

# IAITAM ACE 2025

ITAM - Another Brick In The Wall

## IT Resources Tagging:

Let's Make ITAM, FinOps, and Business Speak the Same Language

Francisco San Martin  
SoftwareOne



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## Francisco San Martin Garrido

Francisco San Martin is a prominent IT leader, with over 22 years of experience in IT business management, IT assets, and IT finance. Author of the book "IT Financial Transformation" and the T2B model.

Throughout his career, Francisco has been a key advisor to high-profile companies in sectors such as banking, finance, retail, and telecommunications across Latin America. This experience has allowed him to influence the optimization and utilization of technological resources in various organizations.

Certified as a FinOps Practitioner and a Certified Software Asset Manager (CSAM).

Currently, he leads the IT Financial Optimization practice for Latin America at SoftwareOne.



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## World's largest ITAM provider

ITAM Managed Services | Audit Defense  
Publisher Expertise | Tooling Implementation  
700+ Experts | 60+ Countries



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IT Financial Optimization Framework

FinOps

T2B

ITAM

FinOps

FinOps practices enables organizations to achieve financial control and optimization in their cloud environments. It helps them understand the costs associated with running workloads in the cloud, optimize resource usage, allocate costs accurately, and make data-driven decisions to maximize the return on investment (ROI) from their cloud investments.

ITAM

IT Asset Management enables organizations to optimize IT asset usage, control costs, ensure compliance, mitigate risks, enhance security, and make informed decisions about technology investments, ultimately contributing to improved operational efficiency and better alignment between IT and business goals.

T2B

Technology To Business (T2B) model emphasizes the direct correlation between technology initiatives and their impact on business outcomes. T2B establishes a clear link between IT investments and the value they bring to the organization, fostering a holistic understanding of technology's role in achieving business objectives.

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Technology To Business (T2B)

IT

IT Products/Resources

Business Units

Business Profit

IT

IT Products/Resources

Business Units

Business Profit

IT

IT Products/Resources

Business Units

Business Profit

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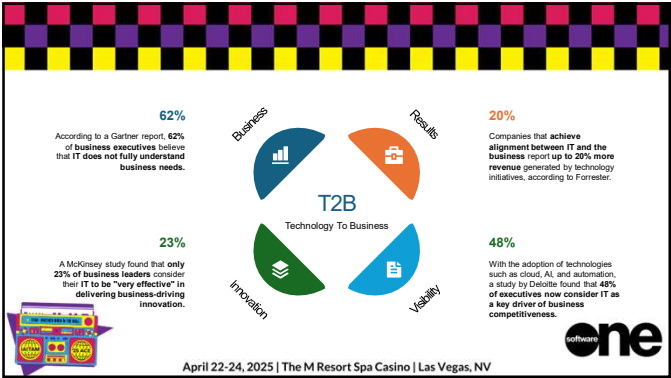
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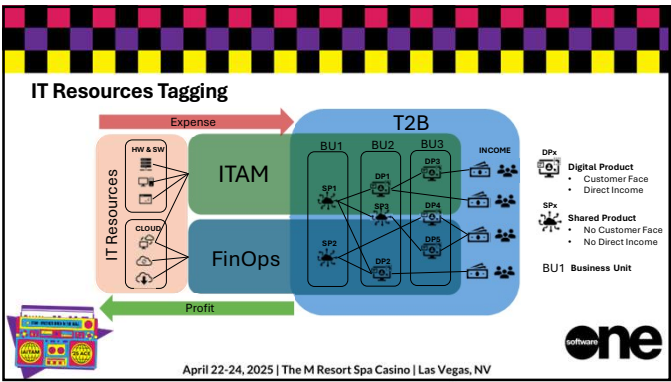
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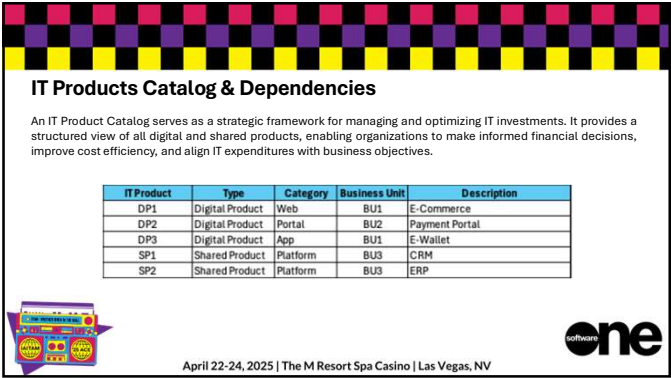
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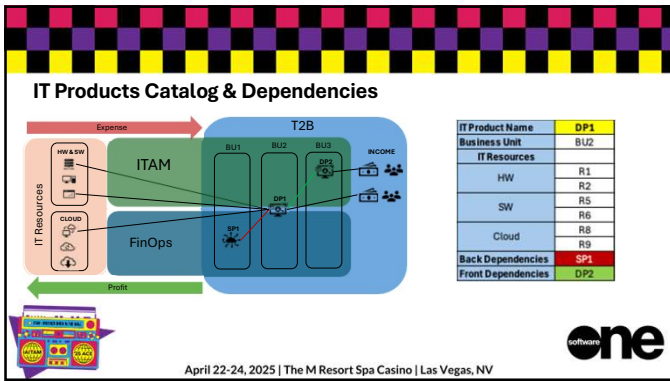
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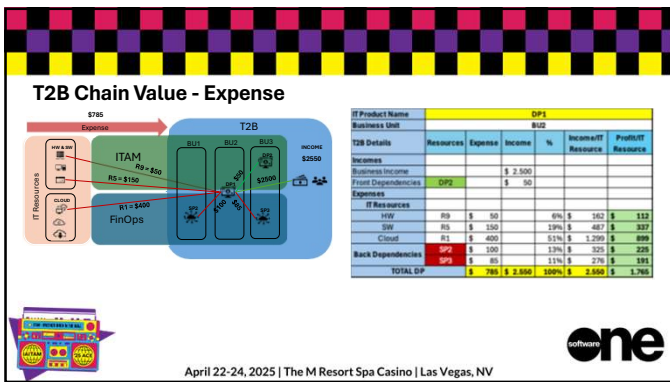
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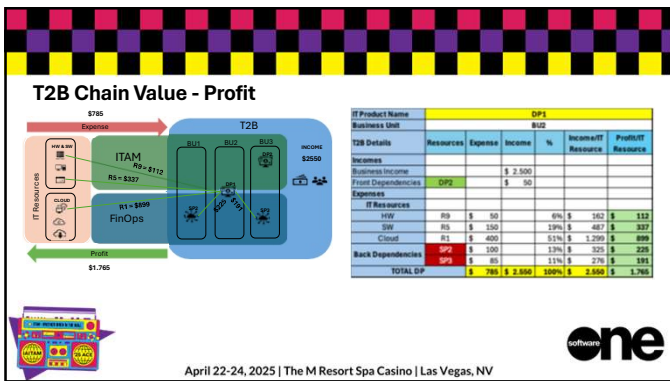
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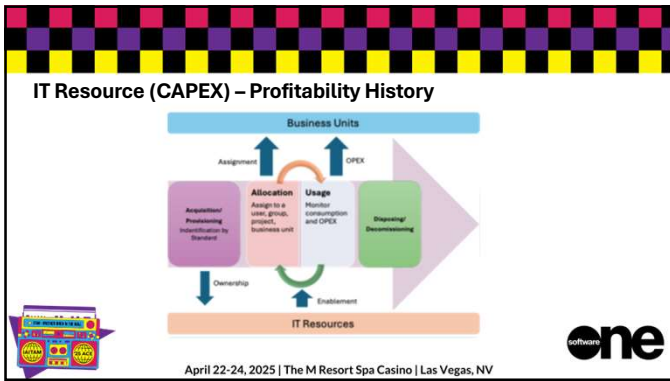
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### IT Resource (CAPEX) – Profitability History

**IT Resource: R1**

Metric	Users	Depreciation/Yr	Annual OPEX
Total CAPEX	\$ 375	5	\$ 75

Life Cycle	Duration (Yrs)	Total Qty	Used Qty	Pool	BU	IT Product	Depreciation	Annual OPEX	Total OPEX	Total Expense	Expense /Unit	Income	Profit
1	1	150	100	50	BU1	DP1	\$ 75	\$ 75	\$ 75	\$ 150	\$ 2	\$ 300	\$ 150
2	2	150	50	100	BU2	DP3	\$ 150	\$ 83	\$ 165	\$ 315	\$ 6	\$ 600	\$ 285
3	1	150	150	0	BU5	DP5	\$ 75	\$ 91	\$ 91	\$ 166	\$ 1	\$ 500	\$ 334
4	2	150	40	110	BU4	SP3	\$ 75	\$ 100	\$ 200	\$ 275	\$ 7	\$ 1,300	\$ 1,025
5	1	150	30	120	BU3	DP2	\$ -	\$ 110	\$ 110	\$ 110	\$ 4	\$ 900	\$ 790
							\$ 375		\$ 640	\$ 1,015		\$ 3,050	\$ 2,035

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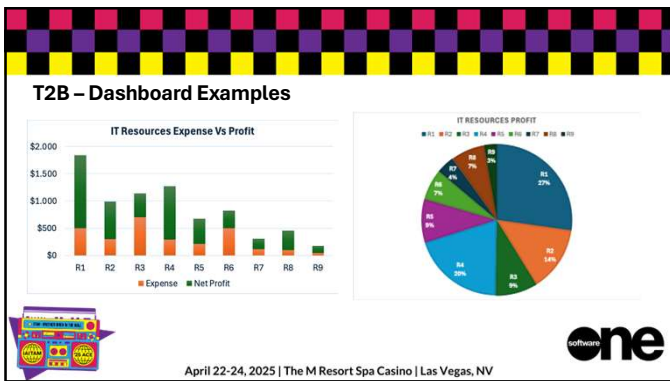
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### Summary

- A well-implemented **IT resource tagging strategy** enables ITAM, FinOps, and Business to communicate effectively, breaking silos and ensuring that technology investments drive measurable business value.
- An **IT Product Catalog** structures IT offerings into well-defined services, linking them to financial and operational data. Understanding dependencies between Digital Products, Shared Products, cloud resources, software licenses, and infrastructure components ensures better budgeting, chargeback models, and resource optimization.
- By integrating tagging with a T2B approach, organizations can establish a **T2B Value Chain**, where IT spending is directly tied to business impact. This alignment fosters data-driven decision-making, enhances cross-functional collaboration, and optimizes IT financial management for long-term success.




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### QUIZ TIME

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### Quiz Time!

1. What is a digital product and what are its main differences compared to a Shared Product?
2. What are the types of dependencies for IT products, and what are their differences?
3. What is the model that allows us to link IT resources with the business and measure their profitability?
4. What practices help us generate and manage proper tagging of IT resources?

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## All in One solutions and services

SoftwareOne is a vendor-neutral, **all-in-one IT solutions partner**. That means our comprehensive portfolio covers every aspect of your digital transformation journey, from **cloud migration and modernization** to **workplace cybersecurity**, from **software asset management** to **AI-driven insights**. We bring together everything you need to transform and thrive in the digital age, all under one roof.





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