

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Emerging ITAM trends — AI and merging Asset programs.

1



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23 years ITAM Experience:

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

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Agenda

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- 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

Organization

```
graph TD; People[People] --- Assets[Assets]; People --- IP[IP]; Assets --- IP;
```

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4

IT Asset Management

Assets

- 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

Assets

- 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

```
graph TD; Demand --> Fulfill; Fulfill --> Deploy; Deploy --> Monitor; Monitor --> Service; Service --> Retire; Retire --> Demand;
```

- Owned by the CFO budget
- Typically longest term depreciation
- Sometimes highly mobile
- Unusual to contain 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:

28% 1,000-2,499

28% 2,500-4,999

19% 5,000-9,999

24% 10,000+

Industries represented:

High Technology

Manufacturing

Retail/hospitality/e-commerce

Professional services

Financial services

Healthcare

Managerial Level:

15% IT professionals

38% Manager/Team lead

32% IT VP/Director

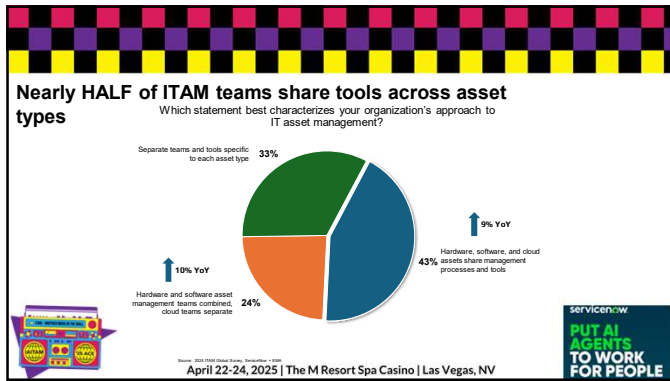
15% CxO

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3



10

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

Source: 2024 ITAM Research Report, published by Gartner
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Artificial Intelligence

What is it?

- 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?

Source: 2024 ITAM Research Report, published by Gartner
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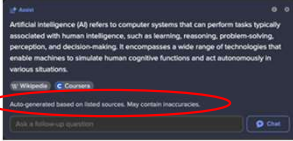
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[illegible]

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.


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

Ask a follow-up question

Chat



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14

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
AI – “Artificial” Intelligence

Definition: (according to Mike Temple)

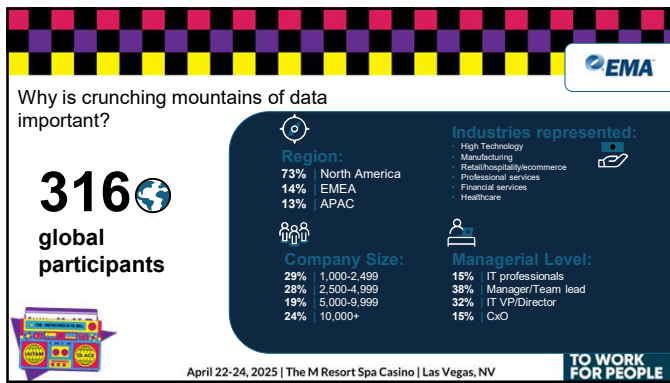
Definition: The statistical likelihood of a computer system returning a correct answer or taking a correct action based on correctly interpreting a natural language “prompt” against the data that the system was trained on.

REALLY REALLY good at crunching and correlating mountains of data.

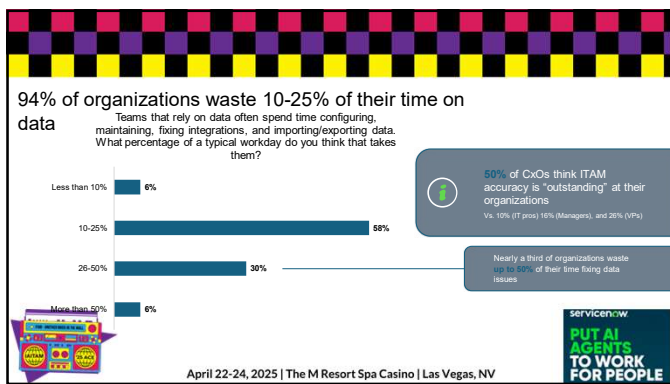
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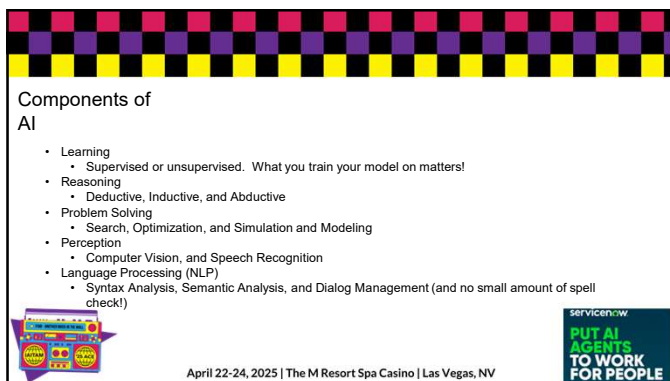
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16



17



18

```
graph LR; G[General Purpose LLM] --- S[ServiceNow]; P[Purpose Built LLM] --- S; G --- L1[• ChatGPT  
• Microsoft Copilot  
• OpenAI  
• DeepSeek  
• Gemini]; P --- L2[• Solutions for a specific purpose  
• Asset Management  
• Request Management  
• Service Management  
• Risk Management  
• Security Management  
• etc.  
• Trained on YOUR data];
```

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



ServiceNow

19

[illegible]

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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20


Hallucinations



This AI generated image is terrifying!




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21

Prompting

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?



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Evolution

Machine Learning

Generative


Agentic

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Relevance to Asset Management

- Automating processes
- Enhancing decision-making
- Improving efficiency



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25

[illegible]

The diagram is titled "Relevance to Asset Management" and "End Users". It is divided into two main sections: "Problem Statement" and "Agentic Advantage".

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.

A callout box states: "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."

At the bottom left is a small image of a slot machine. At the bottom right is a logo for "servicenow" with the text "PUT AI AGENTS TO WORK FOR PEOPLE".

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26

[illegible]

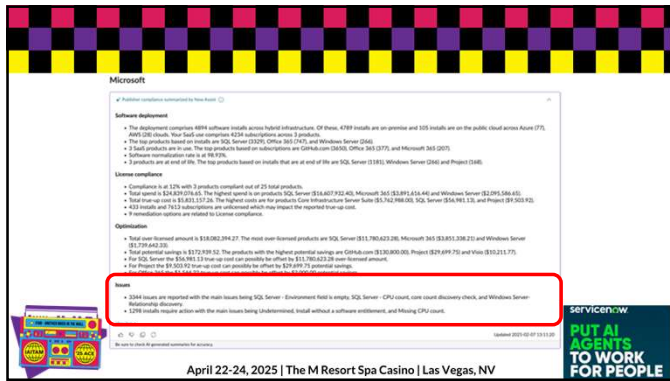
Real world examples today

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



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Microsoft

Software deployment

- The deployment compares 6894 software installs across hybrid infrastructure. Of these, 4789 installs are on-premise and 2105 installs are on the public cloud across Azure (77), AWS (28), and Google Cloud (10).
- The top products based on installs are SQL Server (2329), Office 365 (1473), and Windows Server (246).
- 2364 products are in use. The top products based on subscriptions are GitHub.com (1845), Office 365 (1375), and Microsoft 365 (207).
- Software normalization rate is at 88.93%.
- Products are at end of life. The top products based on installs that are at end of life are SQL Server (2181), Windows Server (246), and Project (148).

License compliance

- Compliance is at 12% with 2 products compliant out of 23 total products.
- Total spend is \$24,619,131.33. The highest spend is on products SQL Server (\$14,607,932.45), Microsoft 365 (\$3,891,454.46), and Windows Server (\$2,095,566.43).
- Total net up cost is \$5,453,137.28. The highest net up cost for products is Core Infrastructure Server Suite (\$3,762,988.06), SQL Server (\$34,961.13), and Project (\$4,903.93).
- 4333 installs and 7612 subscriptions are unaccounted which may impact the reported net up cost.
- Normalization options are related to license compliance.

Optimization

- Total user licensed amount is \$10,082,294.27. The most user licensed products are SQL Server (\$11,780,621.06), Microsoft 365 (\$3,891,454.46), and Windows Server (\$2,095,566.43).
- Total potential savings is \$172,439.32. The products with the highest potential savings are GitHub.com (\$130,800.26), Project (\$29,699.75), and Visio (\$10,211.77).
- For SQL Server the \$56,785.12 net up cost can possibly be offset by \$11,780,621.06 user licensed amount.
- For Project the \$5,522.92 net up cost can possibly be offset by \$29,699.75 potential savings.
- For Visio the \$10,211.77 net up cost can possibly be offset by \$10,211.77 potential savings.

Issues

- 2264 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.
- 4299 installs require action with the main issues being Undiscovered, Install without a software entitlement, and Missing CPU count.

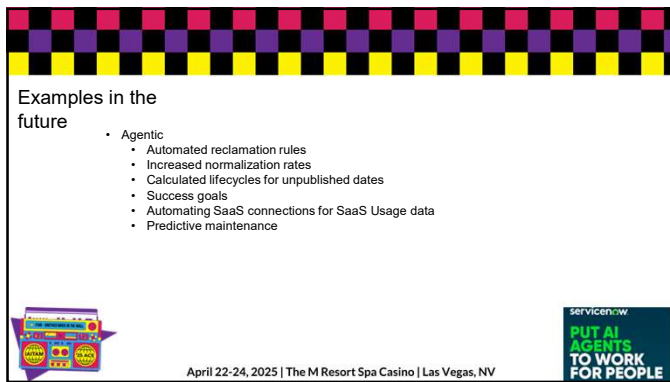
Updated 2025-03-07 07:13:10

Be sure to check all generated summaries for warnings.

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Examples in the future

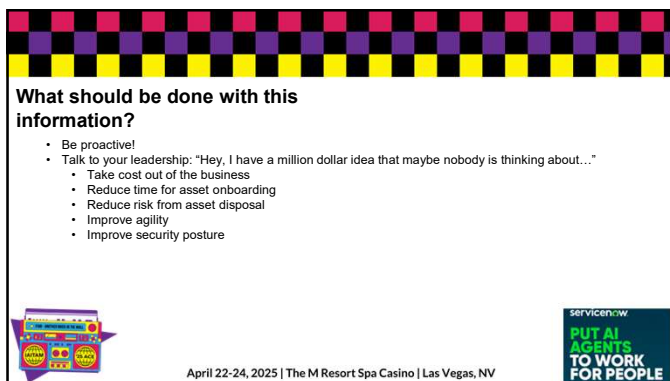
- Agentic
 - Automated reclamation rules
 - Increased normalization rates
 - Calculated lifecycles for unpublished dates
 - Success goals
 - Automating SaaS connections for SaaS Usage data
 - Predictive maintenance

Updated 2025-03-07 07:13:10

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29



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 - Improve agility
 - Improve security posture

Updated 2025-03-07 07:13:10

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

Early Adopter URL





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32
