

IAITAM ACE

KICKIN' ASSETS
SINCE 2002

The Times They Are A-Changin'

ITAM Must Evolve to Dynamically
Manage Cloud Resources

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NASHVILLE, TN
MAY 9TH - 11TH

The Times They Are A-Changin'

*Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone
If your time to you is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'*

-Bob Dylan



ITAM Teams Must Respond to Changing Times

If you aren't investing in integrating your ITAM with FinOps or Cyber Security you better start swimmin'

If today's modern Enterprise is going to have a chance at evolving ITAM to keep pace with hybrid multi-cloud reality it needs capabilities that bring together seemingly distinct disciplines:

- 1) Hardware Asset Management
- 2) Software Asset Management
- 3) Cyber Asset Attack Surface Management (CAASM) / Asset Risk Insight
- 4) Cloud Cost Management

Technology Spend
Management

If you think the cloud providers' tools are good enough just wait...



ITAM – The Old and the New

1. Hardware Asset Management

- a. Lifecycle management of physical devices (computers, servers, network equipment, etc.)
- b. Must link with hardware Install/Move/Add/Change/Disposition (IMACD) activities.

2. Software Asset Management

- a. Lifecycle management of software applications (installed, virtualized, hosted, etc.)
- b. Must link with software Install/Move/Add/Change/Disposition (IMACD) and upgrade activities.

3. Cyber Asset Attack Surface Management (CAASM) / Asset Risk Insight (ARI)

- a. Emerging area focused on providing visibility into cyber assets, focusing on outdated components, misconfigurations, and their vulnerabilities
- b. CAASM vs. Asset Risk Insight (ARI)

4. Cloud Cost Management / FinOps

- a. Emerging discipline for providing cloud financial management
- b. Focus is cultural and collaboration



ITAM Keeping Pace with Evolution

Ancient History

Microcomputers
Mainframe
Manual inventory tracking
Custom spreadsheets



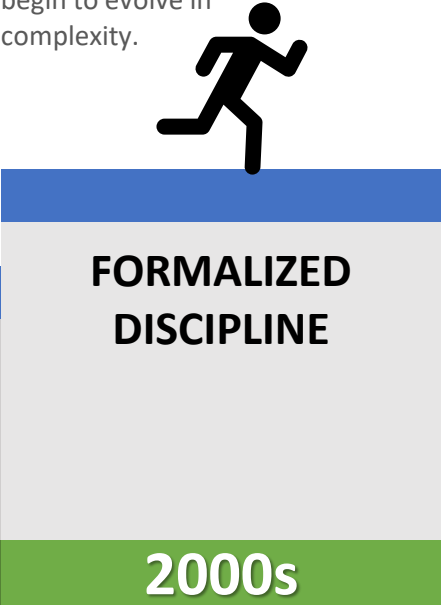
The Good Ole Days

Personal Computers
Local Area Networks (LAN)
Custom databases and initial asset tracking products available.



We're Pretty Smart

Client Server Environments
Enterprise Domains
HAM, SAM, and ITAM become formalized disciplines.
Asset management tools begin to evolve in complexity.



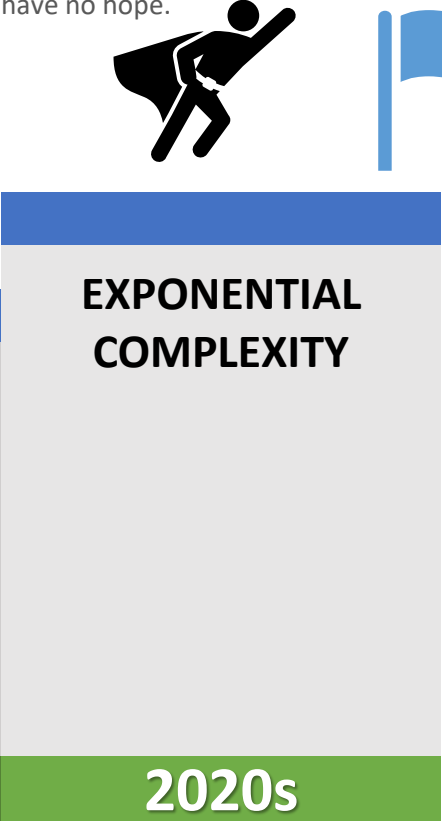
Wow, This is complicated

Virtualization
Birth of the Cloud
Internet of Things
Mobile
ITAM tools evolve to reconcile purchased vs. inventory & utilization.



Buckle Up!

Cloud, Multi-Cloud, and Hybrid Cloud
Birth of FinOps
AI & ML*
ITAM teams that are not multidisciplinary and engaged with tech trends have no hope.



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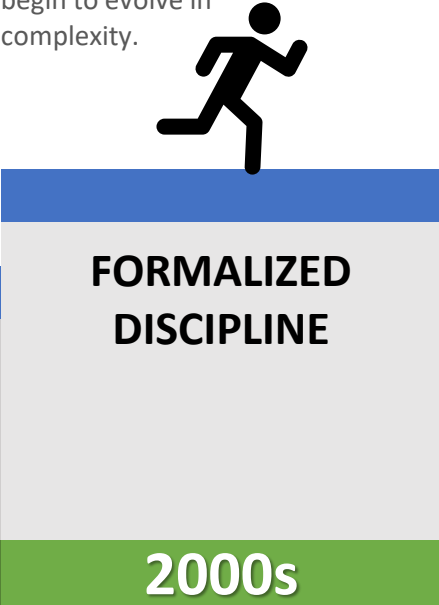
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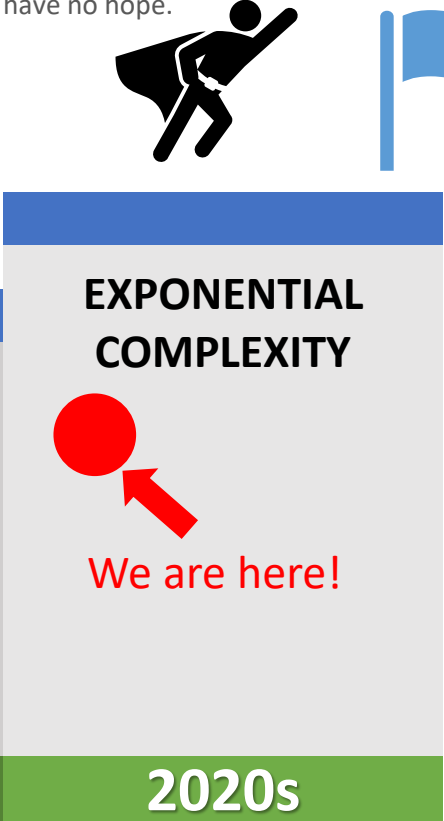
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We are here!



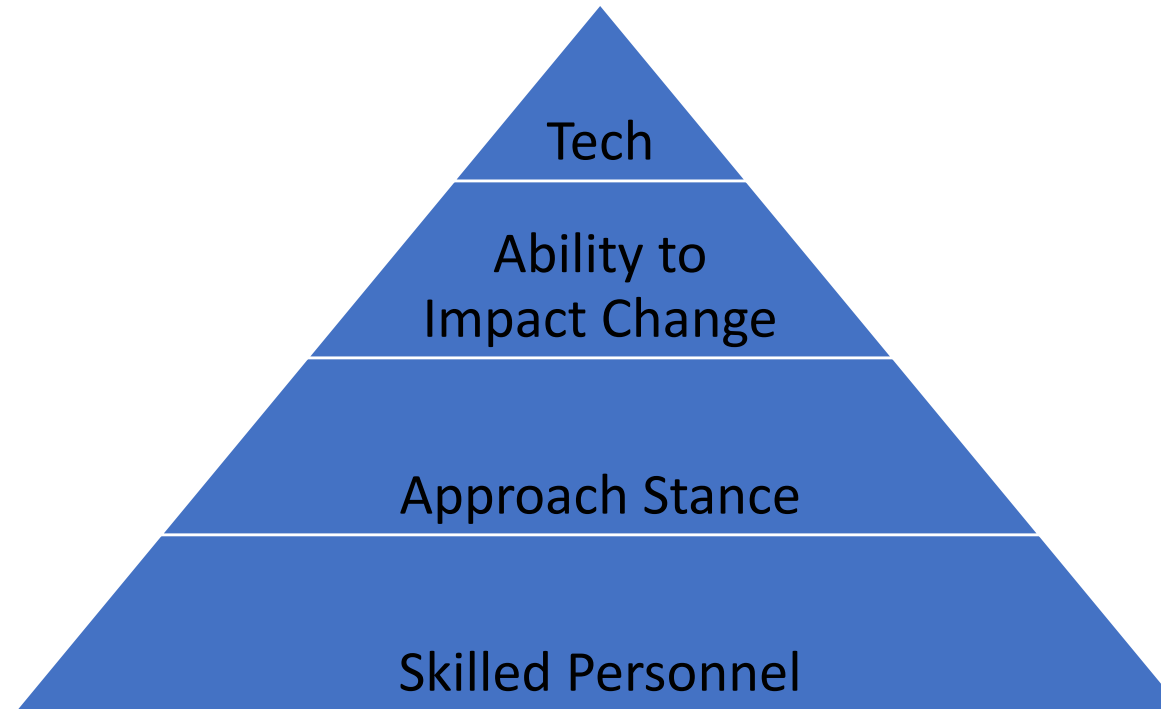
Barriers to Successfully Responding to Changing Times

1. Skilled Personnel
 - Home Grown Teams and Knowledge
 - Inability to build a multi-disciplined team
 - Staffing churn
2. ITAM Approach Stance
 - Reactive ITAM is never going to realize the RTOI of Proactive ITAM
 - Metal Detector vs. Investment Banker
3. Ability to Impact Real Change
 - Even if you are able to get the right people and data together and you are proactively looking at your investments it doesn't mean anything if decision makers don't listen or take action.
4. Technology
 - Your ITAM tools must have the ability to do complex SAM + FinOps



Common Theme:
Successful ITAM requires “Connective Fabric” with the rest of your Enterprise. These barriers all contribute to a lessening of that “ITAM Connective Fabric”.

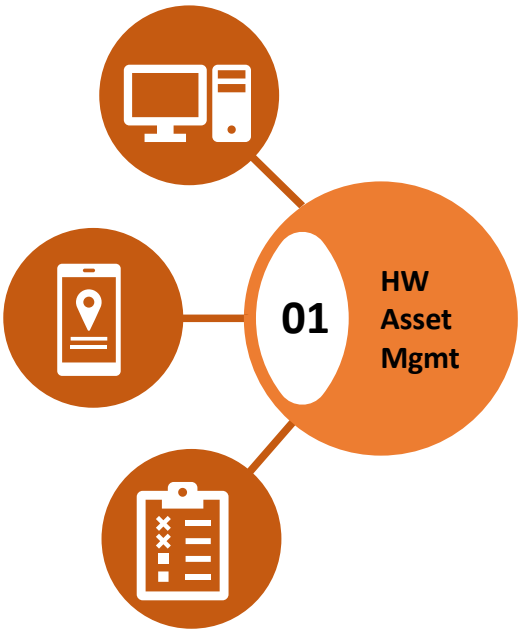
Barriers to Successfully Responding to Changing Times



ITAM Connective Fabric

Coverage

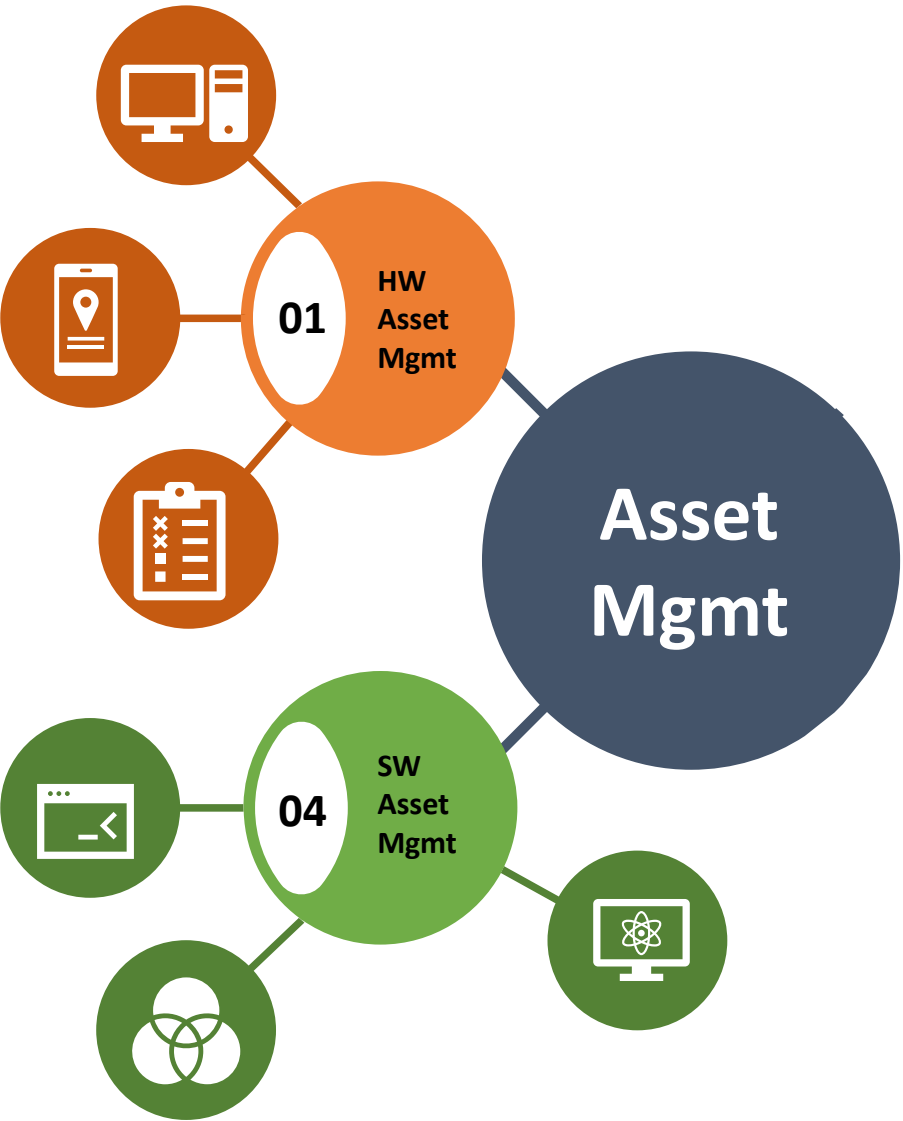
Asset Coverage
Asset Status
How Recent is the Data?
Has the asset moved?
Who owns the asset?
Who uses the asset?



ITAM Connective Fabric

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Complexity

What is installed?
Is anything installed?
Who has access?
Who has used it?



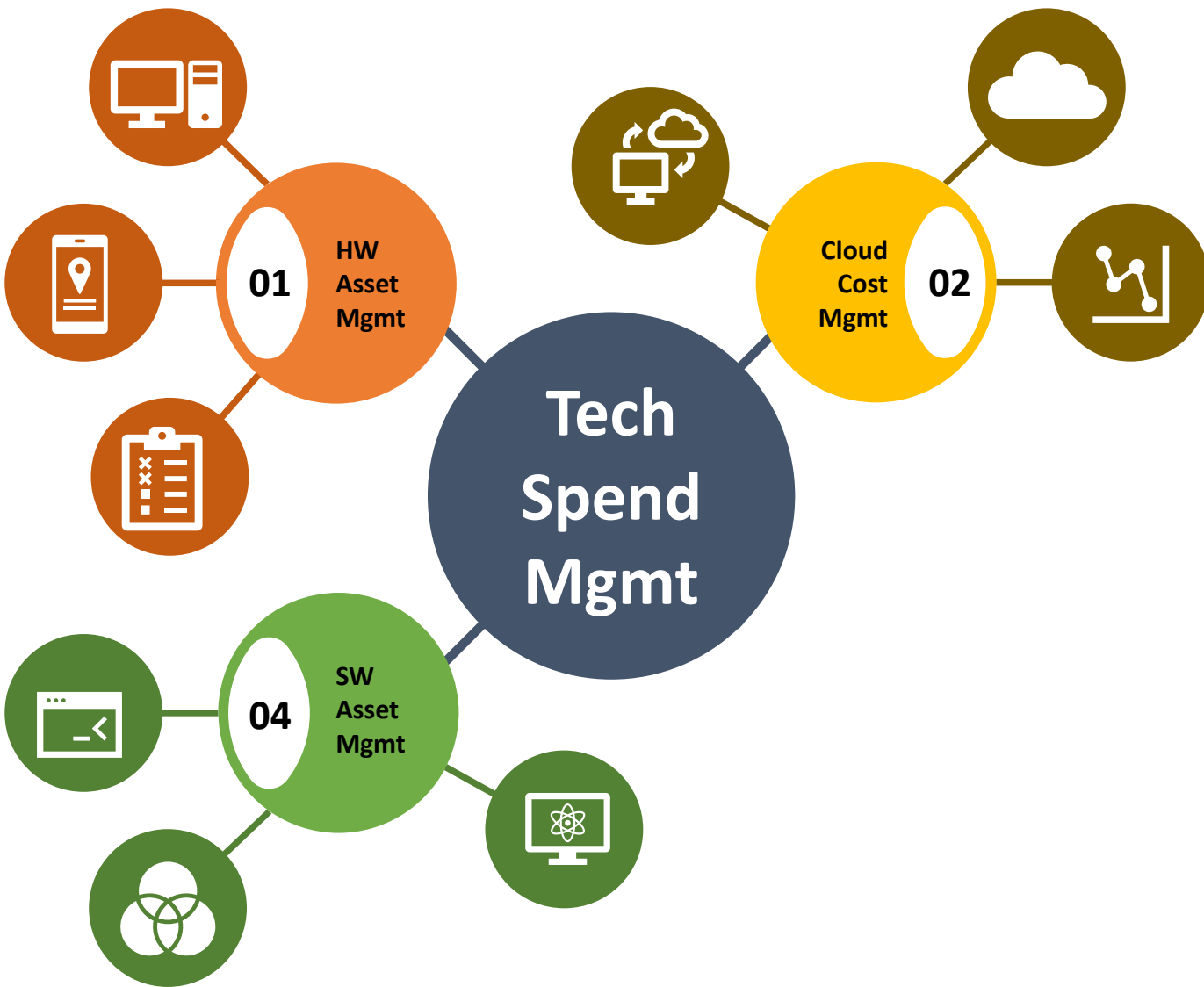
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Ephemeral

What services are being leveraged?
Are we using these services efficiently?
Who is using these services?
Where is it most efficient to run this workload?



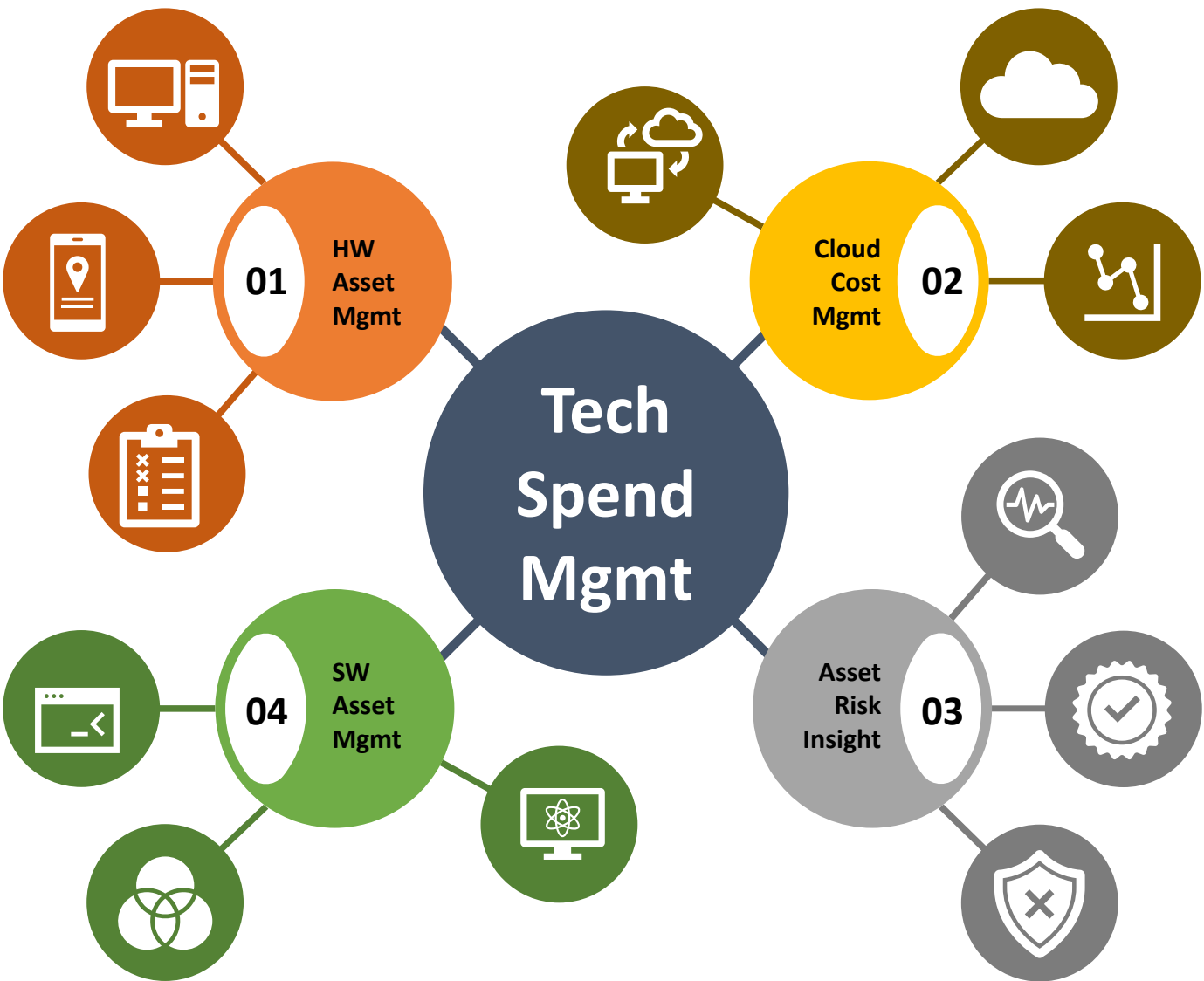
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Ephemeral

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Security

What is out there?
Is it patched and secured?
Is it authorized?
Is it approved?
Does it have Technical Debt?
How exposed is the asset?
Can I "Contact Trace" the asset?



Establishing ITAM Connective Fabric

Successfully establishing an ITAM connective fabric between the different disciplines involved requires

1. Robust & Reliable Data

- a. Reliable data builds trust between the different disciplines
- b. Routine data curation and data quality exercises
- c. Data accessibility and usability

2. Contextualized Data

- a. The data has to speak the language the engineers speak, cyber speaks, and business speaks.
- b. Cost Centers, Security Packages, Org Structure
- c. Macro and Micro – How granular does it need to be?

3. Integrated Process

- a. ITAM processes, cyber processes, and business processes have to be connected.



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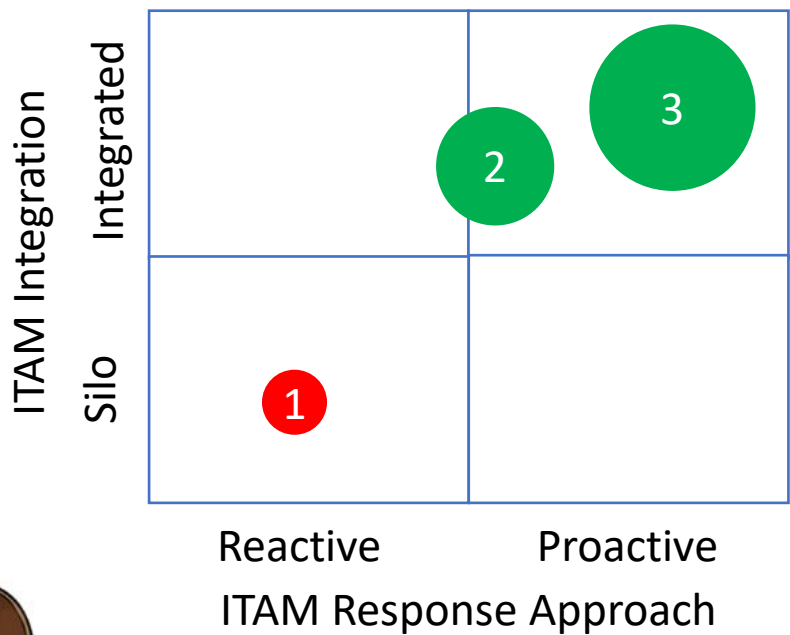
Data Convergence + Process Convergence

Case Studies – Silo'd vs. Integrated ITAM

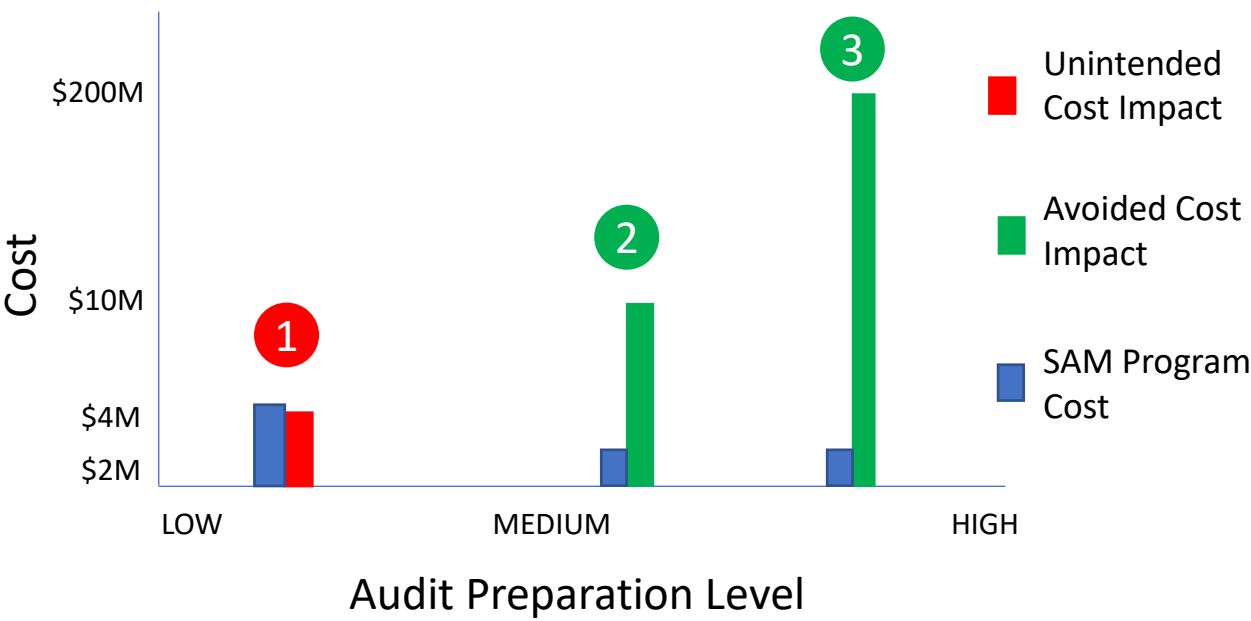
The “Connective Fabric” brings together the people that know how to track and plan tech spend together with the Engineers, Architects, and Cyber Security team is what enables sustained spend management and RTOI.

- Case Study 1
- Case Study 2
- Case Study 3

Audit Preparation Quadrant Rating



Audit Preparation Rating vs. Cost Impacts



Wrap Up

1. Because technology is never going to stop changing ITAM must continue to evolve.
 - A. ITAM evolution must include cross discipline integration:
 - a. Hardware Asset Management
 - b. Software Asset Management
 - c. Cyber Security
 - d. Cloud Spend Mgmt
2. ITAM Professionals must be aware of Barriers to Evolving their ITAM practices
 - a. Personnel
 - b. establish a connective fabric
3. ITAM Connective Fabric is critical to establishing actual Tech Spend Management
 - a. Data Convergence
 - b. Process Convergence



Survey & Feedback

Our goal is to learn and grow our knowledge on where ITAM is heading.

If you have time, please help us out by answering the following survey:

<https://forms.office.com/r/gv5dDZ2v66>



Time for Discussion

*The line, it is drawn, the curse, it is cast
The slow one now will later be fast
As the present now will later be past
The order is rapidly fading
And the first one now will later be last
For the times, they are a-changin'*



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