies and objectives.
- **Integration with Emerging Technologies:** AI will integrate with IoT devices and edge computing systems to monitor and manage assets in real-time, even in remote locations.

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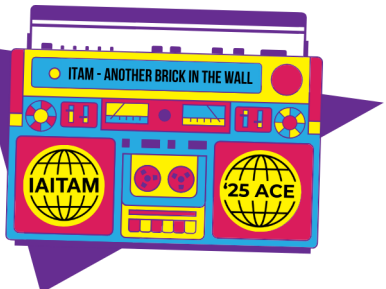
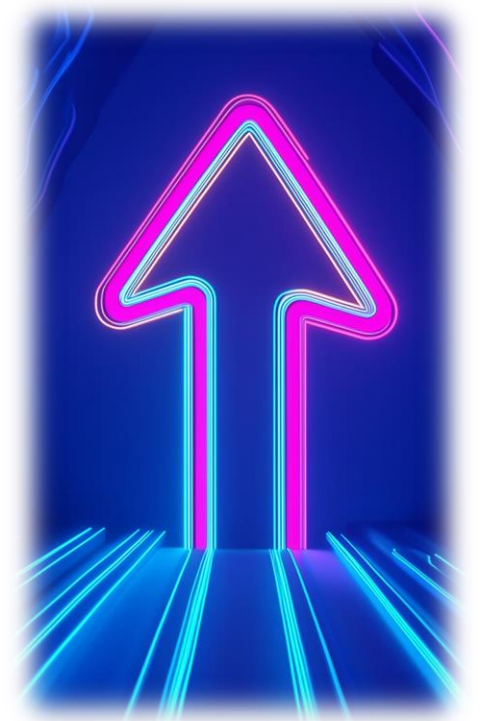
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# Embrace the Power of AI for ITAM Success

- AI is transforming ITAM, enabling organizations to gain better control over their assets.
- AI-powered insights drive cost savings, improve security, and enhance efficiency.
- The future of AI in ITAM holds immense promise for organizations looking to optimize their IT infrastructure and drive business value.
- Embracing AI-driven technologies and best practices will enable organizations to stay competitive, agile, and resilient in a rapidly evolving digital landscape.
- Define your objectives and KPI's for your AI landscape.
- Don't rush the process

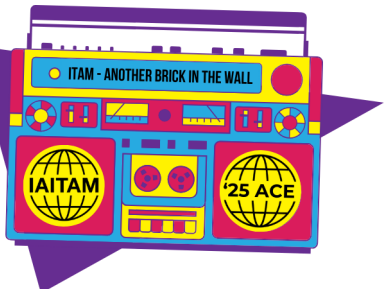


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# Challenges and Considerations

- **Data Quality & Integrity:** AI relies heavily on accurate and complete data. Inaccurate or missing data can lead to poor predictions and recommendations, which can negatively impact ITAM processes.
- **Data Privacy:** Organizations must ensure that AI-driven ITAM systems comply with data privacy regulations and protect sensitive information.
- **Ethical Considerations:** As AI becomes more pervasive, ethical considerations around data usage, bias, and transparency must be addressed.
- **Security Risks:** As AI systems become more autonomous, there is a risk that they could act in ways that are unintended or harmful.
- **Legal and Regulatory Challenges:** Developing appropriate regulatory frameworks for AI is complex and challenging.

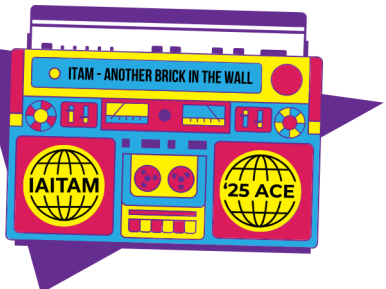


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# Conclusion

- GET INVOLVED!!
- The future of AI in ITAM holds real promise for organizations looking to optimize their IT infrastructure and drive business value.
- Embracing AI-driven technologies and best practices will enable organizations to stay competitive, agile, and resilient in a rapidly evolving digital landscape.
- Define your objectives and KPI's for your AI landscape.
- Embrace the possibilities that AI can bring for ITAM



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