

# IAITAM ACE 2025

ITAM - Another Brick In The Wall

## Fantastic IT Relationships - The secret sauce to great ITAM

Aamer Trambu  
aamer.trambu@softwareone.com  
Principal ITAM Consultant, SoftwareOne



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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  
700+ Experts | 60+ Countries



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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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
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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>  Check for updates



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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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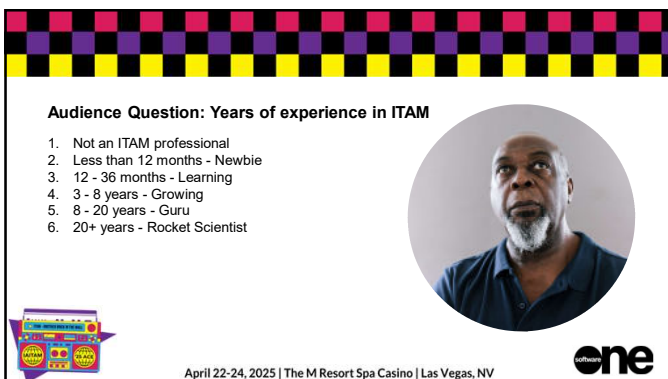
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**What is ITAM?**

Tracking and management of IT assets including hardware and software

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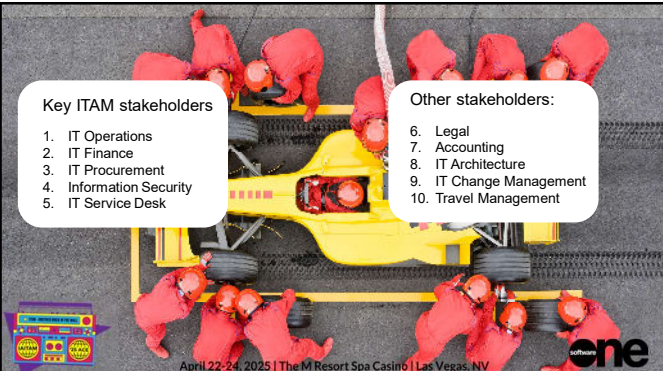
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**Key ITAM stakeholders**

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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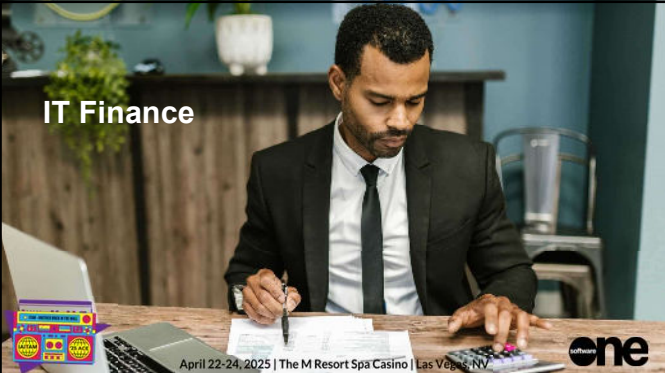
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### IT Finance

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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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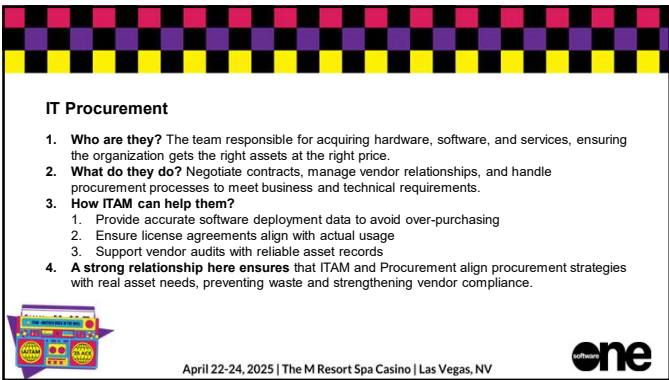
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**Audience Question**


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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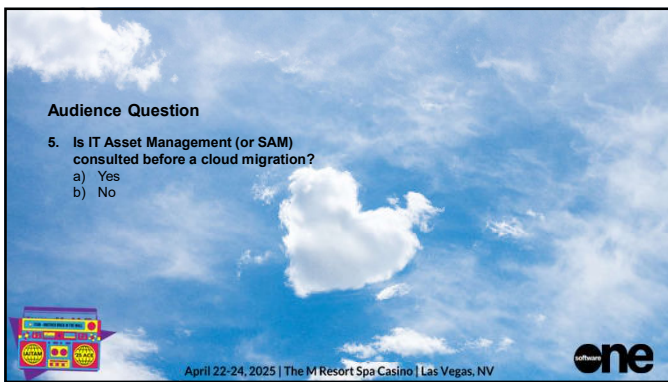
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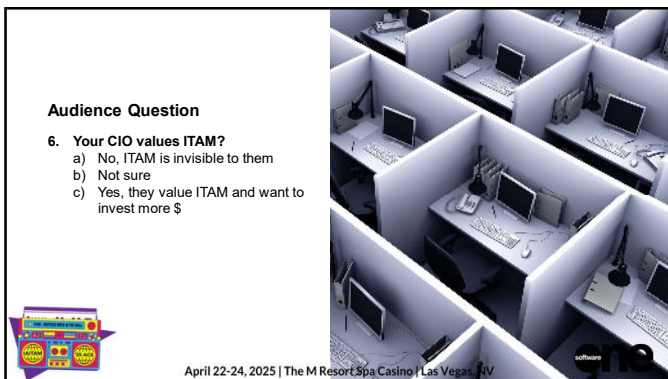
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**All in One solutions and services**

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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**Fantastic IT Relationships**  
**- The secret sauce to great ITAM**

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