HAHTAM ACE

SINCE 2002

Expand your Vision, Expand your Career!

Walter Darrough,
Director Customer Success
Flexera



NASHVILLE, TN MAY 9TH - 11TH

• BLUF – Bottom line up front:

- Today ITAM professionals need clear visibility into their entire IT estate to identify areas of need and to confidently act. This includes areas such as SaaS, Subscriptions, Cloud environments and FinOps.
- The next generation ITAM professional will embrace these new areas, if not they will find another career path.



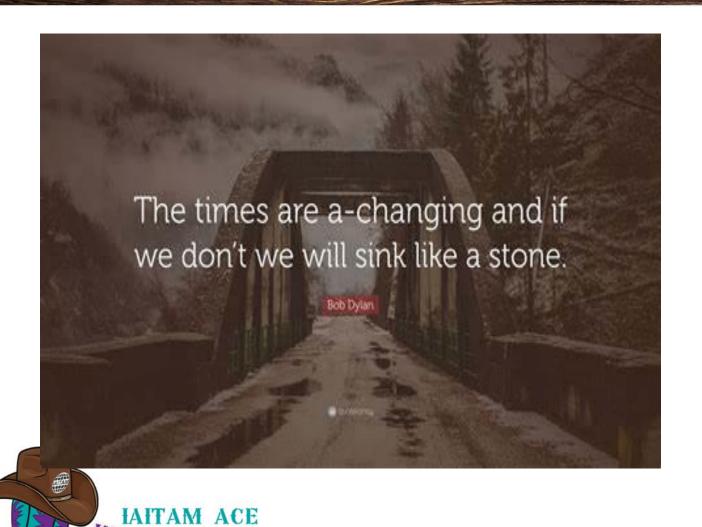
Topics for Discussion today

- The Times They Are A-Changing? New role of ITAM professional.
- Why is full visibility important?
- Impact of SaaS!
- Impact of Clod!
- Why should I care about FinOps?
- Questions / Answers / Prizes

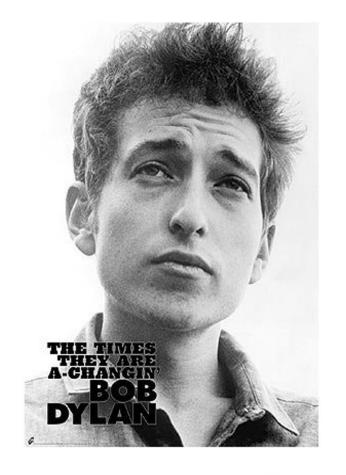




The Times They Are A-changing



KICKIN'ASSETS











New Focus of ITAM Professional

Managing software entitlements and consumption is crucial as costs escalate due to poor governance and oversight. Software asset managers being solely responsible for this is outdated. IT leaders responsible for software asset management must put governance at the role's center to remain relevant.

Source: Garner, March 2023





New Focus of ITAM Professional

Reposition the role of the software asset managers from administering software licenses and producing standard reporting to one that is focused on enabling business objectives and increasing the strategic value the organization obtains from software investments.

Transform the role of software asset managers from daily execution to strategic oversight of SAM activities by retiring the software asset manager title and creating a software governance program with federated accountability across the organization for software usage.

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Source: Garner, March 2023

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SAM at the Core of a Network of Supporters SAM Managed Services Providers FinOps/ Cloud Procurement Center of Excellence Head of IT Infrastructure CIO/CTO and Operations **SAM Teams** CISO CFO/Finance (ii) Governance **Process** Tools **People** Data IT Asset Analyst/ Vendor Management Administrator Enterprise Architect Legal Audit **Business Unit** Committee Owners Source: Gartner

Gartner



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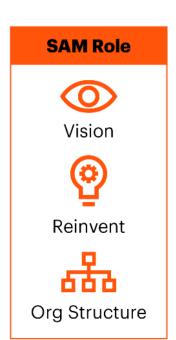
New Role of ITAM Professional

SAM Role Transformation



Current

- Focused on managing
- Tools to compensate skills gaps
- · Siloed specialist function





Future

- Focused on value
- MSPs to augment skills
- Connected strategic program

Source: Gartner 786425_C



Gartner



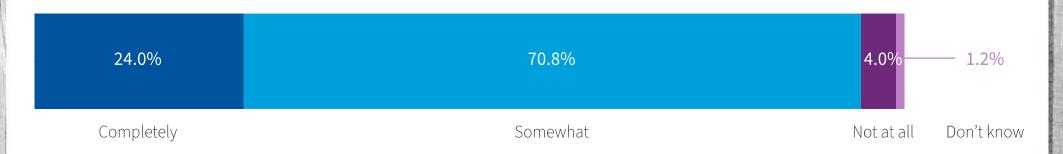
Why is Full Visibility Important?





Less than 25% of organizations have complete visibility into IT assets

Q: Does your organization have accurate visibility into your IT assets and their impact on business outcomes?





Source: Flexera 2021 State of IT Visibility Report





...and siloed data and tools make it even more of a challenge







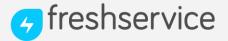
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"It's a challenge to get a single view of what you have in your environment—on-prem, SaaS and cloud—so you can build a roadmap from where you are to where you want to be."

- IT executive







Technology insights are foundational for every IT decision

Build a reliable foundation with quality data





For every IT asset, all your stakeholders need to know:

DESKTOP • DATA CENTER/BYOL • SAAS • CONTAINER • CLOUD

WHAT DO WE HAVE?

DISCOVERY AND ENRICHMENT















workday











HOW ARE WE USING IT?

CONTEXTUALIZATION

- Business services
- Organization structures
- Location
- Rule-based allocations
- Budgets

AND SECURE IT?

GOVERNANCE

- Vulnerabilities
- License compliance
- Audit readiness
- Lifecycle management
- Proactive governance

ARE WE MAXIMIZING THE VALUE OF IT?

OPTIMIZATION

- **Use rights**
- Subscriptions
- Service usage
- Reclamation
- Rightsizing
- Cost optimization
- Business Value Realization



Impact of SaaS on the Program





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A Pain in the SaaS

Keys to Managing SaaS Applications:

Treat SaaS applications as another asset class:

- Procured differently Lack of visibility
- Tracked through lifecycle differently
- Leaves the organization differently

Executive Buy-in

- Governance across Business Units Required (Purchasing, Usage, EOL)
- **Security Partnership**
- Block unapproved SaaS Applications





Impact of Cloud on the Program



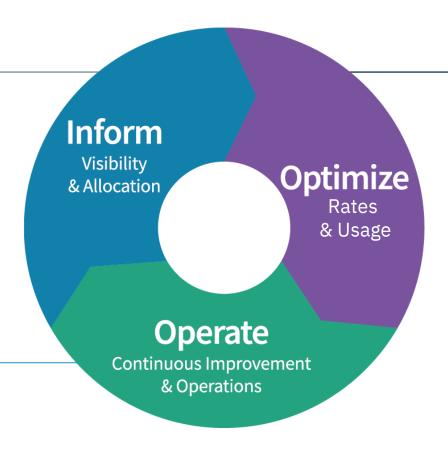




ITAM in The Cloud

- Obtain visibility into license usage and entitlements for the cloud
- Include virtual machine, container and PaaS services

- Understanding ever-changing licensing landscape
- Continuous evaluation
- Automation (i.e., apply BYOL)



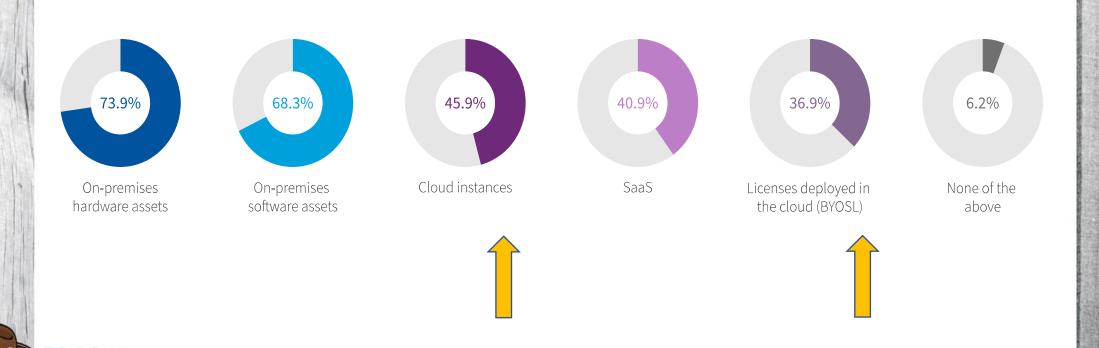
- Leverage BYOL to reduce cloud infrastructure cost
- Connect instance lifecycle state with compliance calculation
- Manage risk of compliance based on cloud inventory





ITAM professionals recognize they are behind ...

Q: Do you feel you have accurate visibility into the following environments?



Source: Flexera 2021 State of IT Visibility Report



Why should I care about FinOps?



Cloud FinOps

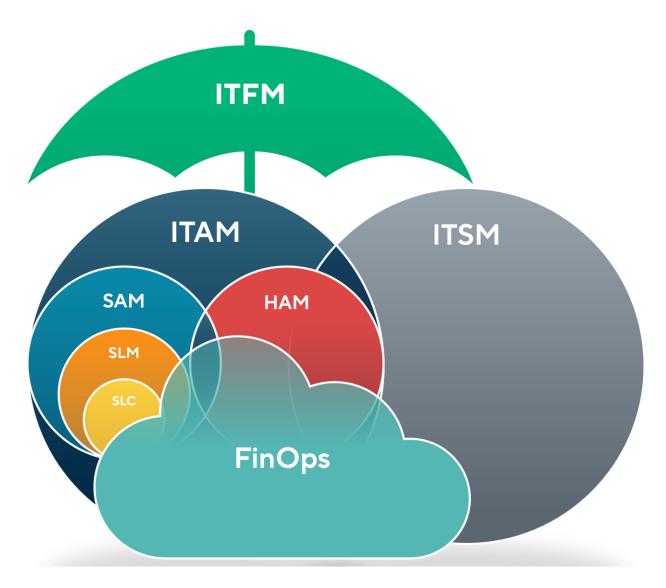








ITAM, FinOps, ITFM and ITSM

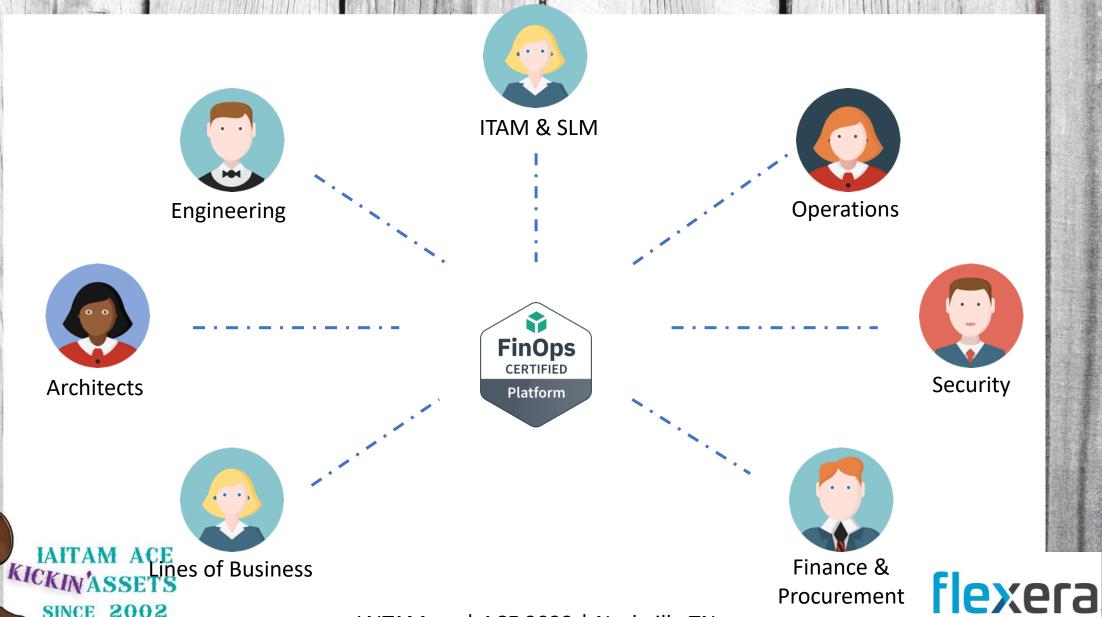






FinOps Stakeholders

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ITAM (IT Asset Management) Defined

ITAM:

A business practice that involves **managing and optimizing** the purchase, deployment, maintenance, utilization, and disposal of IT Assets within an organization.

ITAM Program

People, Processes, Technology

ISO/IEC 19770-1

Know & Control Your IT Assets:

- Mitigate Risks
- Improve IT Operations

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Provider-Specific Spend

Oracle, IBM, SAP, Microsoft, SFDC, etc.

Optimize Asset Consumption & Spend:

- Optimize Costs
- Mitigate Financial & Legal Risks



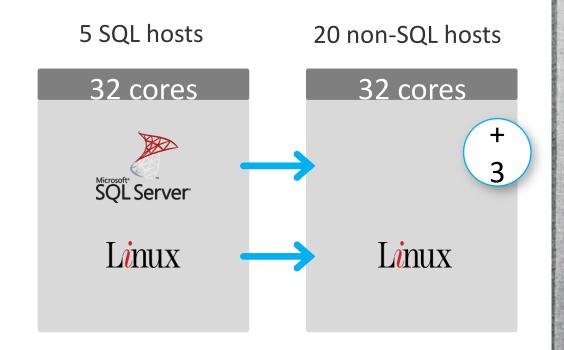
Load Balancing

Load balancing VMs without ITAM license data creates unbudgeted incremental license cost

- 25 ESX hosts
- Need to load-balance cluster for performance and/or cost
- FinOps tool moves some SQL VMs to three unlicensed ESX hosts
- An additional three hosts must now be licensed for SQL Enterprise at a cost of \$380K

(32 cores * 3 hosts * \$3950)

VMware cluster







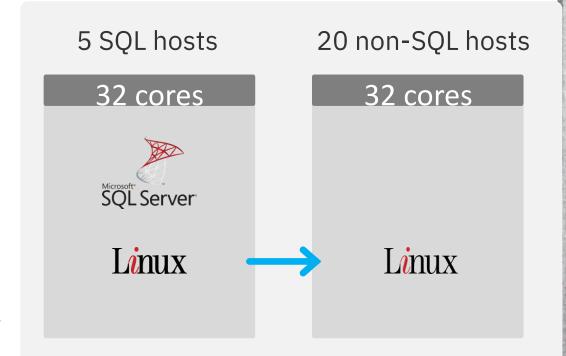
Load Balancing

Load balancing a cluster with ITAM license data prevents incremental license cost

- 25 ESX hosts
- Need to load-balance cluster for performance and/or cost
- ITAM knows which Hosts are not licensed for SQL Server Enterprise and passes this information to FinOps tool
- Only Linux VMs moved, load balanced without any addition SQL licensing costs

ITAM license data

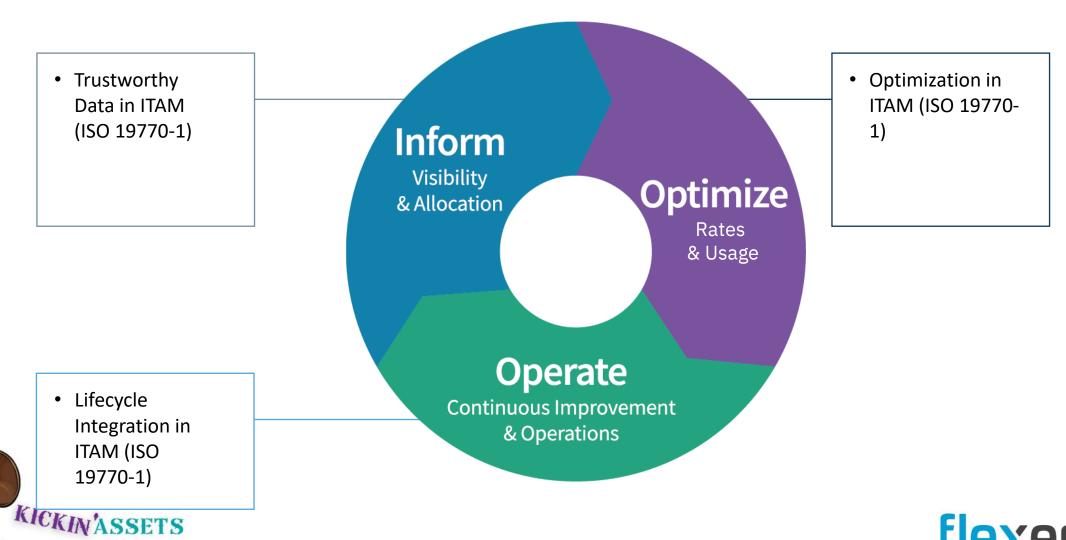
VMware cluster







FinOps & ITAM Share Similar 3-Phase Approach





FinOps & ITAM Share Similar Principles

FinOps	ITAM
Teams need to collaborate	Teams need to collaborate
Everyone takes ownership for their cloud usage	Everyone takes ownership for their <u>IT Asset</u> usage
A centralized team drives FinOps	A centralized team drives <u>ITAM</u>
Reports should be accessible and timely	Reports should be accessible and timely
Decisions are driven by business value of cloud	Decisions are driven by business value of <u>IT Assets</u>
Take advantage of the variable cost model of the cloud	Take advantage of the variable cost model of IT Assets (where it exists)





Next steps—ITAM practitioner

Inform

Do I know what's running in cloud/ containers? Do I understand the licensing models available for my on-prem agreements and cloud contracts? (e.g., software assurance/license mobility)

Optimize

How do we make best use of our existing entitlements and ensure compliance?

Operate

How do I do this at scale? How do I do this in near time? How do I measure and report on success?





Wally's Rodeo

- 1. Who wrote the song "The Times They Are A Changing"?
- 2. Name 1 Key Stakeholder for SAM.
- 3. Name one thing your stakeholder should know about every asset?
- 4. Name one reason FinOps should be important to you.















Thanks for attending!

Walter Darrough wdarrough@flexera.com

Stay on top of ITAM topics, <u>SAM Best Practice Hub</u>

The 2023 State of Cloud Report is available at: https://info.flexera.com/CM-REPORT-State-of-the-Cloud.





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