SESSION PREVIEW WHITE PAPER

ITAM AND ITSM
EXPLORE THE DIFFERENCES AND CONNECTIVITY
POINTS OF ITAM AND ITSM

ITAM AND ITSM:
COMPETITIVE OR COMPLEMENTARY?

Is ITAM part of ITSM or is ITSM part of ITAM? Which one is more important? Who owns the CMDB? Unfortunately in many organizations there is confusion about the relationship between ITAM and ITSM. Often this confusion results in a perceived competition between ITAM and ITSM.

Competition between ITAM and ITSM hurts the perception of both areas by executives. Executives are not enamored with technology for the sake of technology. Information Technology is viewed by executives as a tool to accomplish their three major objectives:

- Invest the capital of the organization in activities which increase its value
- Mitigate risks to the organization
- Position the organization for the future

ITAM and ITSM must work together to demonstrate that IT is helping the executives accomplish these objectives and prove that IT:

- Is running a stable and well performing operation that enables all parts of the organization to achieve their objectives
- Is spending the organization's capital wisely and maximizing the return investment from the IT spend
- Is identifying and mitigating the underlying risks from using information technology
- Can demonstrate the feasibility of implementing new technology
- Can demonstrate the business benefit of implementing new technology

ROLES

EXECUTIVE MANAGMENT

Business Benefit | Technical Risk | Technical Futures | Spend Stewardship | Business Risk | Business Future
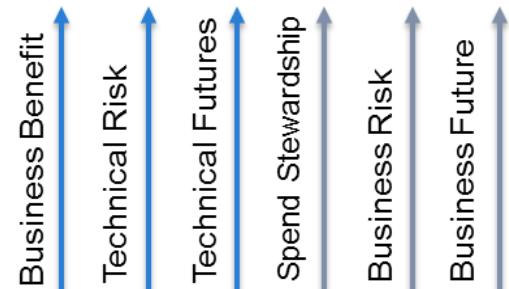
ITSM | ITAM

IT

ITSM ANSWERS THE QUESTION "CAN WE DO IT?"
ITAM ANSWERS THE QUESTION "SHOULD WE DO IT?"

THE CMDB BATTLE

The conflict between ITAM and ITSM shows up most clearly in ownership of the Configuration Management Data Base (CMDB). In most organizations the technical people own the CMDB. That makes sense in today's environment because CMDBs are very configuration centric. They are designed by technical people for use by technical people and are essential to running a stable and well performing operation. However they typically do not handle the business data that ITAM needs to demonstrate IT spend stewardship and business risk mitigation.

The CMDB focuses on very detailed technical information for the assets currently in use and it does not handle the asset information generated during acquisition and disposition .

| ACQUISITION | IN USE | DISPOSITION |

ITSM

ITAM

THE ANSWER

Because of the artificial bias that all IT asset data must reside in the CMDB, many organizations degrade the IT business data to make it fit into a technically oriented CMDB. As a result IT's ability to demonstrate business benefit to executives is hindered.

BUSINESS DATA:
FINANCIAL
CONTRACTUAL
ACQUISITION
DISPOSITION

ASSET

CONFIGURATION
MANAGEMENT
DATABASE

Today's best practice is to maintain a business data repository and a technical data repository that are tied together by common asset identified which enables joint reporting.
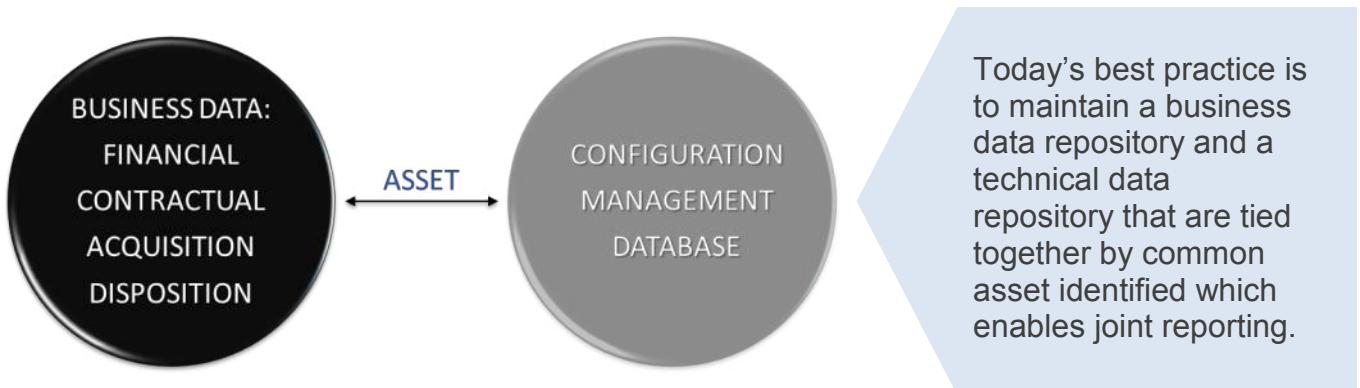
Robust business and operational data benefits both ITAM and ITSM by demonstrating to executives the overall value of IT.

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2018

SCHEDULE OF EVENTS

8:30a-9:00a Networking with Refreshments
9:00a-9:30a Opening
9:30a-1:30p One continuous session covering ITAM and IT Security, ITAM Program, ITAM and Cloud Computing, Software Audits, ITAM and ITSM and What is an IT Asset?
1:30p-2:30p Lunch
2:30p-3:30p Birds of a Feather Interactive Session, Closing

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18 APRIL

STOCKHOLM
20 APRIL

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TOPICS

ITAM and IT Security
You Cannot Secure What You Don't Know You Have!

ITAM Program
What is the Most Effective ITAM Program for My Organization?

ITAM and Cloud Computing
Why Do We Need to Manage That?

Software Audits
Managing Audits as a Standard Business Practice

ITAM and ITSM
Translating the Value of Both in Your Organization

What is an IT Asset?
Explore the Ever-Changing Landscape of IT and How ITAM Can Keep Up

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