

# IAITAM ACE

**KICKIN'** ASSETS  
SINCE 2002

## ITAM in an Economic Downturn

*Is your 2023 roadmap built for cost optimization?*

Tim Jesser

Senior Director of Product Marketing, ITAM & FinOps Leader

Snow Software



**NASHVILLE, TN**  
**MAY 9TH - 11TH**



# About Me



\$250M  
implementations taught  
me how vast IT can be



Embrace shadow IT? What?



Working at Snow as  
we enter the End User Era



**We are in the  
middle of a storm...**



# The World Through the Eyes of **OUR SENIOR LEADERS**

Gartner  
halves  
2023 IT  
spending  
growth



**Forbes**

Microsoft and Amazon to layoff  
a total of 28,000 employees – Why  
we are seeing some of the highest  
layoffs in tech history

For the first time in a long  
time, CFOs can say  
no to some  
tech spending



**REUTERS**

Tech giants feel pain  
as cloud spending cuts  
suggest slowdown

## TECH SPEND WENT UP 16% DURING THE PANDEMIC



Digital interactions went from

**36% ▶ 58%**

in under 12 months during Covid

Cost focused  
Pre-Covid

**48%**

During Covid

**10%**

Now cost  
is back to  
being an  
issue



**IAITAM ACE  
KICKIN' ASSETS  
SINCE 2002**

IAITAM.org | ACE 2023 | Nashville TN

snow 



# In Economic Downturns, CIOs Have Three Priorities

## IT Asset Management



Improve  
Operational  
Efficiencies



Keep Org  
Secure &  
Compliant



Speed Up  
Development



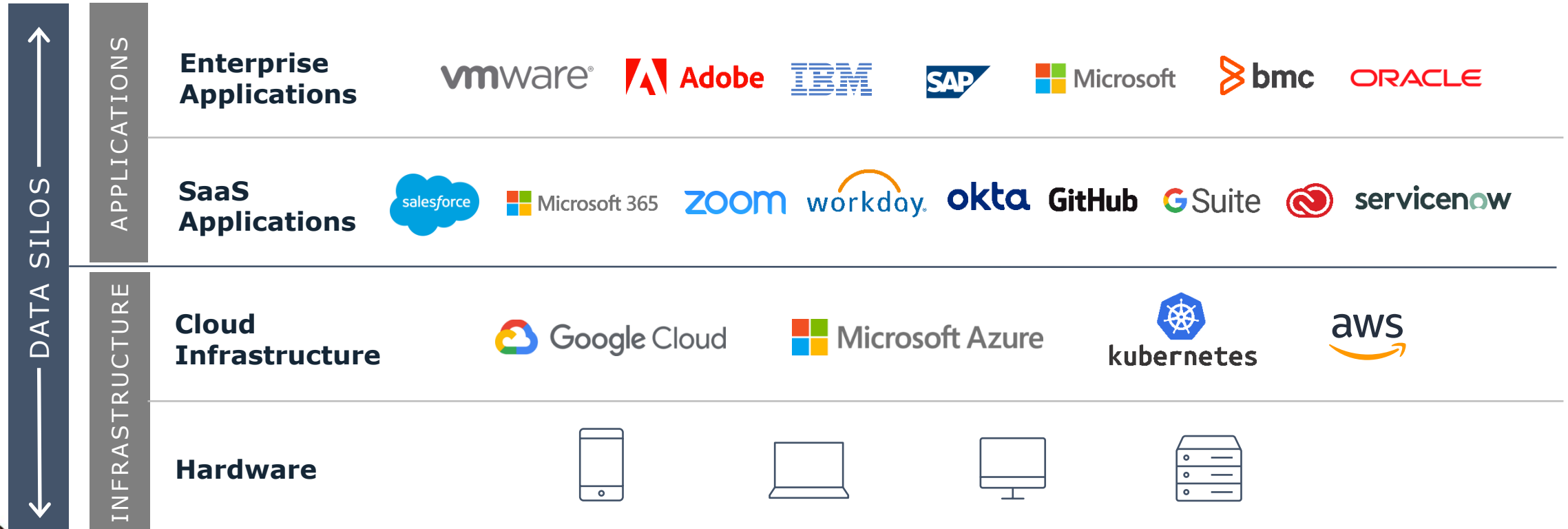
Property of Snow Software. All rights reserved.

IAITAM.org | ACE 2023 | Nashville TN

snow\*

# Compared to 2008, IT Environments Are Now More Complex Leaving CIOs Without Visibility

Complexity, spreadsheets, data silos, politics, and dirty data are barriers to cost optimization, security and compliance efforts



Property of Snow Software. All rights reserved.

# How Can ITAM and FinOps Teams Support IT During this Economic Storm?

Take a number, own it, and act on it with urgency



Cost **savings recommendations** driven by usage not price

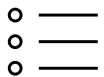
*Vendors are not budging on unit price as much*



Get a clear **actionable roadmap** for savings and expand your remit



Prepare for **vendor negotiations**



Automate the **common tasks**

Vendor	Spend		Date
Adobe	\$400	\$200	6/23
Microsoft	\$800	\$600	9/23
Oracle	\$600	\$400	10/23
Salesforce	\$900	\$800	12/23



Subscription	Dept	Spend	Recommendation
Prod US	Production	\$57,304	Savings plan
Support Global	Support	\$1,943	Rightsize

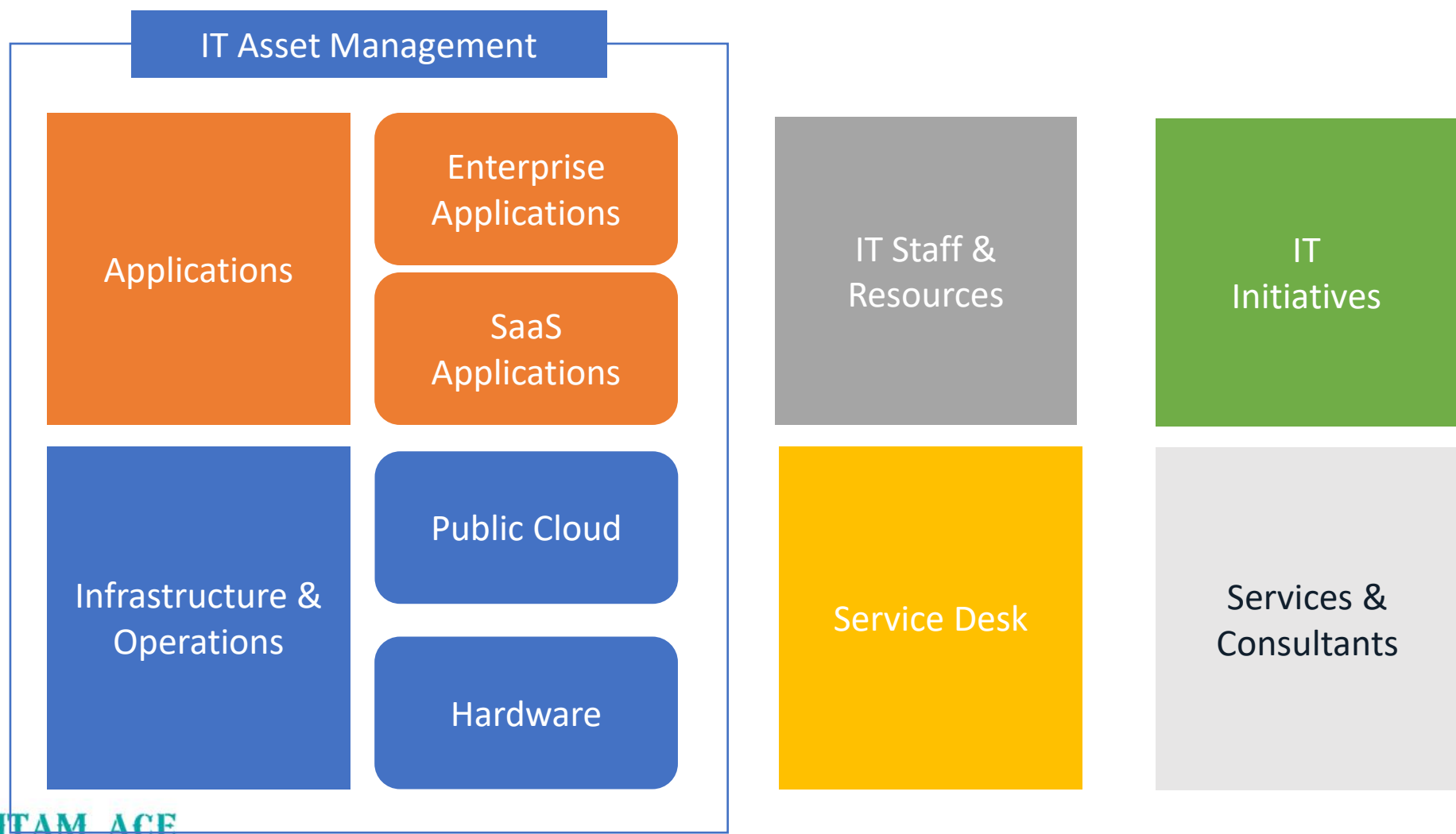


Property of Snow Software. All rights reserved.

IAITAM.org | ACE 2023 | Nashville TN

snow\*

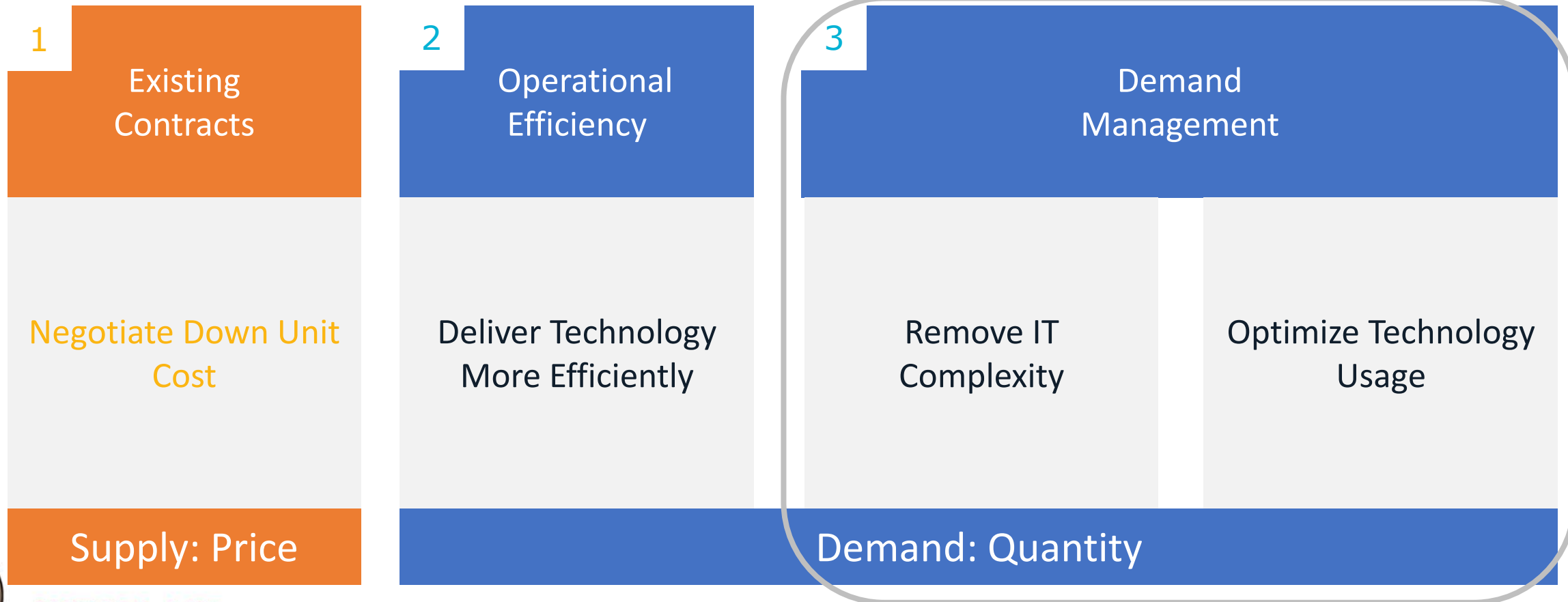
# Areas IT Leaders Can Target for Rapid Savings





# Identify Savings by Looking at Supply and Demand

Follow this 3-step process. However, in FY23 managing down demand, or usage, will likely be the best way to generate savings for your organization



# What is your starting point?

New Program

Mature Program

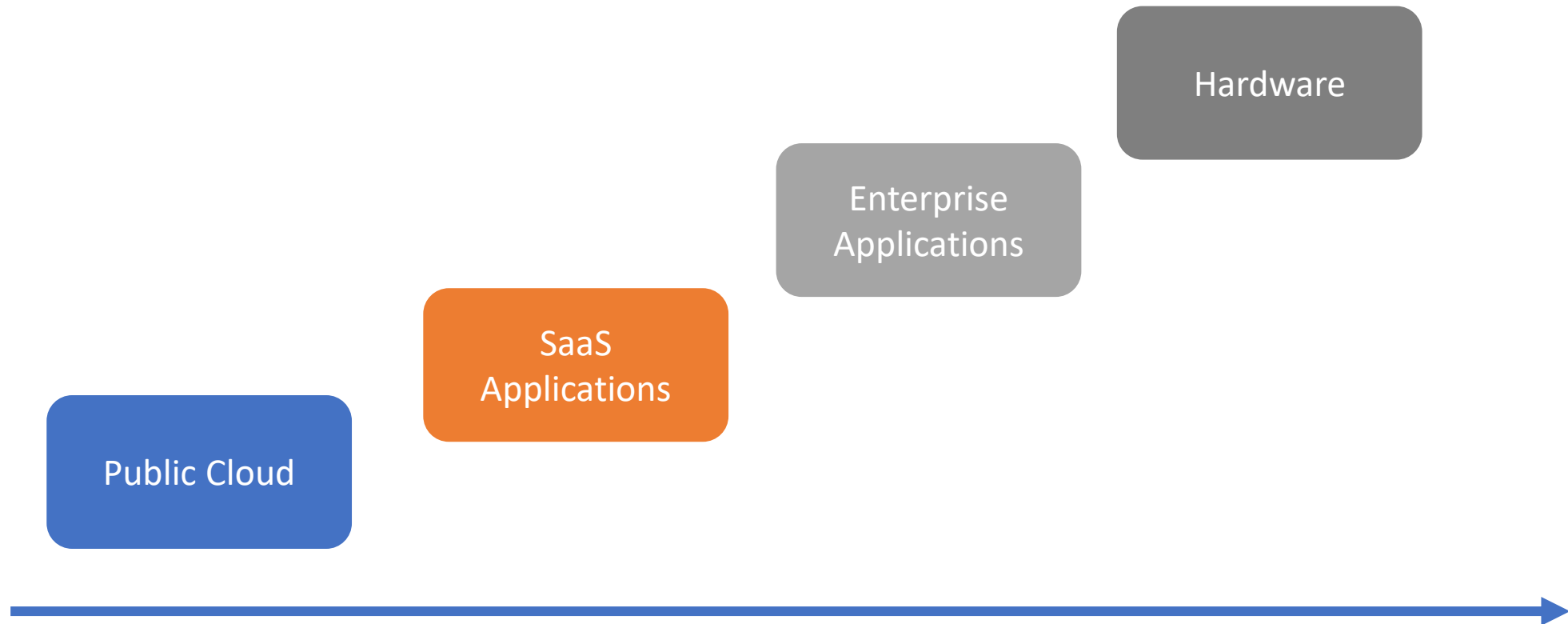


“Combined, our enhanced SAM project has delivered cost savings and avoidance that total more than **\$34 million**. We used Snow to help rationalize and validate our licenses with multiple vendors, including Prometheus GWOS, K2, OMADA, Autodesk, AirWatch, OpenText, Oracle, Acquire Sentinel, Cloudera, VMware, and many more.”



# Mature ITAM Programs Finding Savings in Cloud

Due to pay-as-you-go pricing models in both public cloud and SaaS, IT Asset Managers are finding large savings by expanding their programs to include these areas



Property of Snow Software. All rights reserved.

IAITAM.org | ACE 2023 | Nashville TN

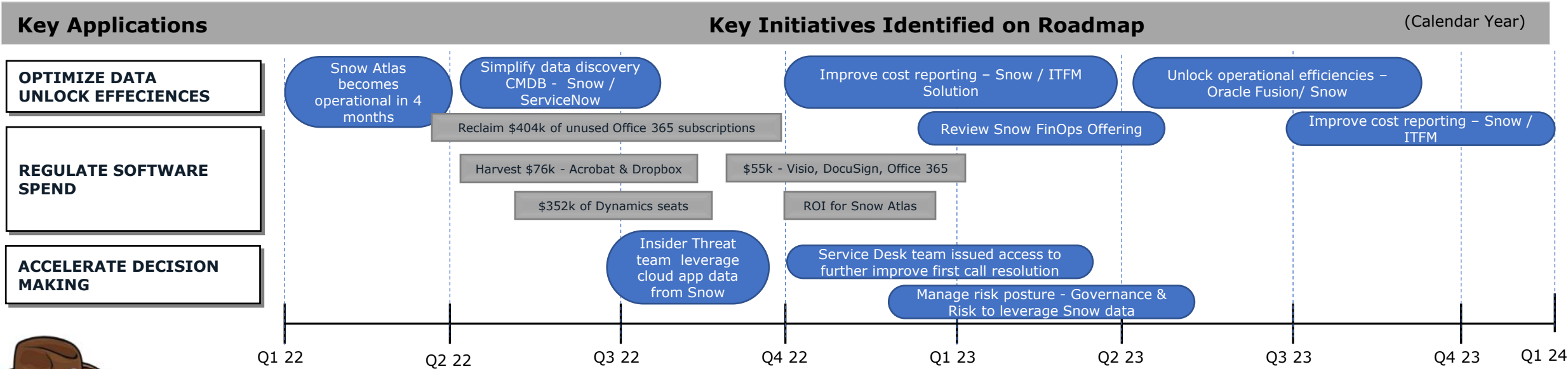
snow 



# Example Customer Roadmap

## Strategic Goals

- Avoid unnecessary spend
- Remove duplication where multiple silo agreements exist
- Create one pane of glass for entitlements and cost



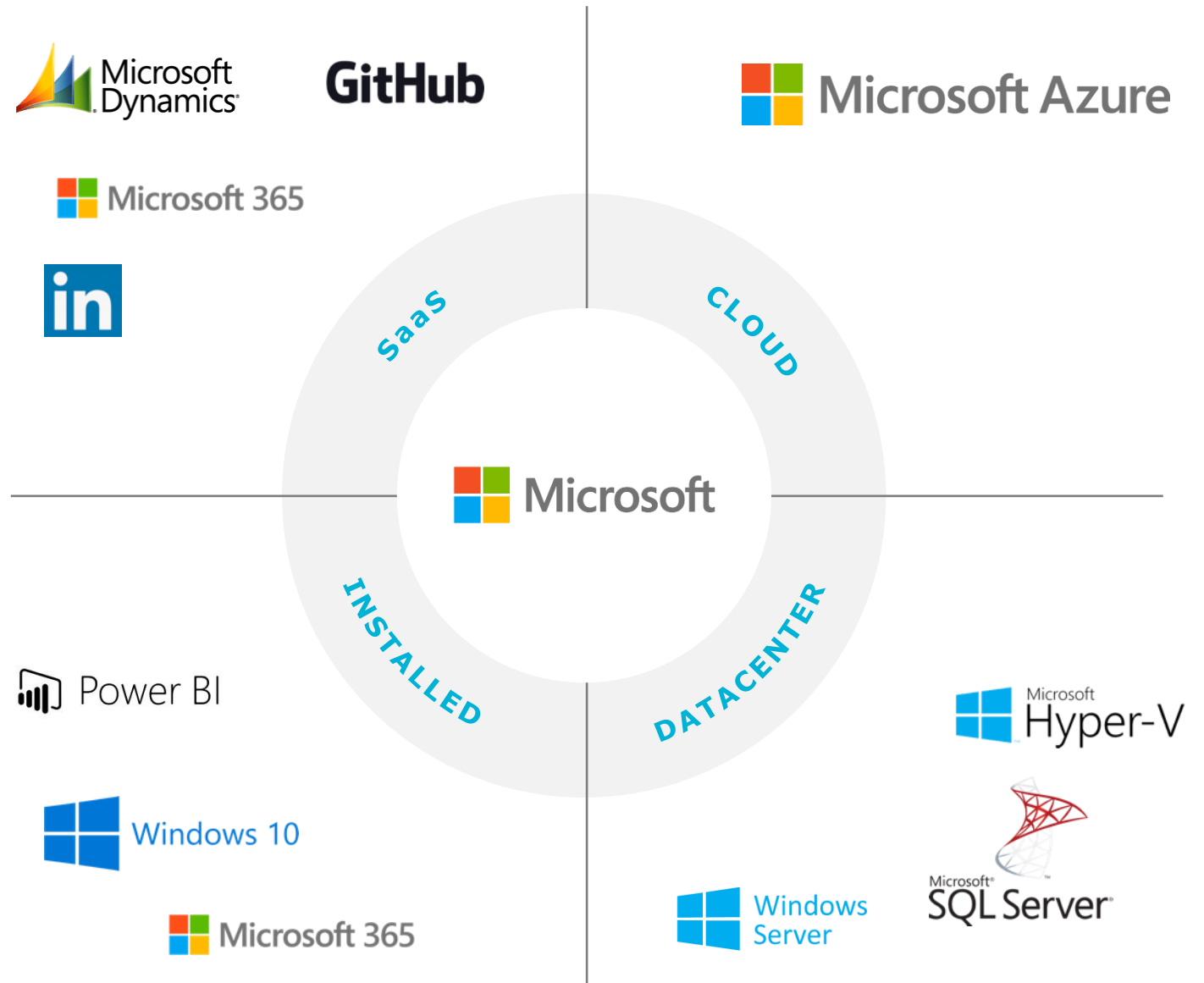
Property of Snow Software. All rights reserved.



# Manage Total Microsoft Spend

Requires additional levels of visibility

- Understand usage of all technologies
- Leverage data to negotiate the most value
- Obtain baselines for intelligent migrations to the cloud





# Application Rationalization

## Cost, Security and Productivity Implications

### Video Conferencing



zoom

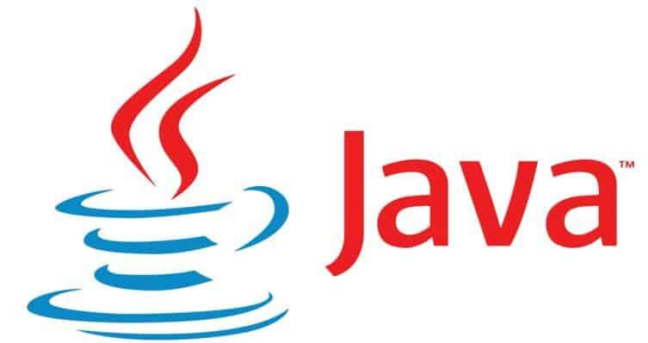


### File Sharing



### Project Management





Oracle released a new pricing metric effective January 23<sup>rd</sup> for Oracle SE – changing the metric from processor or Named User Plus (NUP) to ‘employees’.

Example Impact (10k employees, 100 servers, 3k desktops)	
<b>Legacy Licensing Rule:</b>  Servers: $100 \times \$23.75 \times 12 \text{ months} = \$28,500$ Desktops: $3000 \times \$1.75 \times 12 \text{ months} = \$63,000$  <b>= \$91,500 per year</b>	<b>Oracle Java SE Universal Subscription:</b>  Total employees (10,000) $\times \$8.25 \times 12 \text{ months}$  <b>= \$990,000 per year</b>





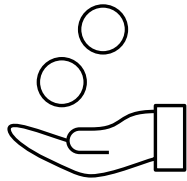
# Data Center Licensing is Complicated

Oracle instance moves to (hard partitioned) VM on a server with a higher core factor	VM now consumes 4 Processor licenses instead of 2 2 X \$47500 4 X \$47500	Identified risk = \$95000
Management Packs Enabled	Diagnostics Pack \$7500 X 2 Processors Tuning Pack \$5000 X 2 Processors	Savings = \$25000
Database Options Not Used	Real Application Testing \$11500 X 2	Savings = \$23000



# Build Your ITAM Roadmap with Snow

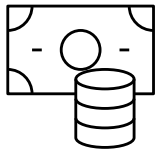
Supporting customers to identify and capture savings in 2023



Build a joint plan  
focused on  
**2023** savings



**ROADMAP**  
to achieve  
their savings  
objectives



Snow partners with customers to find the best ways  
to save their organizations money fast



IAITAM.org | ACE 2023 | Nashville TN



# Snow Unlocks the Value of Technology Data to Enable Actionable-Decision Making Across the IT Estate



## Maximize Value of Software & Cloud Spend

Reduce Wasted Technology Spend

Inform BUs Where to Invest More/Less

Negotiate Better Contracts Terms



## Mitigate Risk & Strengthen Security

Compliance & Audit Defense

Asset Discovery & Inventory

Accelerate M&A Integrations



## Increase Collaboration & Efficiency

Deliver Software & Services Faster

Higher ROI from ServiceNow & BMC

Automate Manual IT Processes

Across These Technologies



Laptops  
Desktops  
Servers  
Mobile  
Virtualized  
SaaS  
Containers  
Cloud





# IAITAM ACE

**KICKIN'** ASSETS  
SINCE 2002

## Thank You

Contact Snow Software

[snowsoftware.com](https://snowsoftware.com)



NASHVILLE, TN  
MAY 9TH - 11TH