

IAITAM ACE 2025

ITAM - Another Brick In The Wall

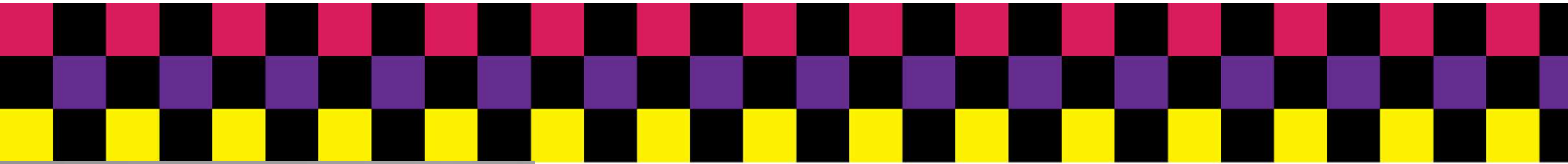
Fantastic IT Relationships - The secret sauce to great ITAM

Aamer Trambu

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Principal ITAM Consultant, SoftwareOne





10 years: ITAM

1. Contract Management
2. Managed software audits

Presented at

1. IAITAM Ace 2015, 2016, 2023, 2024
2. ITAM Review Wisdom 2021, 2022

ITAM Maturity Assessments
ITAM Process Reviews
IAITAM CSAM Trainer

Degrees:

MBA Finance (Missouri, USA)
MA Communication
BA Communication

Hobbies: Memorize Quran

Interesting facts:

1. Six languages
2. 400+ cities
3. Human Rights Advocate

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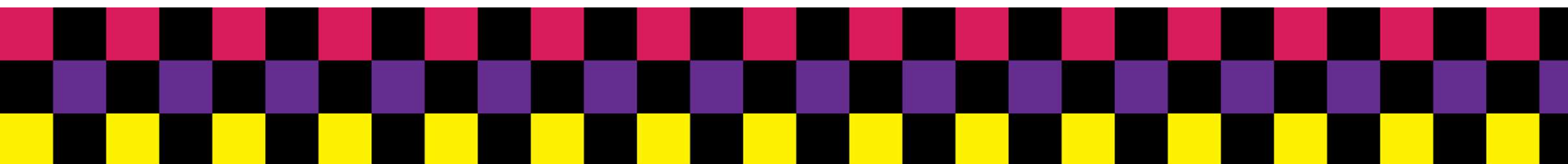


World's largest ITAM provider

ITAM Managed Services | Audit Defense
Publisher Expertise | Tooling Implementation
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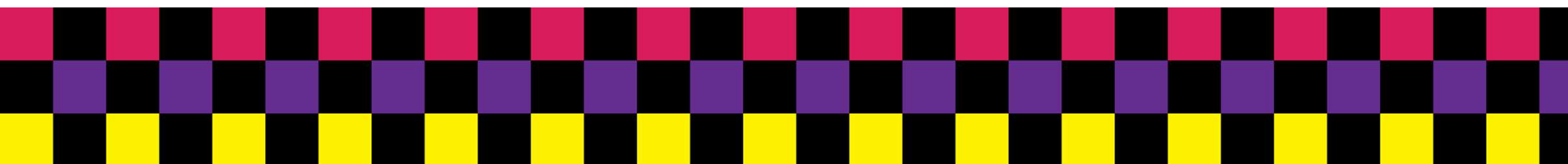
Playing now

1. **To make someone happy ask for help**
2. Key stakeholders for ITAM success
3. Building robust relationships with them
4. Build a personalized plan for fantastic IT relationships
5. Additional audience questions



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Articles

It's good to do good and receive good: The impact of a 'pay it forward' style kindness intervention on giver and receiver well-being

Sarah D. Pressman , Tara L. Kraft & Marie P. Cross

Pages 293-302 | Received 30 Apr 2014, Accepted 09 Sep 2014, Published online: 16 Oct 2014

 Cite this article  <https://doi.org/10.1080/17439760.2014.965269>

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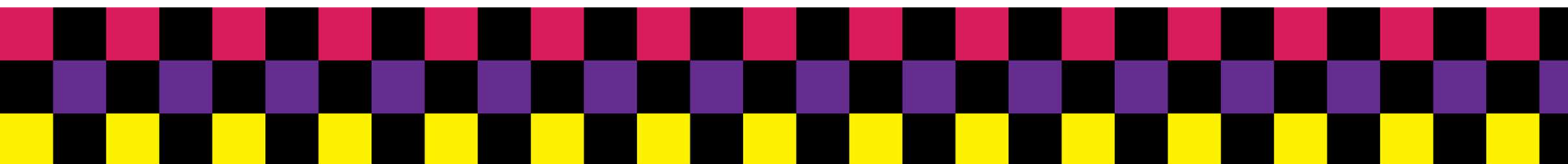
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Newsletters

The Atlantic

IDEAS

To Make Someone Happy, Ask for Help

Generosity is like the circulation of the blood, healthiest and best when it goes around and around.

By Arthur C. Brooks

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Illustration by Jan Buchczik



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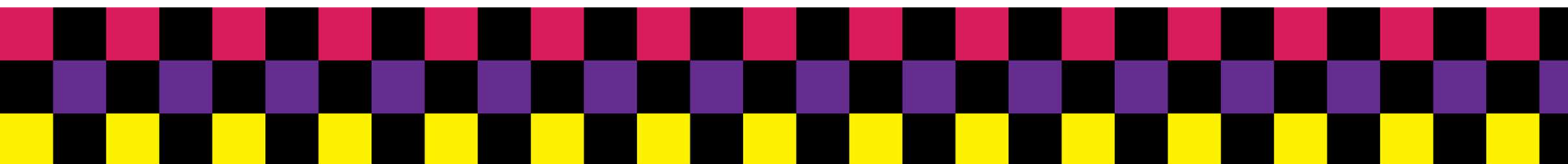
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Story time



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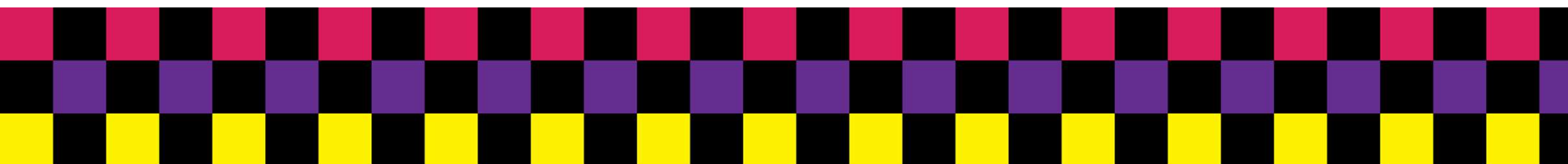
Audience Question: Years of experience in ITAM

1. Not an ITAM professional
2. Less than 12 months - Newbie
3. 12 - 36 months - Learning
4. 3 - 8 years - Growing
5. 8 - 20 years - Guru
6. 20+ years - Rocket Scientist



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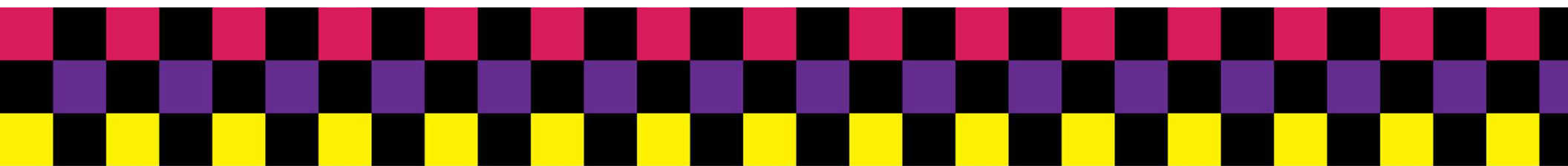
What is ITAM?

Tracking and management of IT assets including hardware and software



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Key ITAM stakeholders

1. IT Operations
2. IT Finance
3. IT Procurement
4. Information Security
5. IT Service Desk

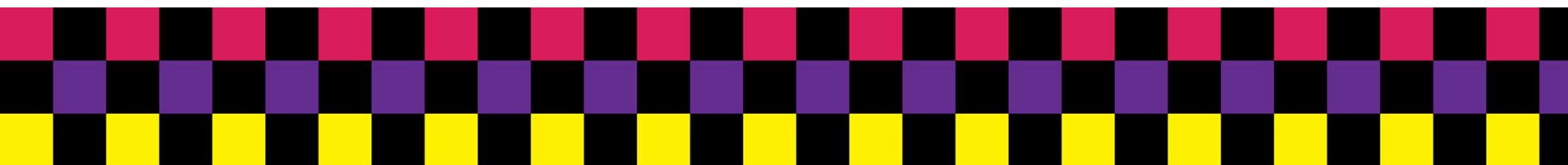
Other stakeholders:

6. Legal
7. Accounting
8. IT Architecture
9. IT Change Management
10. Travel Management



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How can you build robust relationships with them?

Who are they? | What are their goals? | How can ITAM help them in achieving their goals?



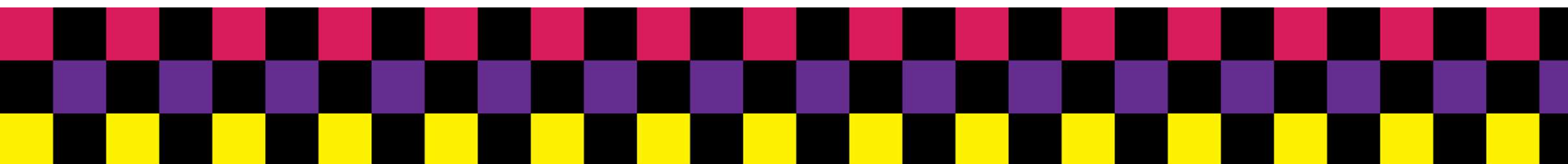
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IT Operations



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IT Operations

1. **Who are they?** Backbone of the IT department. They ensure the business runs smoothly by ensuring system uptime for customer facing applications and underlying systems.
2. **What do they do?** Deploy, manage, and maintain servers, databases, and infrastructure efficiently to ensure operational stability.
3. **How ITAM can help them?**
 1. Track servers and hardware assets
 2. Continuously monitor for license compliance
 3. Provide accurate asset data for maintenance planning
4. **A strong relationship ensures** ITAM goals are integrated seamlessly into the operational workflow, reducing unmonitored hardware and software assets and enhanced asset visibility across desktops and servers.



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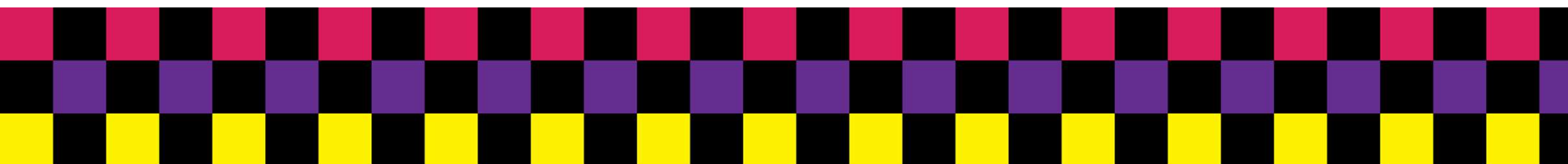


IT Finance



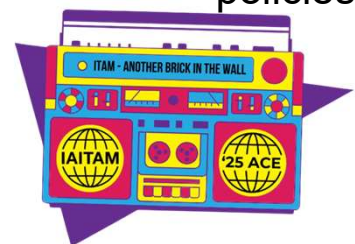
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IT Finance

1. **Who are they?** The financial stewards of the IT department. They manage budgets, allocate funds, and ensure IT investments align with overall financial goals.
2. **What do they do?** Plan, monitor, and control IT spending, including capital and operational expenditures.
3. **How ITAM can help them?**
 1. Deliver accurate asset lifecycle data for budgeting
 2. Optimize license and hardware utilization to control costs
 3. Provide insights for forecasting and financial reporting
4. **A strong relationship here ensures** that ITAM supports Finance with data-driven decisions, helping to maximize ROI, reduce unnecessary costs, and ensure compliance with financial policies.



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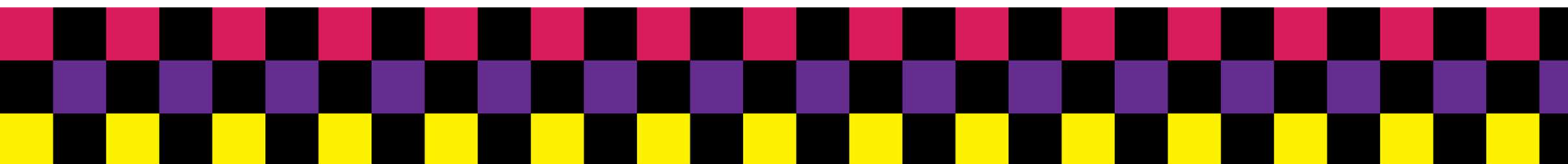


IT Procurement



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IT Procurement

1. **Who are they?** The team responsible for acquiring hardware, software, and services, ensuring the organization gets the right assets at the right price.
2. **What do they do?** Negotiate contracts, manage vendor relationships, and handle procurement processes to meet business and technical requirements.
3. **How ITAM can help them?**
 1. Provide accurate software deployment data to avoid over-purchasing
 2. Ensure license agreements align with actual usage
 3. Support vendor audits with reliable asset records
4. **A strong relationship here ensures** that ITAM and Procurement align procurement strategies with real asset needs, preventing waste and strengthening vendor compliance.



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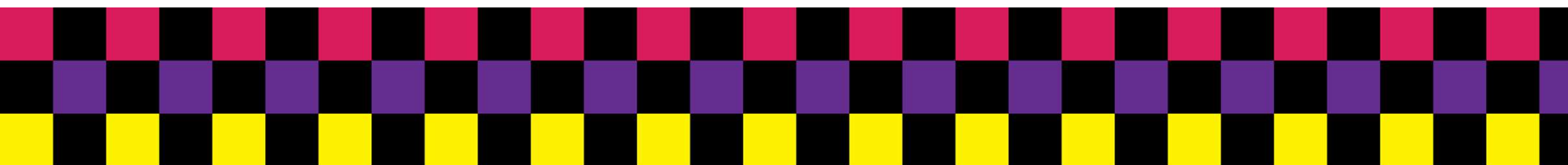


Information Security InfoSec Cyber Security



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Information Security

1. **Who are they?** The guardians of the organization's data and IT infrastructure. They develop policies, monitor threats, and enforce security measures.
2. **What do they do?** Protect against cyber threats, manage compliance, conduct risk assessments, and ensure security controls are in place.
3. **How ITAM can help them?**
 1. Maintain visibility of all IT assets to identify vulnerabilities
 2. Track software versions and patch statuses
 3. Support compliance with security standards and audits
4. **A strong relationship here ensures** that ITAM provides critical asset data, helping Information Security mitigate risks, enforce policies, and maintain a secure IT environment.



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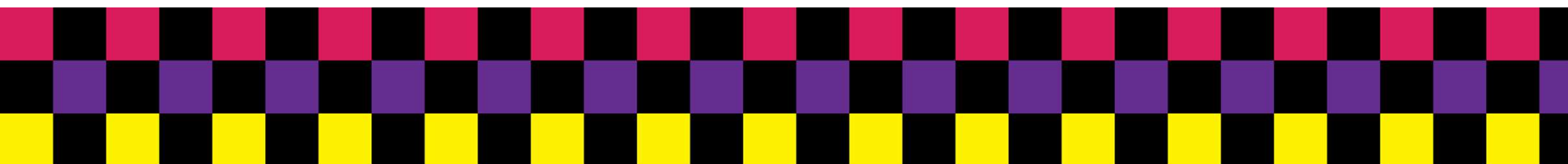


IT Service Desk



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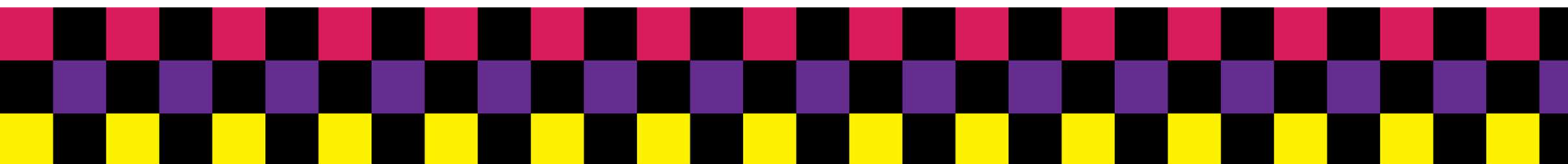
IT Service Desk

1. **Who are they?** The frontline support team for end-users. They handle incidents, service requests, and provide technical assistance to keep employees productive.
2. **What do they do?** Troubleshoot hardware/software issues, manage user access, and ensure quick resolution of IT-related problems.
3. **How ITAM can help them?**
 1. Provide accurate asset inventory to speed up issue resolution
 2. Track asset ownership and history for efficient support
 3. Assist in managing software installations and hardware replacements
4. **A strong relationship here ensures** that the Service Desk has access to up-to-date asset data, improving first-call resolution rates, reducing downtime, and enhancing end-user satisfaction.



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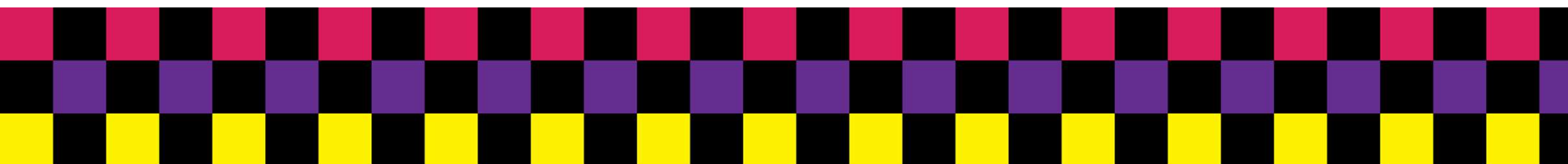
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Before I return to work

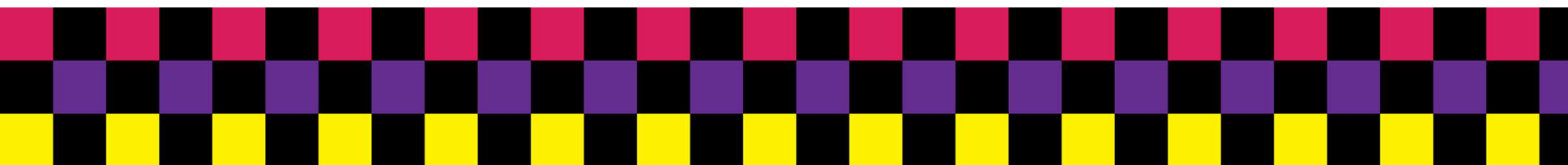
Creating a personal plan:

1. Which department do I need to build bridges with?
2. What is the gap in the current relationship?
3. Who is the key player in this department?
4. How should I break the ice?
5. What do I need from them?
6. How do I frame the email?



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Audience Question

1. How closely do you work with procurement?

- a) Our paths have never crossed
- b) Rarely
- c) Sometimes
- d) Often
- e) Joined at the hip



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Audience Question

2. How often does IT Security reach out to ITAM?

- a) Our paths have never crossed
- b) Rarely
- c) Sometimes
- d) Often
- e) Multiple conversations weekly

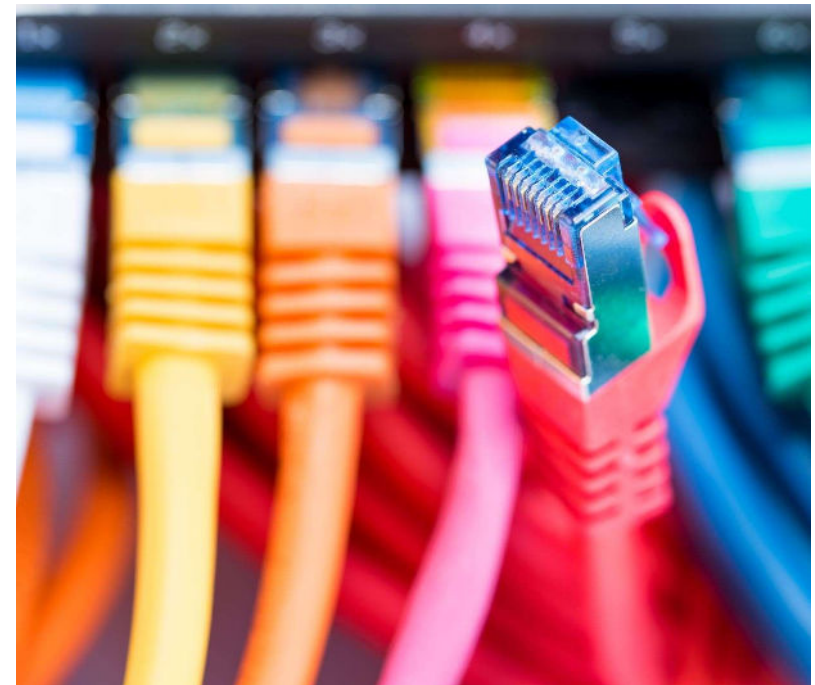


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Audience Question

3. Do you participate in IT Change Advisory meetings?
- a) Never/Rarely
 - b) Sometimes
 - c) Often
 - d) ITAM has a seat on the Change Advisory Board.
ITAM can cancel a project because of
insufficient assessment of license risk



IT Change Advisory Board = IT Change Management



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Audience Question

4. How often do you support IT Architecture?

- a) What is IT Architecture? Who?
- b) Sometimes
- c) Often
- d) They eat out of my lunch box



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Audience Question

5. Is IT Asset Management (or SAM) consulted before a cloud migration?
- a) Yes
 - b) No



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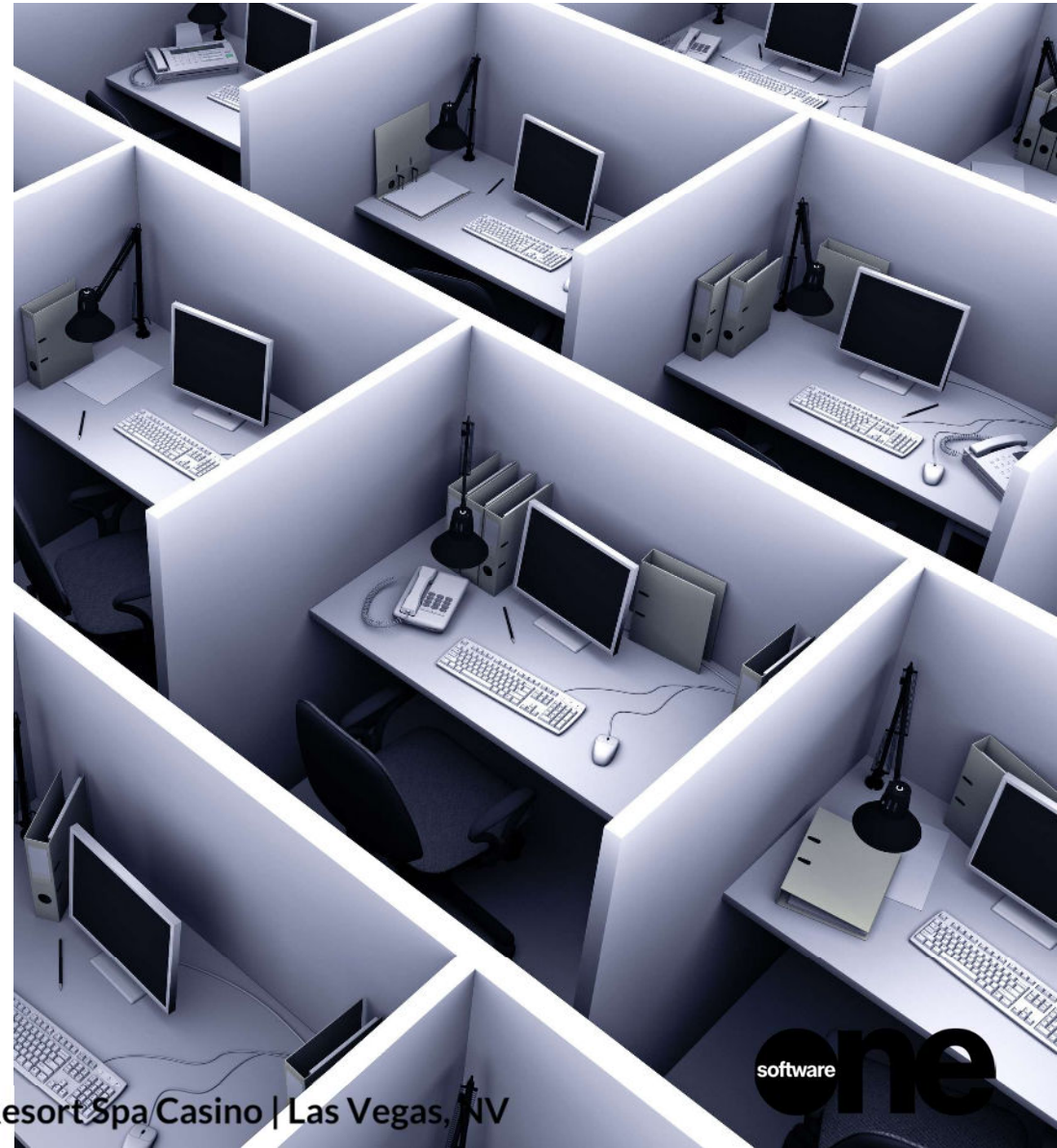
Audience Question

6. Your CIO values ITAM?

- a) No, ITAM is invisible to them
- b) Not sure
- c) Yes, they value ITAM and want to invest more \$



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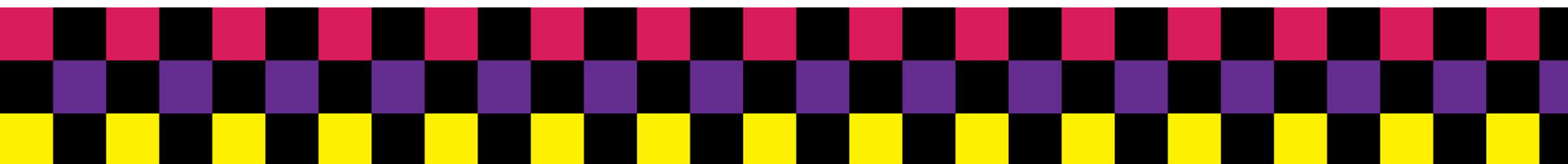
All in One solutions and services

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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Preview

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