

# IAITAM ACE

**KICKIN'** ASSETS  
SINCE 2002

ITAM matters more than ever in today's  
market environment

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# Disclaimer

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# Let's

# talk.

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- 1 | Demands of an ITAM team
- 2 | ITAM drives business outcomes
- 3 | Maturing ITAM capabilities
- 4 | Business outcomes elevate you
- 5 | Continue the conversation



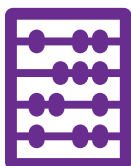


# ITAM's perceived role in an organization

IT Asset Management (ITAM) specialists are often considered tactical and reactionary, tasked with:



Fire-drill style audit defense



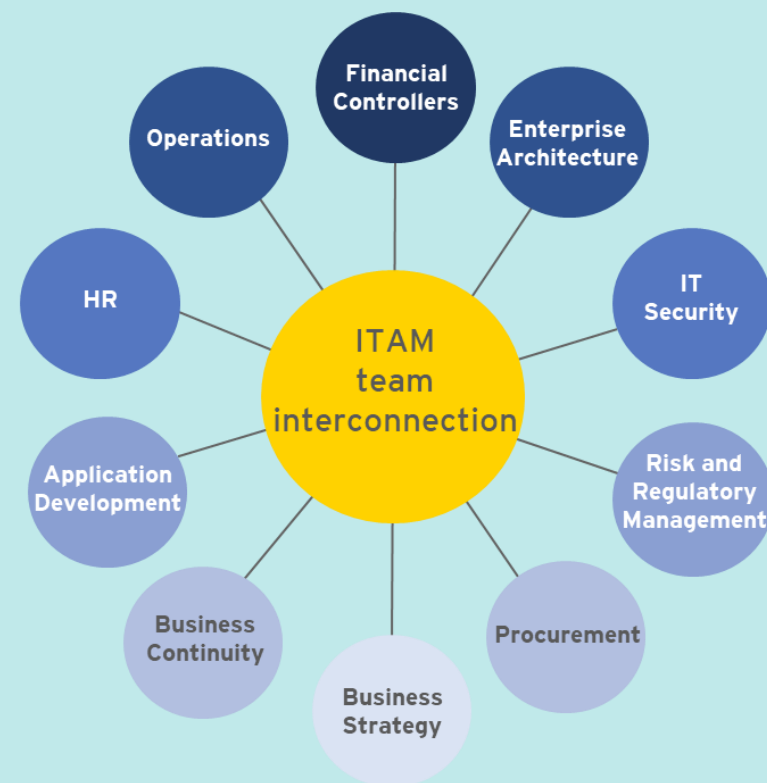
Counting licenses



Reconciling reports for IT or Procurement



But *what if* you played a more strategic role driving a clear, reliable view of your estate to key stakeholders around your organization:



# These are the areas you are uniquely positioned to support

## Regulatory risk

**Manage regulatory mandates** proactively through a complete view into the organizational software estate.

## Cybersecurity

Aligned with the NIST\* framework, counter breaches with repeatable, continuous **visibility at the asset level**

According to CSO Online, “**60%** of breaches involved vulnerabilities for which a patch was available *but not applied*.”

## Financial risk

Manage the estate portfolio to a **constant optimized level**, balancing needs vs. deployments to right-size your operating expenses (opex).

## Audit defense and compliance

Mitigate compliance risk by addressing compliance positions before they become issues – achieving zero-day **audit readiness**.

## Mergers, acquisitions, dispositions

Prior to your organization’s transactions, know exactly what your counterpart has, where it is and what’s on it to identify proactive **cost optimization and risk management**.

## Vendor risk

Furnish near-real-time **data-driven insights** to facilitate fair supplier negotiations.

## Cloud migration

Develop a **clear and thorough cloud strategy** informed by reliable data and insight into your software estate.

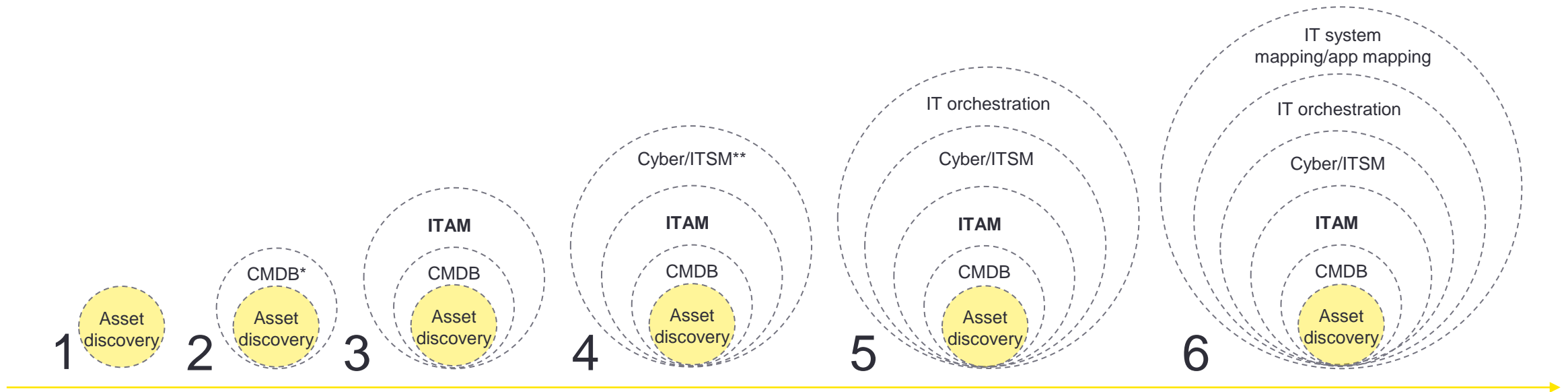
## IT service management

**Align, prepare for and meet your IT strategy** through rigorous, business-aligned technology asset needs analysis, and identify shadow hardware peripherals.



\* NIST = National Institute of Standards and Technology

# Integrating and operating an ITAM program



Build a program from the bottom up to enable insights across various parts of the business

\* Configuration management database

\*\* IT service management





# Client case study: transforming ITAM to unlock business value



## Phase 1

Asset discovery and baselining



## Phase 2

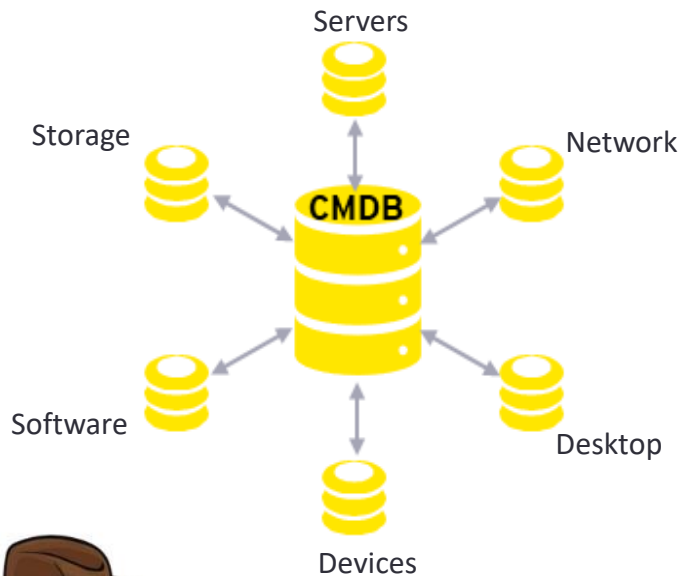
Operating model design and implementation

ServiceNow platform

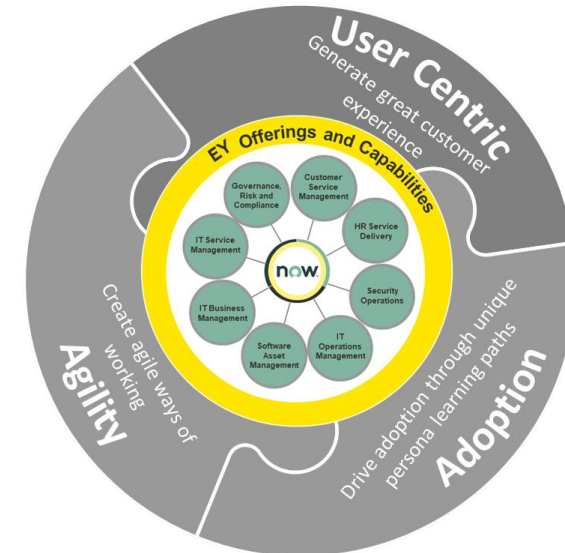
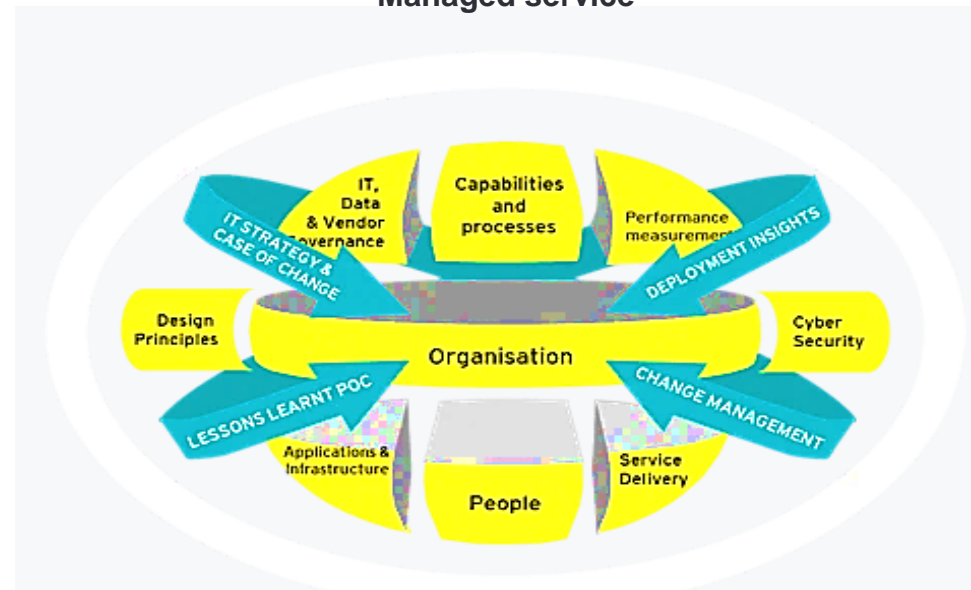


## Long-term value

Asset control and IT service excellence



Managed service



# ITAM stakeholder engagement and integration



You can generate the answers to drive more strategic business decisioning.

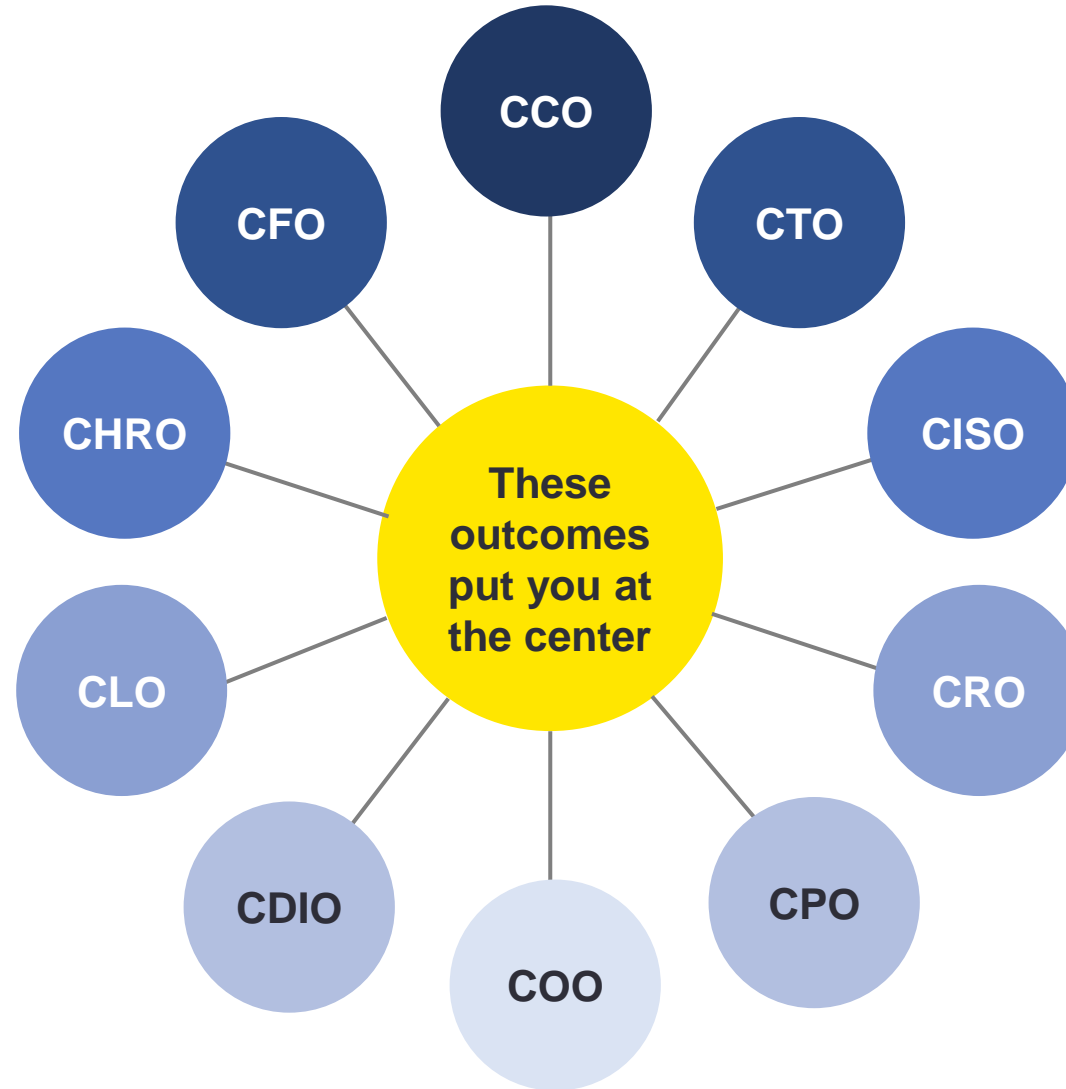
Additionally, if you have one or several service providers supporting you in this space, consider if they're helping you to drive these business outcomes and make ITAM a true value driver.





# ITAM drives critical value to your organization

Participate actively in other aspects of the business and allow for career pathing and professional growth.



# As you reflect on this session, remember

- ❑ Demands of an ITAM team should be focused on driving business outcomes, such as optimizing software costs, improving compliance and reducing risk.
- ❑ Maturing foundational ITAM involves establishing a comprehensive inventory of assets, tracking them through their lifecycles, and optimizing resource allocation – building a program from the bottom up.
- ❑ ITAM can drive business outcomes by providing real-time asset visibility and analytics, enabling better decision-making and cost optimization opportunities.
- ❑ By delivering business outcomes, you become a key influencer in your organization, interact directly with senior executives, and increase your strategic value, paving the way for future career opportunities.





# Continue the conversation



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