

# SANTOSHINI DESHMUKH

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## SENIOR ASSET MANAGER

Accomplished professional with **14 years of IT Asset Management (ITAM) expertise** and **11 years of experience in Service Delivery, Project Management, Customer Management**, including proficiency in **Flexera and ServiceNow**. Possesses **strong leadership abilities** and **holds a valid US Visa**. Committed to leveraging extensive experience for driving organizational success and achieving strategic objectives.

IT Asset Management | Hardware Asset Management | Software Asset Management | Software Licensing & Governance | Project Management | Configuration Management Database (CMDB) | MIS Reporting | IT Audit | Service Delivery Management | Software Compliance | Vendor Management | Process Optimization | Procurement Optimization | Project Leadership | Global Asset Lifecycle Management | Cost Control | Team Leadership | Customer Management | Channel Partner Management

## PROFESSIONAL SUMMARY

- Seasoned in **Hardware/Software Asset Management** with a comprehensive background in **IT Operations, Service Delivery Management, Project Management and Customer Management**.
- Skilled in **globally overseeing Compliance & Inventory**, ensuring precise asset management across diverse regions.
- Accountable for the **end-to-end lifecycle management of Software & Hardware Assets**, emphasizing compliance and audits.
- Proficient in **establishing and maintaining policies, standards, processes, and systems** aligned with industry best practices.
- Adept at **measuring and optimizing IT Asset Portfolio management** for cost efficiency, control, compliance, and business performance objectives.
- Expert in **licensing for major Publishers such as Microsoft, Oracle, VMware, Red Hat, IBM & Adobe**.
- Proficient in **Flexera, ServiceNow, BMC Remedy, WFM-Clarify, SAP, HPOV, and Microsoft Office applications**.
- Adept with **strong analytical skills, effective coordination, and interpersonal prowess; excellent team player**.
- **Exceptional leadership capabilities**, contributed **insightful guidance and mentorship to the team**, fostering excellence in license maintenance, compliance, renewals, processes, enhancements and a lot more.

## CERTIFICATIONS/ COURSES

**Certified Cloud Asset Manager** | PROZM Knowledge Services Pvt Ltd | Nov 2023  
**Certified Implementation Specialist - Software Asset Management** | ServiceNow | Feb 2021  
**Software Asset Management Professional** | PROZM Knowledge Services Pvt Ltd | Oct 2019  
**ITIL V3 Foundation Level** | PeopleCert | Dec 2018

## KEY HIGHLIGHTS

### DXC Technologies

- Contributed to licensing updates to DXC customers for RHEL 7 & Cent OS 7 End of life details. Provided insights during internal mock audits for DXC's resale of Microsoft products through the lifecycle of Quote to Invoice.

### Toll Group

- Spearheaded a strategic initiative resulting in **cost savings of 640K AU\$ during the Oracle renewal** by meticulously identifying non-usage and optimizing resources.
- Demonstrated excellence by **steering the IT Asset Management (ITAM) team to achieve ISO 27001 certification** through seamless management of internal and external audits.

### Western Union

- **Transformed the organization's Software Asset Management (SAM) process**, ensuring rigorous compliance and efficiency in software requirements, license key management, vendor relations, and timely renewals of Enterprise agreements.
- Orchestrated a **successful \$650K savings during the Microsoft Enterprise Agreement renewal** by optimizing usage and pinpointing non-utilized licenses, driving significant cost reduction.
- **Secured \$1.2Mn credits from IBM during the yearly renewal** by identifying under-utilized licenses, optimizing usage, and collaborating closely with business teams.

### Tech Mahindra

- Received **ACE (Associates Consistently Excel) Award** for getting the **Highest Rating for 3 Years in a row**.
- Collaborated with BMC Remedy Admin Team to **customized BMC tool for managing software assets**, displaying expertise in aligning tools with organizational needs.
- Played a key role in **integrating asset management tools and processes during merger with Satyam Computers**.
- Led the **seamless migration of HPOV asset management tool from V7.6 to V8.0 in 2016** and successfully managed the **migration from PeopleSoft 9.0 to 9.2 in 2015**.
- Achieved a flawless track record in **handling internal and external audits, including TUV, E&Y, Deloitte**, ensuring no or minimal non-compliance.
- **Led a SIM card usage analysis in January 2016**, resulting in **significant cost optimization** for the organization, yielding **substantial annual savings of INR 29 lacs**.

## WORK EXPERIENCE

### DXC Technologies., Pune

Apr 2024–Till Date

#### Manager- Software Licensing & Resale

- Managing License Management Services & Resell of software for Microsoft, Redhat, Vmware, Adobe, Citrix, SAP, Veritas etc., for DXC customers with an aim to help customers optimize their licenses, mitigate risks & save costs.

### Toll Logistics Ltd., Pune

Jun 2021–Mar 2024

#### Global Software Asset Manager

**Areas Handled:** Software Compliance, Hardware Inventory Management, Team Leadership, Vendor Management, Budgeting | **Team Size Led:** 4

- Headed global initiatives in software compliance and hardware inventory management for Toll, with a specific focus on data center-related hardware and ensuring software compliance for EUC, Data center, and cloud-related software.
- Demonstrated specialized expertise in Software Compliance for Tier-1 publishers, encompassing Microsoft, Oracle, IBM, VMware, Red Hat, Adobe, Autodesk, and other Tier-2 & 3 publishers.
- Managed a team of software and hardware analysts, overseeing SAM & HAM operations, ensuring software compliance through the Flexera tool and manual interventions, and maintaining proper hardware inventory management in ServiceNow.
- Managed vendor relationships to guarantee punctual renewals, involving pertinent stakeholders in technical discussions with vendors, and maintaining close collaboration with managed services vendors.
- Assumed responsibility for crafting the budget for the IT Infrastructure division by collaborating with domain owners and meticulously tracking expenses against the budget.
- Implemented strategies to drive cost savings, emphasizing usage optimization, asset re-use/re-harvesting, and fostering close collaboration with procurement for enhanced vendor negotiation.

### Western Union, Pune

Sep 2017 - Jun 2021

#### Senior Associate- Software Asset Management

**Areas Handled:** Globally oversaw software assets for major vendors including Microsoft, Oracle, IBM, Adobe, and VMware.

- Maintained an Effective License Position through internal audits, minimizing non-compliance risks and costs.
- Addressed user queries regarding license requirements, validated software requests, and collaborated with global vendors.
- Managed entitlements and license consumption using ServiceNow Sam Pro (formerly with Flexera tool).
- Collaborated with the AWS team to ensure license mobility rights for migrated applications and verified that the license position
- Ensured timely renewal of Enterprise contracts for key providers such as Microsoft, Adobe, Clarizen, Workday, Okta, and IBM.
- Provided guidance/mentorship to the team for license maintenance, compliance, renewals, processes, and enhancements.

### Tech Mahindra Limited, Pune

Feb 2010 - Sep 2017

#### Software Asset Management Lead/Manager & Hardware Asset Management Lead

**Areas Handled:** Global SAM & HAM Leadership, Process Management, License & Inventory Maintenance, Project Team Engagement, Software & Hardware Renewals, Compliance, Audit Handling, Budgeting, Vendor Contracts, MIS Reporting.

- Oversaw HAM & SAM team, driving implementation of Asset Management best practices globally across the organization.
- Provided mentorship/guidance to the team, fostering understanding in processes, compliance, audits, and cost optimization.
- Established, managed, and maintained the Software license repository & Hardware inventory in BMC Remedy.
- Orchestrated the complete SAM engagement process for major vendors like Oracle, Microsoft, Adobe, and HAM OEMs such as HP, Cisco, Veritas, Dell, and IBM.
- Managed licenses for 250+ publishers, including Autodesk, VMware, HP, Red Hat, and others.
- Collaborated with project teams, guiding them on licensing and hardware asset requirements, and assisting in raising requests through the PeopleSoft tool.
- Contributed efforts in the renewal and maintenance processes of software & hardware assets.
- Identified over/under-licensed software and implemented corrective measures to ensure compliance.
- Conducted assets' physical verification, BMC Asset Management module reconciliation, created/maintained process documents.
- Spearheaded changes in the PeopleSoft tool to enhance the management of user requests for IT asset purchases.
- Managed yearly insurance renewals, budget preparation, and third-party vendor contracts for departmental engineers.
- Led MIS reporting for software compliance and hardware inventory status.
- Handled internal/external audits, ensured compliance, and played a key role in team appraisals and overall growth of processes.

### Compaq & HP India Sales Pvt Limited, Bengaluru & Pune

Aug 2000 - Mar 2009

**Project Management/National Channel Coordinator - HP India Sales Pvt Ltd, Pune | Apr 2007 - Mar 2009**

**Customer Response Representative/Team Leader - Call Management Group, Compaq, HP India Sales Pvt Ltd, Bengaluru & Pune | Aug 2000 - Apr 2007**

## EDUCATION

**Bachelor of Commerce** | Bangalore University

**Diploma in Computer Science** | Datapro Information Technology, Bangalore