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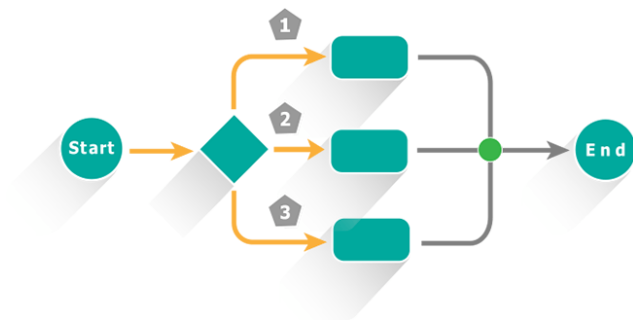
Customer stories of how ITAM enables Digital Transformation

What you will and won't hear today

What is "Digital Transformation?"

Coursera -- the process of integrating *digital technologies* in an organization to deliver better value to customers.

Salesforce -- the process of using *digital technologies* to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements

IBM -- takes a customer-driven, *digital-first* approach to all aspects of a business, from its business models to customer experiences to processes and operations

More Definitions

Digital Technologies – hardware and software, automation

Digital First – Use technology as the solution

Customer – The consumer of the good/service. Not necessarily external!

It's YOUR turn!

- Can you think of some examples of Digital Transformation at your company?
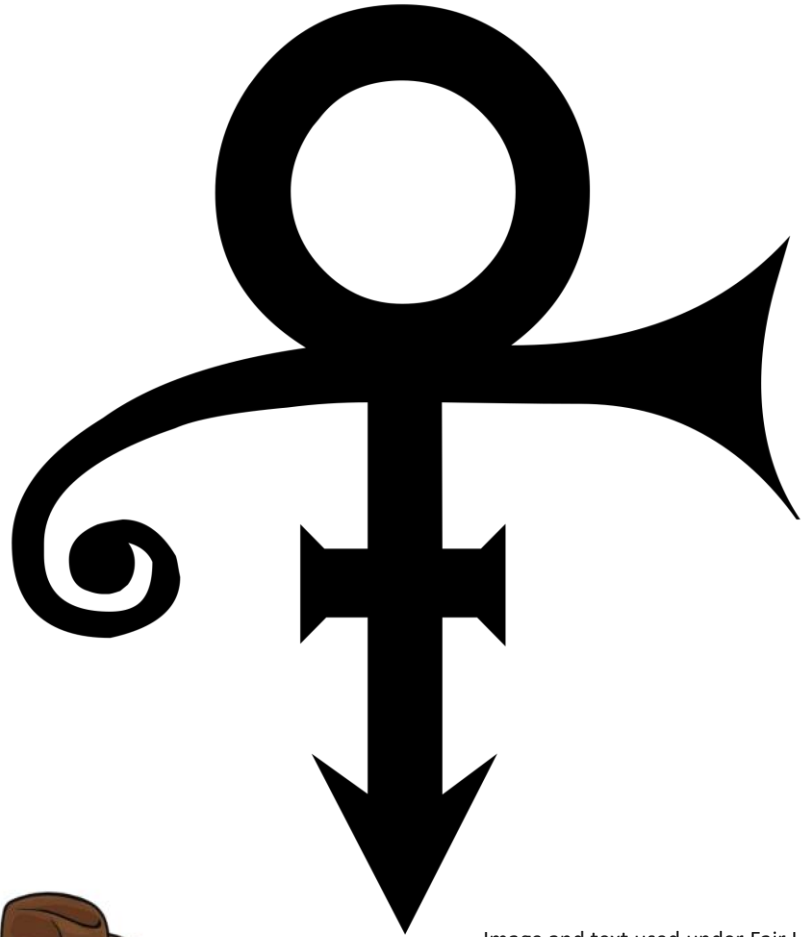   - I'll go first… Laptop Refresh process at ServiceNow

So how does that work, exactly?

Dig if you will, the picture, you are now engaged in a kiss...

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Engage

Definition:

To keep fixed, or concentrated

Synonyms:

Absorb, Enthrall, Grip, Engross, Immerse

Stories of people who have *engaged*

Health Sciences

Situation:

- Executive staff initiated and funded ESG program to align with investor and customer wishes, and SEC guidelines.
- **Engaged** IT to see how they could help

Solution:

- Product Carbon Footprint
  - Reduce overall
- Re-examined asset disposal
  - Recycle
  - Donate
  - Resell

Tech Manufacturing

Situation:
- Security detected a significant issue
- IT didn't know where the computer was or who owned it
- Unable to coordinate response

Solution:
- Created formal HAM program
- **Engaged** ITAM and SecOps
- Create coordinated, rapid response

Retail (First Use Case)

Situation:

- Rapidly scale location count
- Hundreds of assets per location
- Inventory challenges
- Supply chain challenges

Solution:

- **Engaged** Asset team on strategic planning committee
- Automated proactive equipment ordering, stocking, stock transfers to support initiative

Retail (Second Use Case)

Situation:

- Business was losing money
- Millions of dollars in location support
- Little-to-no understanding of what was in each location

Solution:

- Operations **Engaged** the business to roll out HAM program
- Inventoried and tagged every store asset
- Appropriate Field Service inventory
- Enabled Self-service

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Manufacturer

Situation:
- High turnover
- Inability to recruit fast enough
- Couldn't attract young talent
- High cost to hire, train, retain

Solution:
- HR **engaged** IT to integrate workflow
- Consumer grade experience
- Options
- Seamless

Telco

Situation:

- Required very rapid 5G upgrades to stay competitive
- Inability to scale to meet demand
- Reliance on third-party labor

Solution:

- **Engaged** Asset team
- Planned purchases, supply chain visibility
- Enabled third-parties
- Streamlined project

Cloud Services Provider

Situation:
- Rapid build out of worldwide datacenters to meet customer demand
- Complex projects
- Thousands of assets

Solution:
- Exec team **Engaged** Operations
- Planned purchases, supply chain visibility
- Enabled third-parties
- Streamlined project

Okay, so now what?

Key Takeaways

1. Every organization is looking to improve through Digital Transformation
2. IT Assets are the very building blocks of Digital Transformation
3. In order for Digital Transformation to be successful, IT Asset Managers (i.e. YOU!) must be ENGAGED

How can I help my organization *next week*?

1. Identify the Digital Transformation projects at your organization
   - Start with your organizational leadership
   - Take an executive to breakfast
   - Read the CEO letter to shareholders
2. Engage the leaders of those projects
   - Understand the goal
   - Understand the measurement(s)
3. Develop an Asset strategy to support the project and present it

Thank you!