

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Emerging ITAM trends — AI and merging Asset programs.





Mike Temple

Senior Advisory Solution
Consultant
ITAM, Strategic Tech Americas
ServiceNow

23 years ITAM Experience:

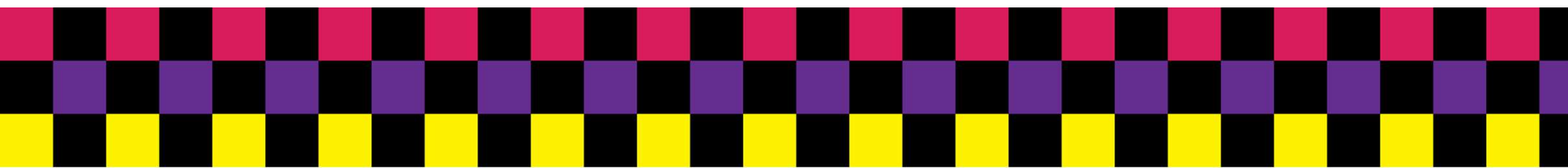
- 9 years at LANDesk (now Ivanti)
- 7 years at Flexera
- 7 years at ServiceNow

Based out of Salt Lake City, Utah



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Agend

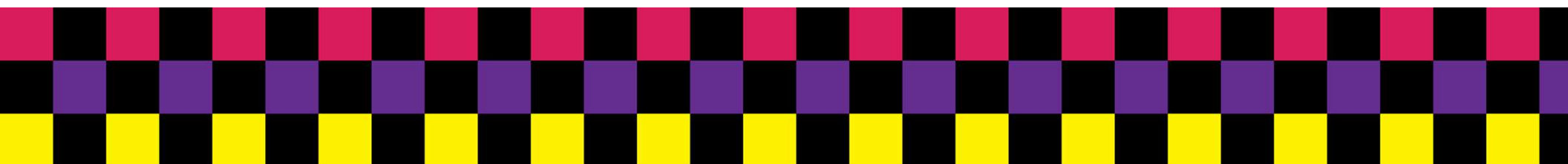
a

- Asset Management trends
- AI and the potential impact on IT Asset Management
- What do I do with this information when I get back next week?



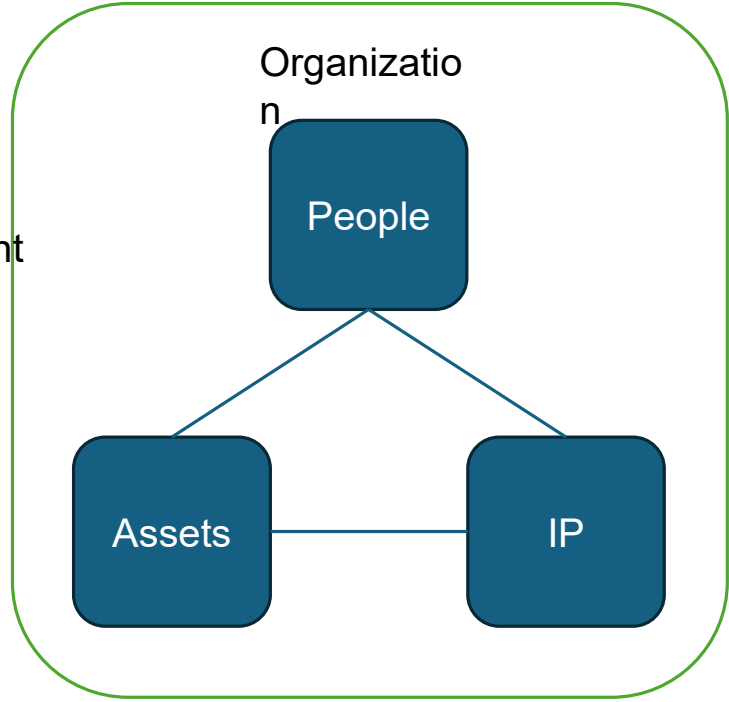
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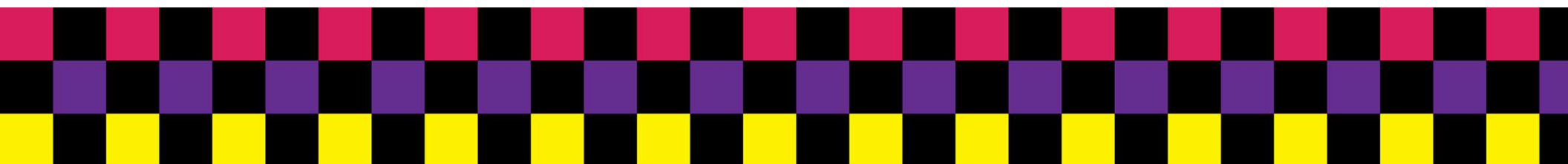
Asset Management trends

- Convergence of
- ITAM – IT Asset Management
 - OTAM – Operational Technology Asset Management
 - EAM – Enterprise Asset Management



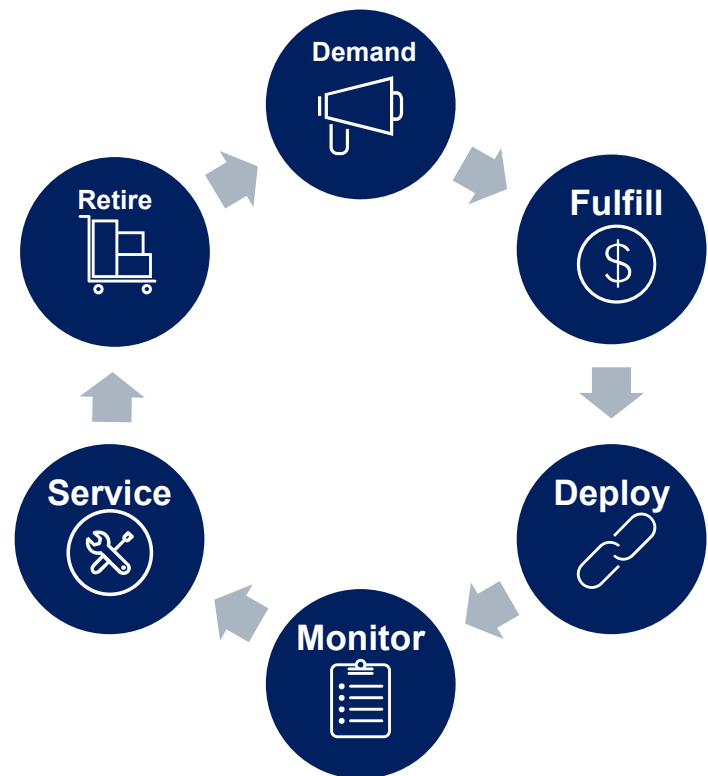
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IT Asset Management

- Servers
- EUC
- Printers
- Monitors
- Cables
- Phones
- Tablets
- Software
- IaaS/PaaS

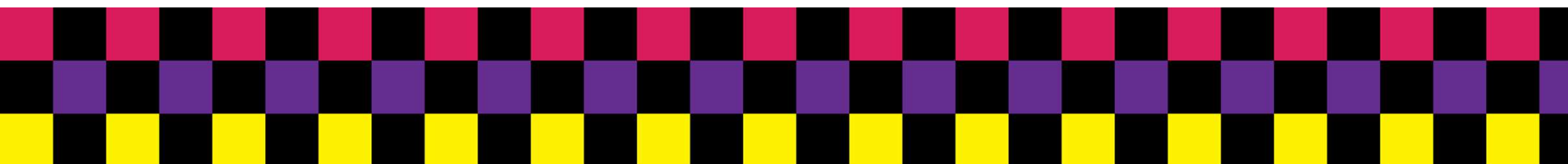


- Owned by the CIO budget
- Typically short term depreciation
- Potentially highly mobile or transitive
- Potentially contains sensitive data
 - Customer data
 - Credit Card data
 - etc



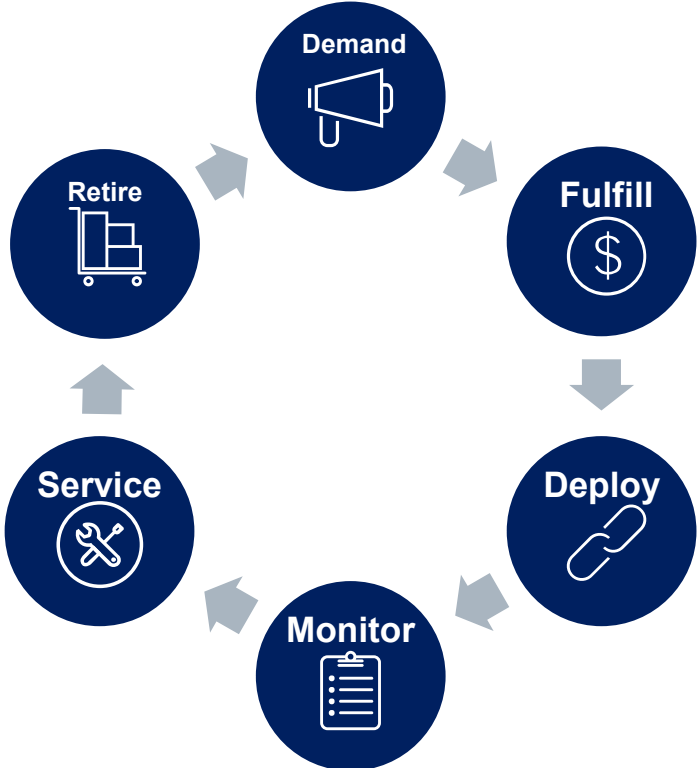
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OT Asset Management

- Robots
- Conveyors
- Controllers
- Assemblers
- Sensors

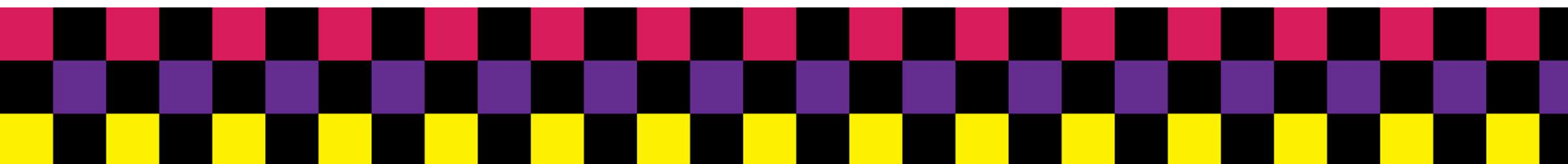


- Owned by the COO budget
- Typically long term depreciation
- Normally not highly mobile
- Potentially contains sensitive data
 - Patterns
 - Formulae
 - etc
- May be subject to regularly scheduled maintenance (often third party)



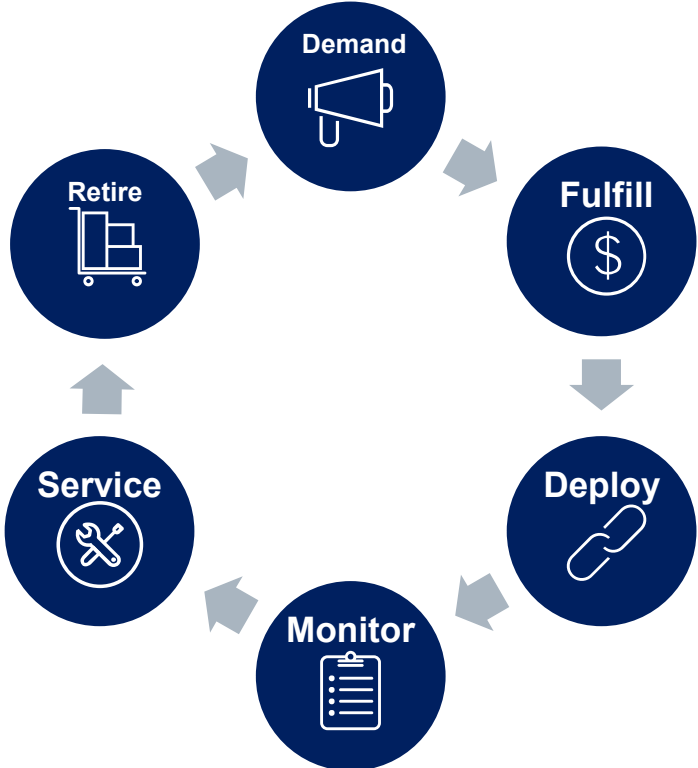
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Enterprise Asset Management

- Everything else
- Forklifts
- Buildings
- Pipelines
- Uniforms
- Tactical gear
- MRI

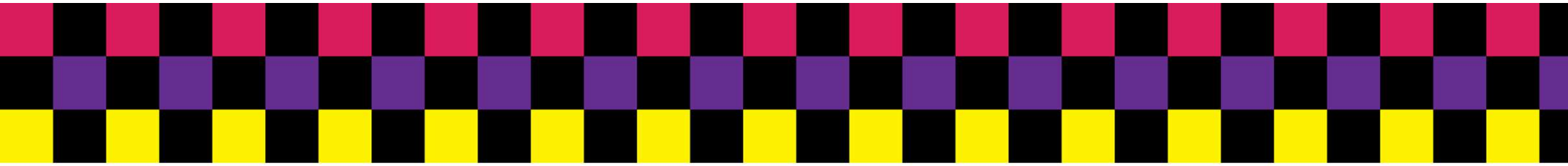


- Owned by the CFO budget
- Typically longest term depreciation
- Sometimes highly mobile
- Unusual to contains sensitive data
- May be subject to regularly scheduled maintenance (often third party)



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Why are these disciplines merging?

Simple cost savings!

- Very similar lifecycle processes (slight workflow deviation)
- Duplication of team(s)
- Rationalization of tools



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Why merging of programs is important?

316 

global
participants



Region:

73% | North America
14% | EMEA
13% | APAC



Company Size:

29% | 1,000-2,499
28% | 2,500-4,999
19% | 5,000-9,999
24% | 10,000+

Industries represented:

- High Technology
- Manufacturing
- Retail/hospitality/ecommerce
- Professional services
- Financial services
- Healthcare

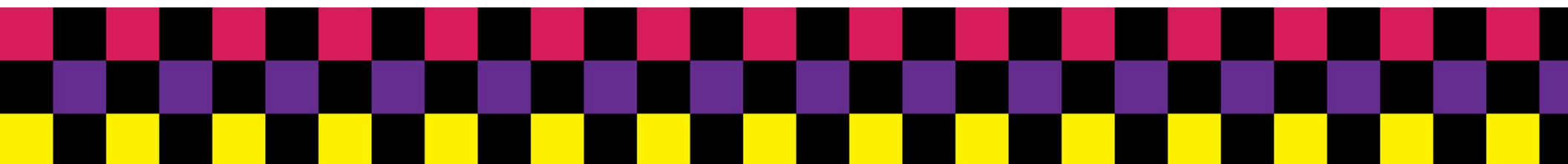


Managerial Level:

15% | IT professionals
38% | Manager/Team lead
32% | IT VP/Director
15% | CxO

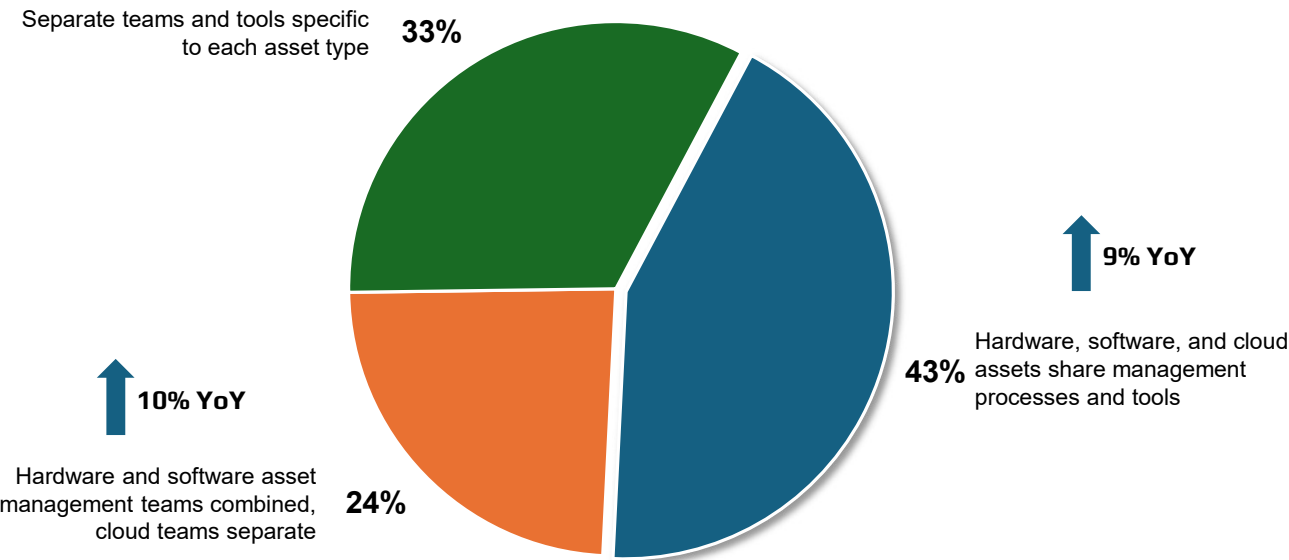
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**TO WORK
FOR PEOPLE**



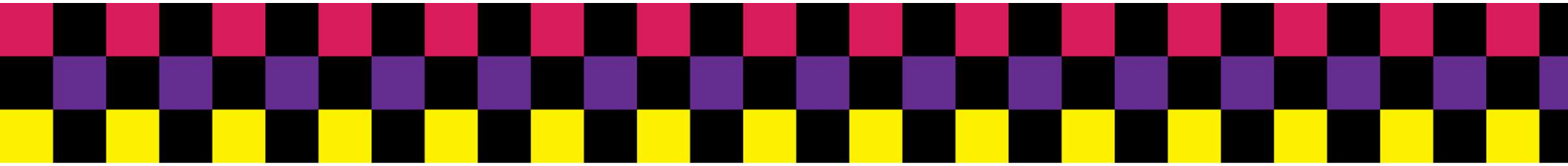
Nearly HALF of ITAM teams share tools across asset types

Which statement best characterizes your organization's approach to IT asset management?



Source: 2024 ITAM Global Survey, ServiceNow + EMA
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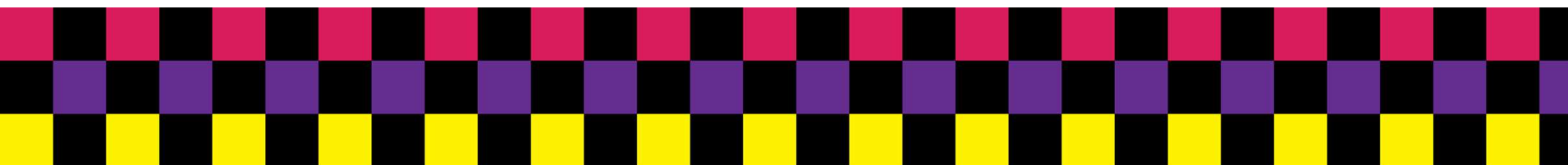
What should be done with this information?

- Be proactive!
- Talk to your leadership: “Hey, I have a million dollar idea that maybe nobody is thinking about...”
 - Take cost out of the business
 - Reduce time for asset onboarding
 - Reduce risk from asset disposal
 - Improve agility
 - Improve strategic relevance of Asset team



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Artificial Intelligence

What it is

- What it is NOT
- Purpose Built versus General
- Variations of AI
 - Machine Learning
 - Generative
 - Agentic
- What can AI do for the ITAM practitioner
- What should be done with this information?



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**PUT AI
AGENTS
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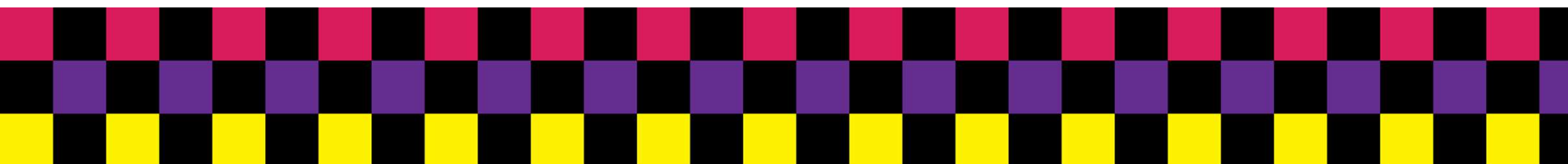
“By 2028, 60% of organizations using SAM tools will **replace** existing tools with those that leverage **AI**”

- Gartner, Nov 2024




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AI – “Artificial” Intelligence


Definition (according to AI):



Artificial intelligence (AI) refers to computer systems that can perform tasks typically associated with human intelligence, such as learning, reasoning, problem-solving, perception, and decision-making. It encompasses a wide range of technologies that enable machines to simulate human cognitive functions and act autonomously in various situations.

 Wikipedia  Coursera

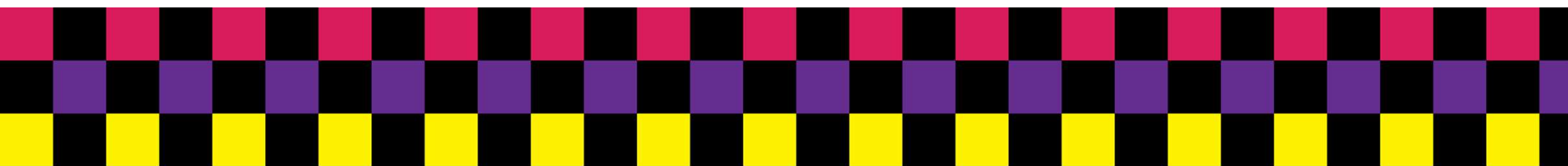
Auto-generated based on listed sources. May contain inaccuracies.

Ask a follow-up question 



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AI – “Artificial” Intelligence

Definition:
(according to Mike
Temple)

The statistical likelihood of a computer system returning a correct answer or taking a correct action based on correctly interpreting a natural language “prompt” against the data that the system was trained on.

REALLY REALLY good at crunching and correlating mountains of data.



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Why is crunching mountains of data important?

316 

global
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- Healthcare

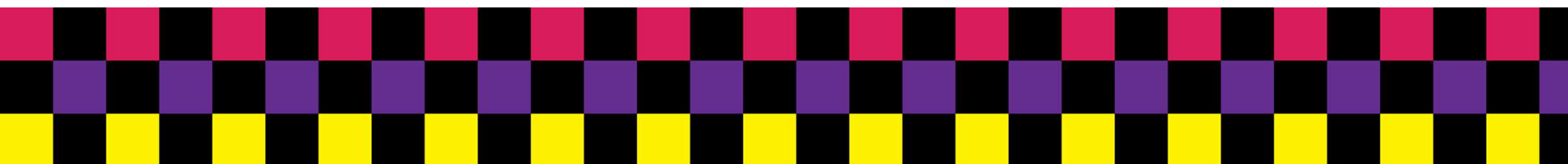


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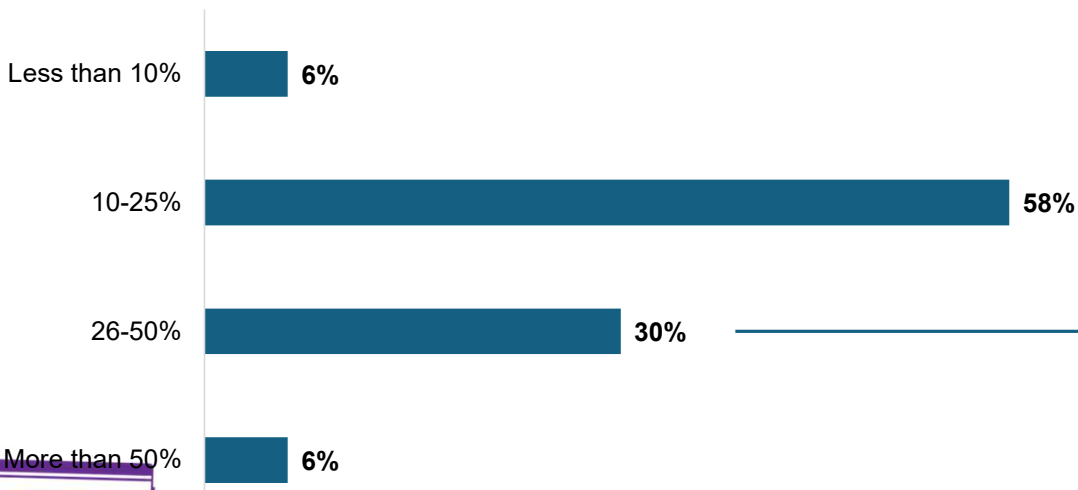
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94% of organizations waste 10-25% of their time on data

Teams that rely on data often spend time configuring, maintaining, fixing integrations, and importing/exporting data. What percentage of a typical workday do you think that takes them?

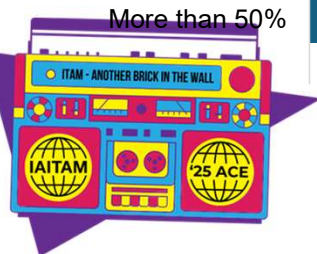




50% of CxOs think ITAM accuracy is “outstanding” at their organizations

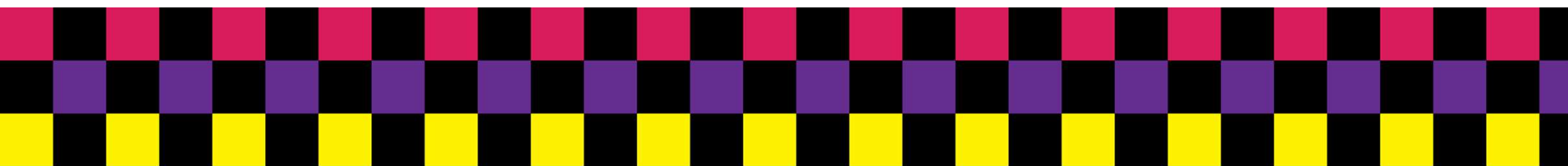
Vs. 10% (IT pros) 16% (Managers), and 26% (VPs)

Nearly a third of organizations waste **up to 50%** of their time fixing data issues



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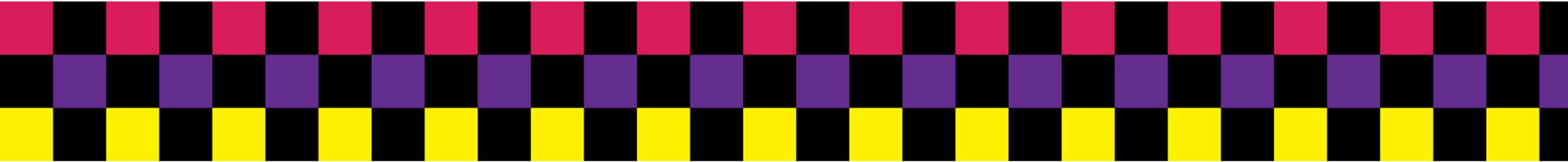
Components of AI

- Learning
 - Supervised or unsupervised. What you train your model on matters!
- Reasoning
 - Deductive, Inductive, and Abductive
- Problem Solving
 - Search, Optimization, and Simulation and Modeling
- Perception
 - Computer Vision, and Speech Recognition
- Language Processing (NLP)
 - Syntax Analysis, Semantic Analysis, and Dialog Management (and no small amount of spell check!)



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Two main categories relevant to Asset Management

General Purpose LLM

- ChatGPT
- Microsoft Copilot
- OpenAI
- DeepSeek
- Gemini

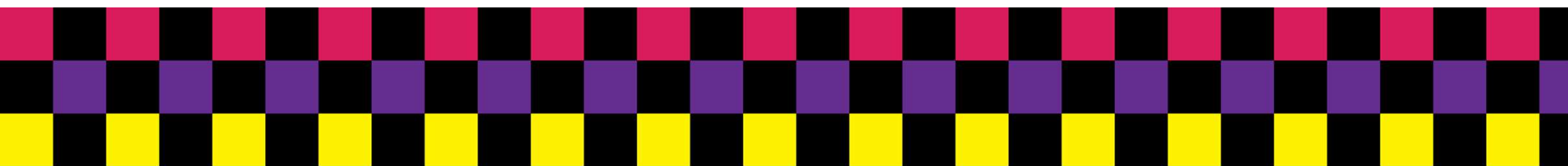
Purpose Built LLM

- Solutions for a specific purpose
 - Asset Management
 - Request Management
 - Service Management
 - Risk Management
 - Security Management
 - etc.
- Trained on YOUR data



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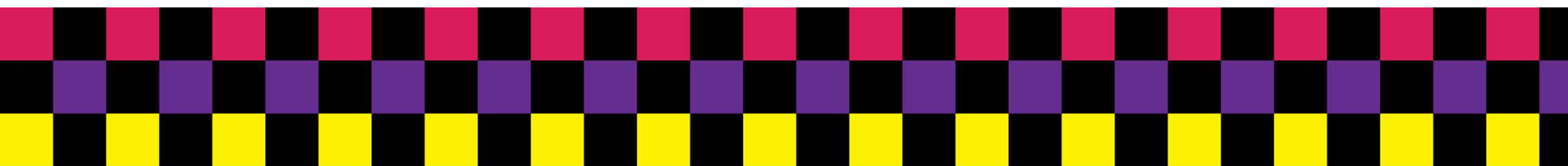
Bias

- AI is only as good as the data on which it was trained
- AI is only as reliable as the people creating it



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Hallucinations

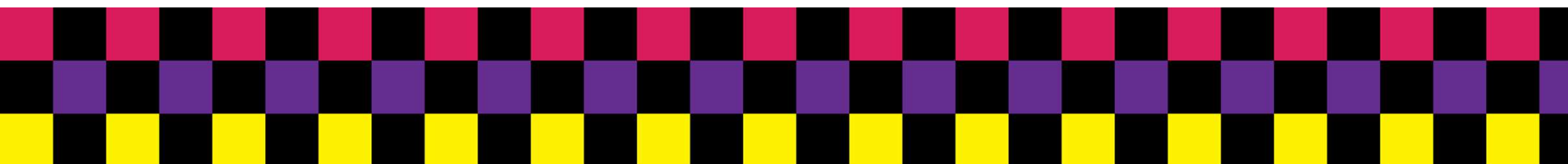


This AI generated image is terrifying!



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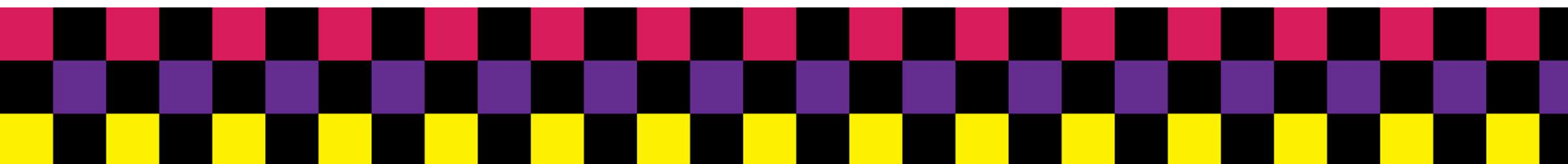
Promptin
g

I need a diagram of the 2008 Nissan titan
windshield washer dispenser



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Prompting

how do I fix my 2008 Nissan Titan windshield washer fluid?

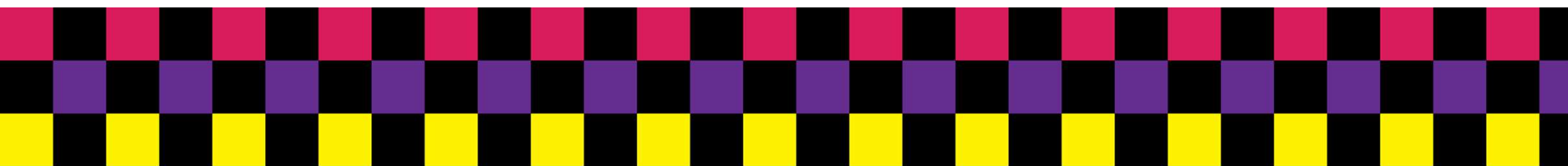
If your 2008 Nissan Titan's windshield washer fluid system isn't working, here's a step-by-step guide to troubleshoot and fix it:

- 1. Check the Washer Fluid Level:**
Open the hood and locate the washer fluid reservoir (it's usually a translucent tank with a windshield symbol on the cap). If it's empty or low, fill it with windshield washer fluid (not just water, as it can freeze or leave residue). Test the system after filling.
- 2. Test the Washer Pump:**
With the engine off, turn the key to the "on" position and activate the washer switch. Listen for a humming or whirring sound near the reservoir. If you hear nothing, the pump might be dead or not getting power.
- 3. Inspect the Fuse:**
A blown fuse could stop the pump. Check the fuse box (one is under the hood, another inside the cabin near the driver's side). The owner's manual will specify which fuse controls the washer pump (likely labeled "WASHER" or similar). If it's blown, replace it with one of the same amperage.
- 4. Examine the Hoses:**
Look for leaks, cracks, or disconnections in the hoses running from the reservoir to the sprayers. If you spot damage, replace the hose (cheap at an auto parts store). Clogs can also occur—flush the lines with water or compressed air if you suspect a blockage.
- 5. Check the Spray Nozzles:**
If the pump works but no fluid comes out, the nozzles on the hood might be clogged. Use a pin or compressed air to clear them. You can also adjust their aim with a small tool if they're spraying off-target.
- 6. Test the Pump's Power:**
If the pump doesn't hum, use a multimeter to check if it's getting voltage (12V) when the

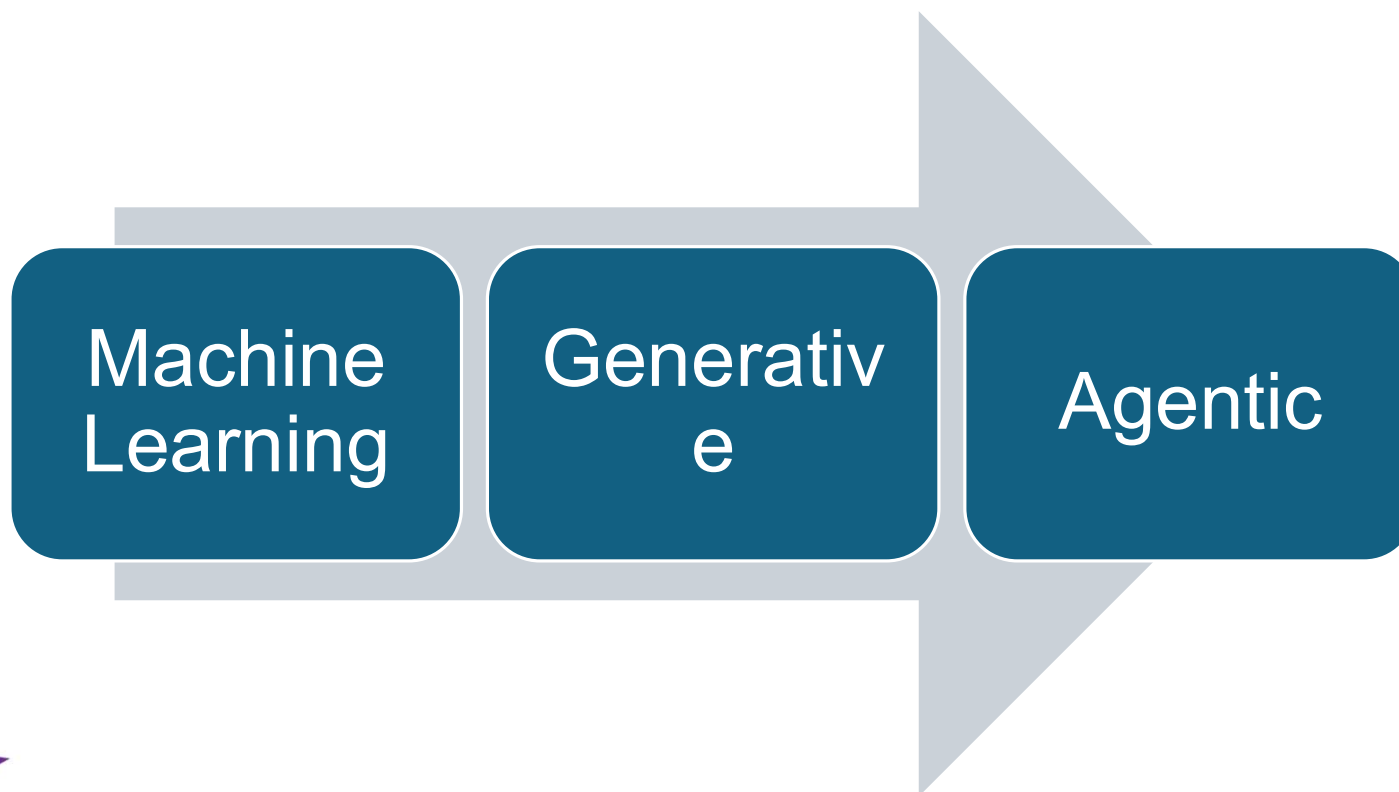


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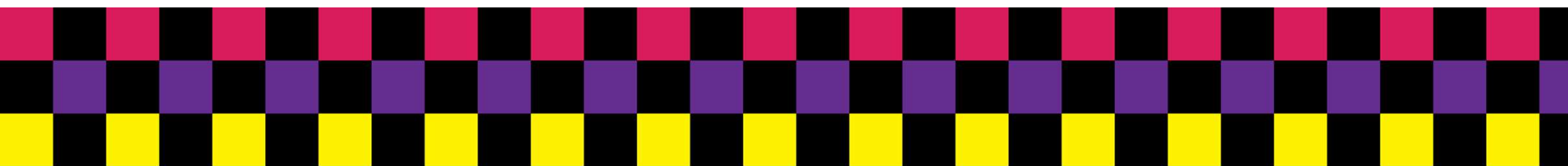


Evolution



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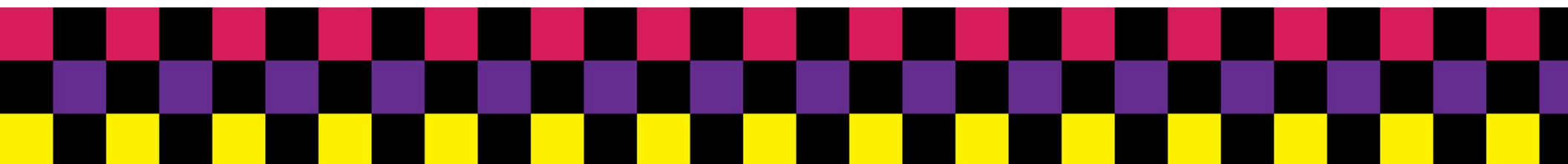
Relevance to Asset Management

- Automating processes
- Enhancing decision-making
- Improving efficiency



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Relevance to Asset Management

End Users

Asset Managers

Problem Statement

Delays in request fulfillment for approved requests waiting in queue to be sourced.

Repetitive manual tasks to consume, create Transfer Orders and Purchase Orders.

Agentic Advantage

Agent can run autonomously upon approval reducing operational bottlenecks.

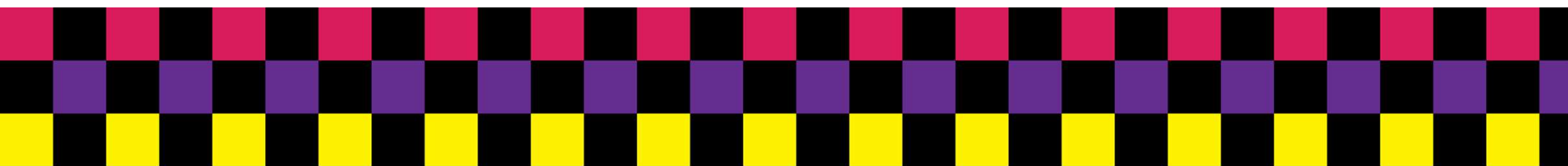
Agent will handle the administrative tasks to execute workflow and create.

By allowing the agent to make informed decisions on the user's behalf the user will be able to spend their time on higher value activities.



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Real world examples today

- Normalization
- Request/Demand automation
- HR Onboarding/Offboarding
- Software Utilization
- SAM License Position summarization



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Microsoft

🔗 Publisher compliance summarized by Now Assist ⓘ

Software deployment

- The deployment comprises 4894 software installs across hybrid infrastructure. Of these, 4789 installs are on-premise and 105 installs are on the public cloud across Azure (77), AWS (28) clouds. Your SaaS use comprises 4234 subscriptions across 3 products.
- The top products based on installs are SQL Server (3329), Office 365 (747), and Windows Server (266).
- 3 SaaS products are in use. The top products based on subscriptions are GitHub.com (3650), Office 365 (377), and Microsoft 365 (207).
- Software normalization rate is at 98.93%.
- 3 products are at end of life. The top products based on installs that are at end of life are SQL Server (1181), Windows Server (266) and Project (168).

License compliance

- Compliance is at 12% with 3 products compliant out of 25 total products.
- Total spend is \$24,839,076.65. The highest spend is on products SQL Server (\$16,607,932.40), Microsoft 365 (\$3,891,616.44) and Windows Server (\$2,095,586.65).
- Total true-up cost is \$5,831,157.26. The highest costs are for products Core Infrastructure Server Suite (\$5,762,988.00), SQL Server (\$56,981.13), and Project (\$9,503.92).
- 433 installs and 7613 subscriptions are unlicensed which may impact the reported true-up cost.
- 9 remediation options are related to License compliance.

Optimization

- Total over-licensed amount is \$18,082,394.27. The most over-licensed products are SQL Server (\$11,780,623.28), Microsoft 365 (\$3,851,338.21) and Windows Server (\$1,739,642.33).
- Total potential savings is \$172,939.52. The products with the highest potential savings are GitHub.com (\$130,800.00), Project (\$29,699.75) and Visio (\$10,211.77).
- For SQL Server the \$56,981.13 true-up cost can possibly be offset by \$11,780,623.28 over-licensed amount.
- For Project the \$9,503.92 true-up cost can possibly be offset by \$29,699.75 potential savings.
- For Office 365 the \$1,544.22 true-up cost can possibly be offset by \$2,000.00 potential savings.

Issues

- 3344 issues are reported with the main issues being SQL Server - Environment field is empty, SQL Server - CPU count, core count discovery check, and Windows Server- Relationship discovery.
- 1298 installs require action with the main issues being Undetermined, Install without a software entitlement, and Missing CPU count.

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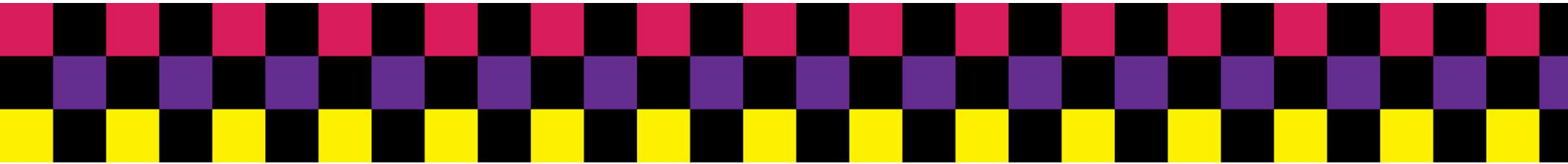
Be sure to check AI-generated summaries for accuracy.



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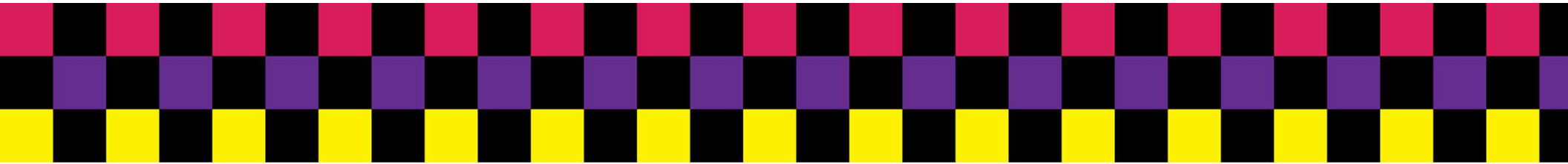
Examples in the future

- Agentic
 - Automated reclamation rules
 - Increased normalization rates
 - Calculated lifecycles for unpublished dates
 - Success goals
 - Automating SaaS connections for SaaS Usage data
 - Predictive maintenance



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What should be done with this information?

- Be proactive!
- Talk to your leadership: “Hey, I have a million dollar idea that maybe nobody is thinking about...”
 - Take cost out of the business
 - Reduce time for asset onboarding
 - Reduce risk from asset disposal
 - Improve agility
 - Improve security posture



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Connect with Me!



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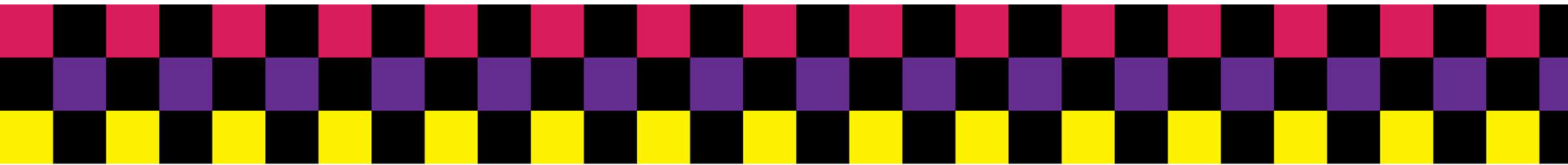
<https://www.linkedin.com/in/mtemple/>

Early Adopter URL



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