

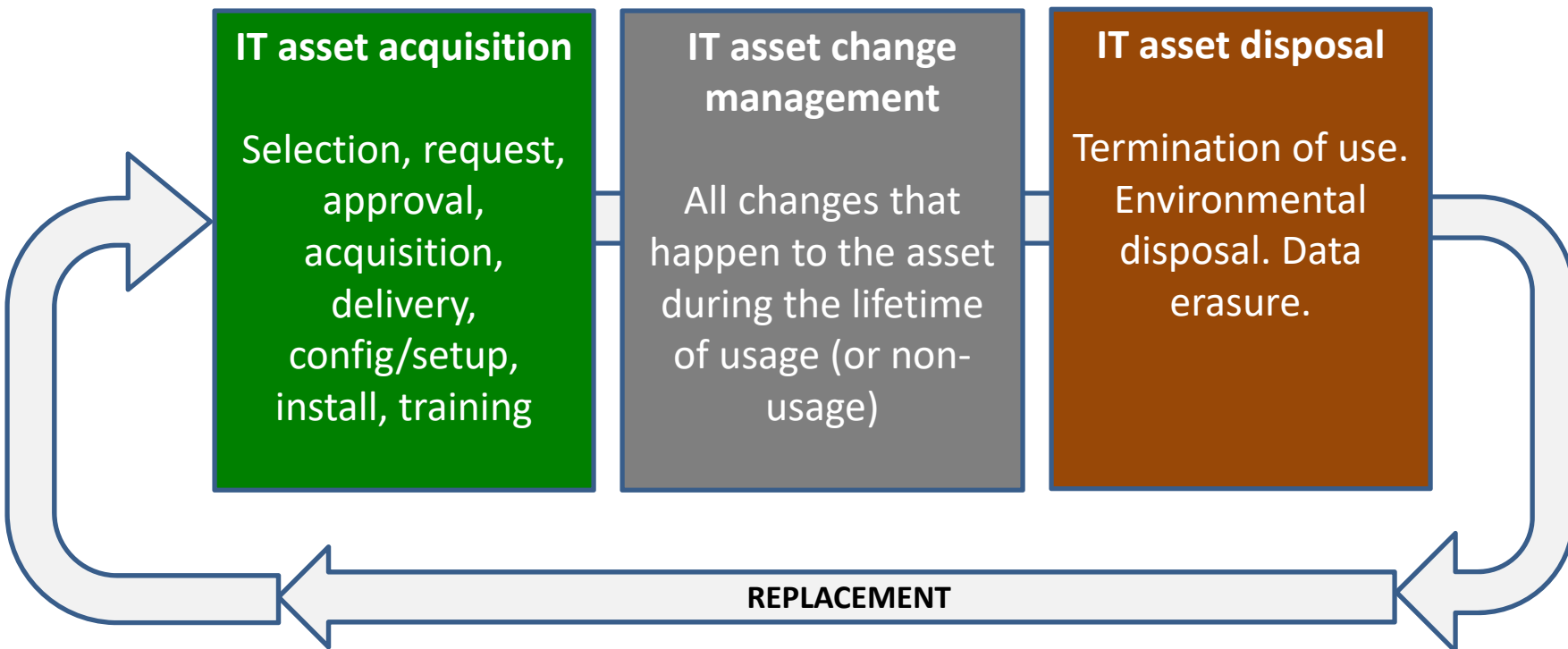


ITAM: What it is

IT Asset Management Overview

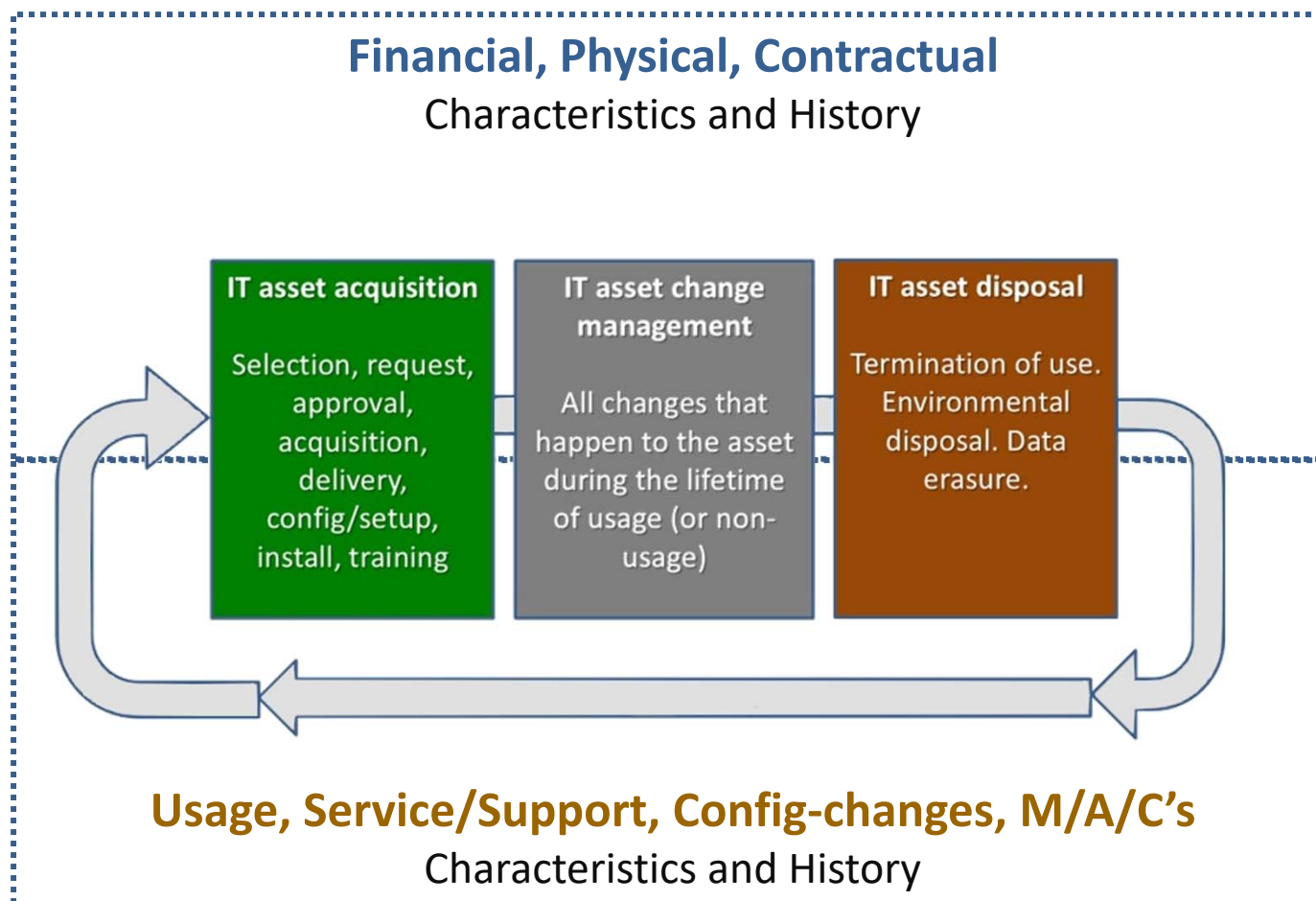


A Simplified Life Cycle View





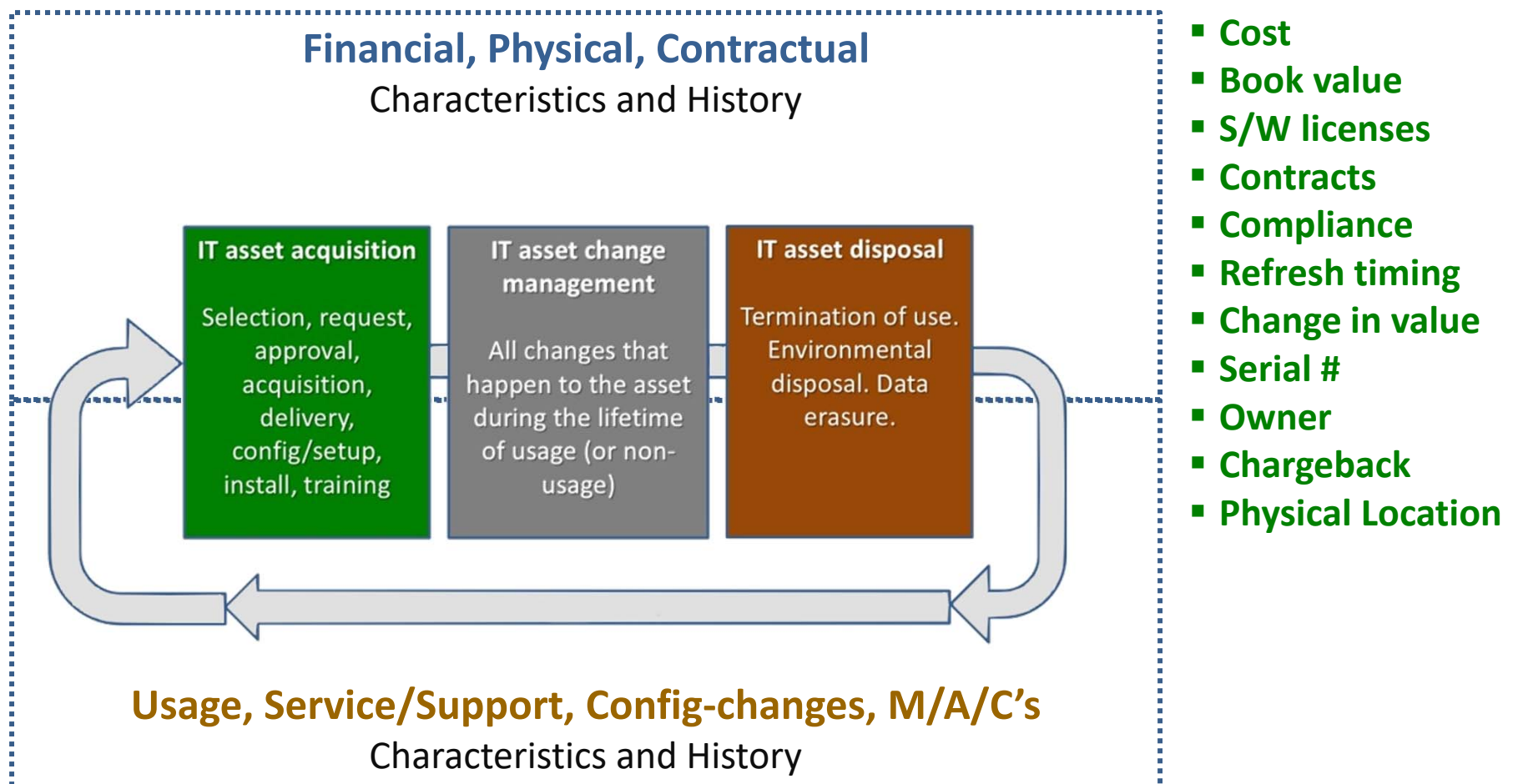
Every Asset has two Profiles: Financial & Technical





Every Asset has two Profiles: Business & Technical

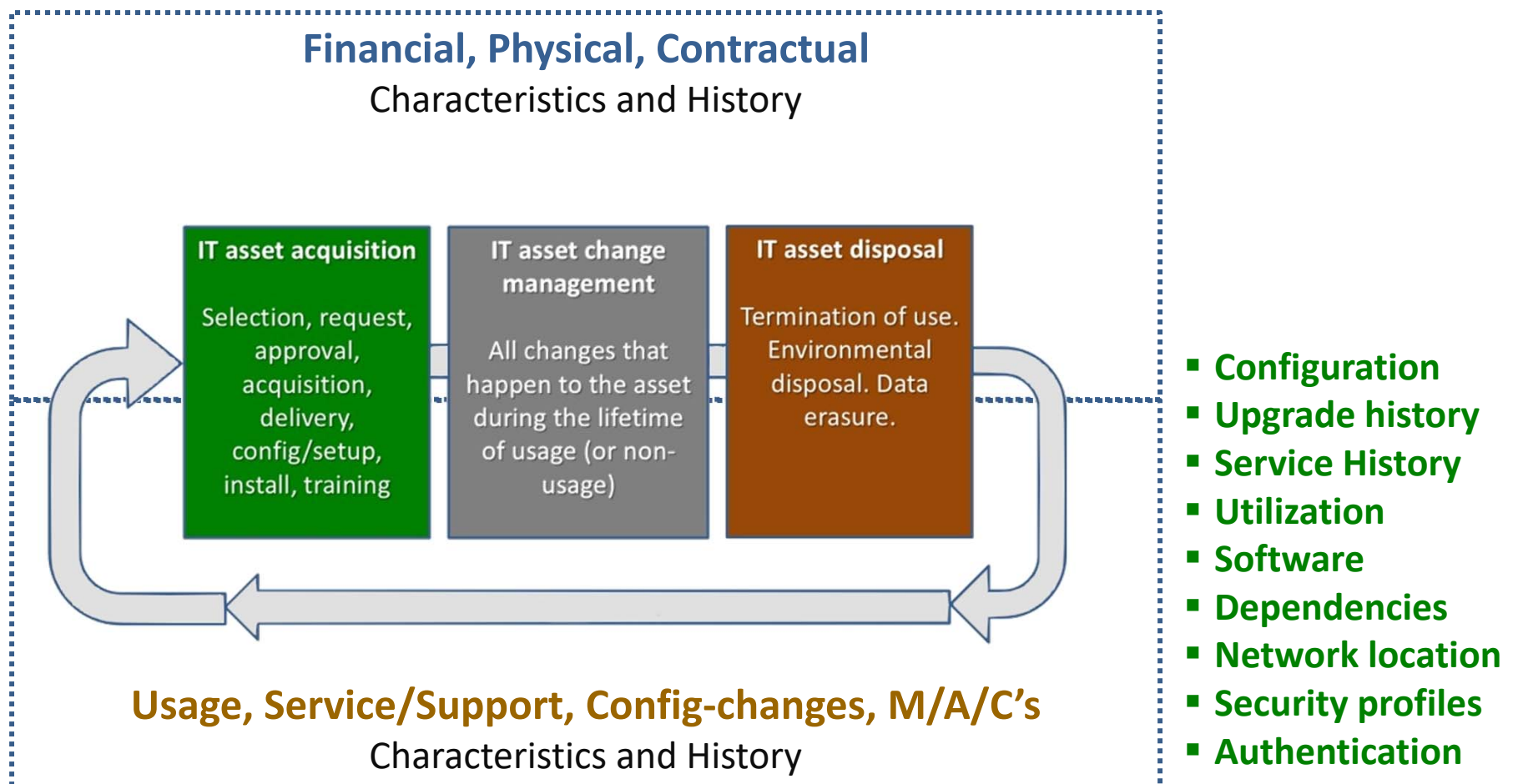
Business Data: Facilitates Business Decisions





Every Asset has two Profiles: Business & Technical

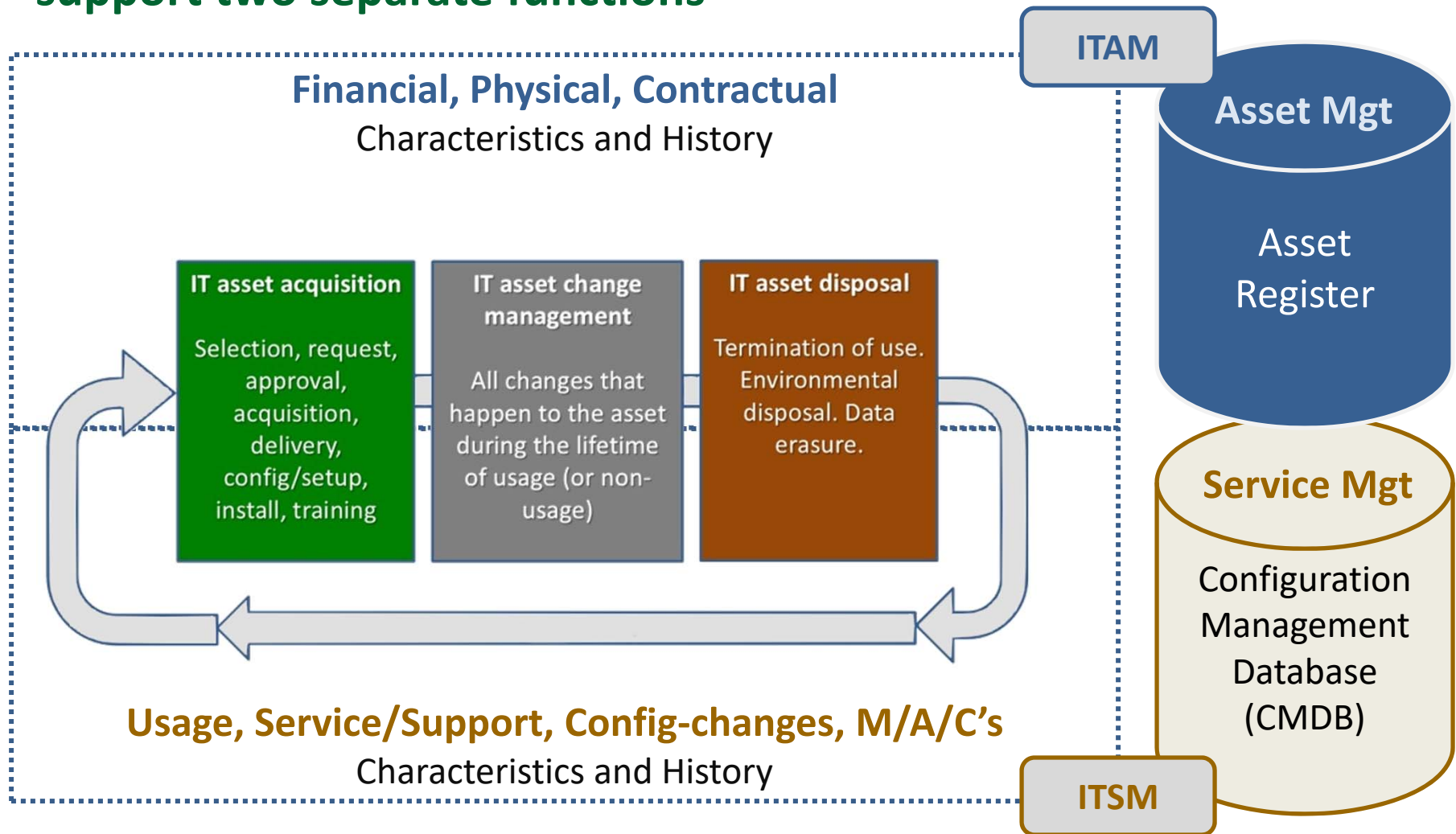
□ Technical Data: Facilitates Service/End-of-Service Decisions





Every Asset has two Profiles: Business & Technical

- Profile Data exists in two logically separate repositories, support two separate functions



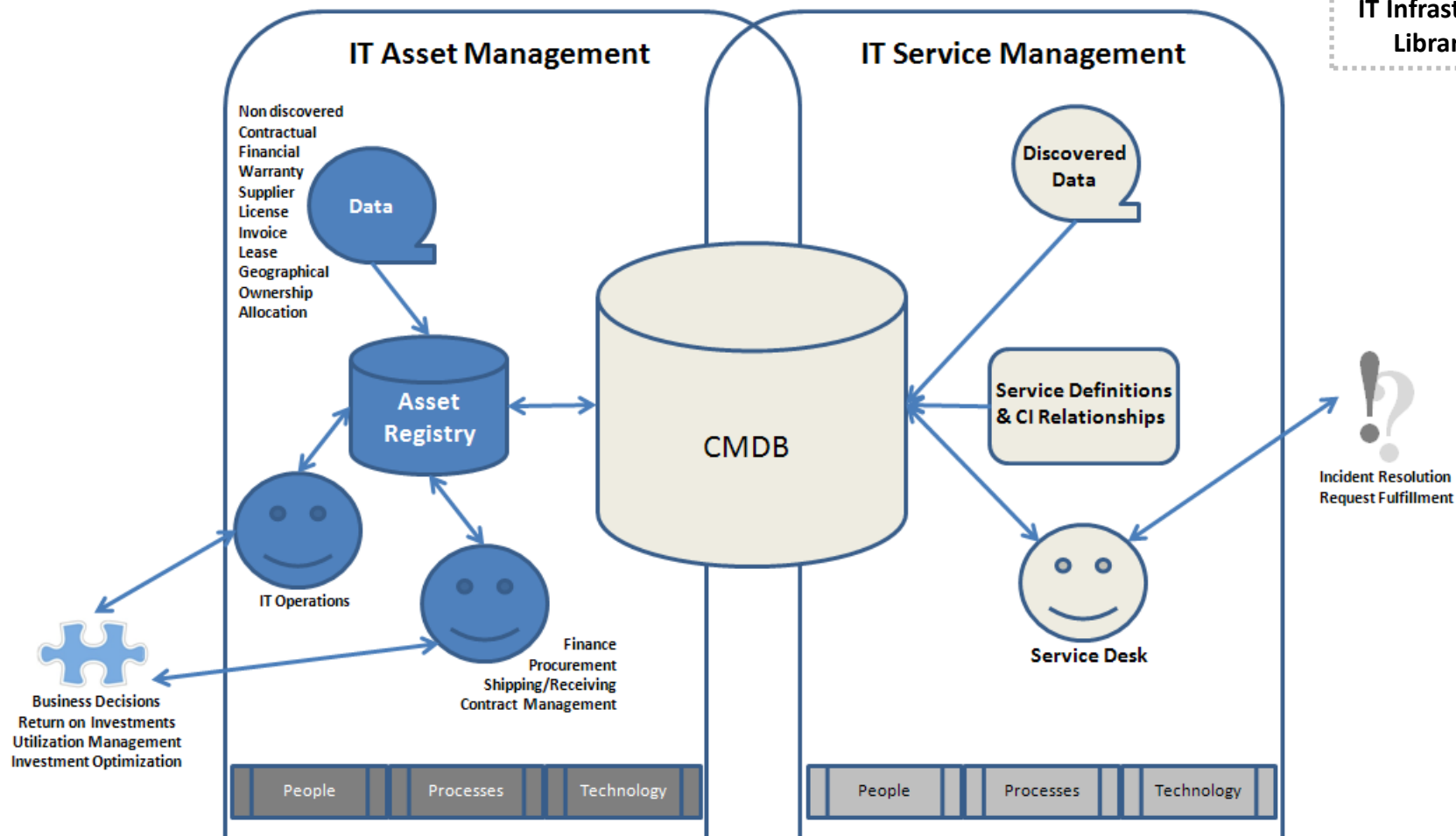


Business and Service Decisions need DATA!

❑ Where does the DATA come from?



IT Infrastructure Library V3



Procurement Events

Installation Event

Interventions

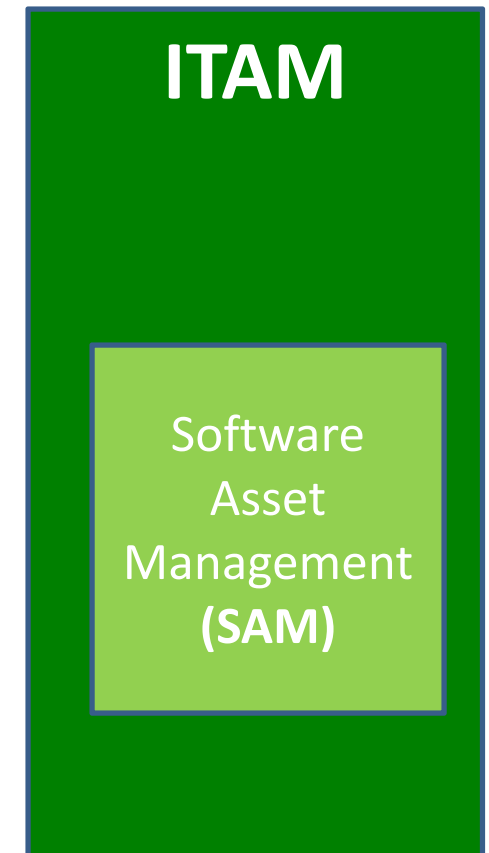
Discovery / Audit

EoL Events



Why we want this data: ITAM Goals

- Audit and Compliance (e.g. software! , security, valuation)
- Improving hardware utilization (e.g. asset-to-employee ratios)
- Providing support for change (e.g. age of systems versus new software)
- Providing a foundation for CMDB data and ITSM operations
- Reducing Licensing and Maintenance spend (e.g. shelfware, redundancies)
- Technology Lifecycle Management (e.g. asset refresh)
- Tracking service costs (e.g. TCO by asset models)





Software Audits (SAM sub-discipline)

2013-14 Key Trends in Software Pricing & Licensing Report,

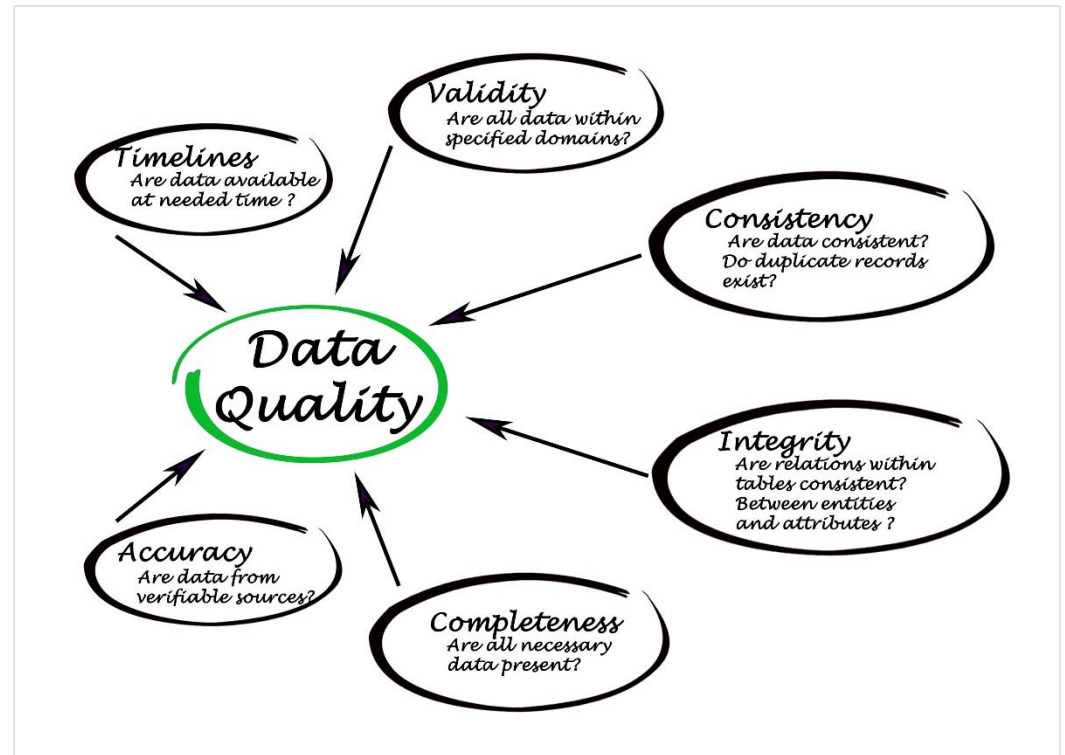
prepared by Flexera Software and IDC:

- ❑ 85% of organizations are out of compliance with their software license agreements
- ❑ 63% were audited by their software vendors in the last 18-24 months (58% by Microsoft, the most aggressive auditor)
- ❑ 56% were handed true-up bills (21% for a million dollars or more).
- ❑ Almost a **quarter of enterprises – 21% -- were invoiced \$1 million or more for true-ups**
- ❑ For enterprises with \$3 billion or more in revenues, 33% report being audited three times or more over the last 18-24 months.

ITAM Challenges: Data, then Tools, then Enforcement



- ❑ Ever getting started!!!!
- ❑ And then **re-starting** a couple of times...
- ❑ Maintaining executive support until they get some visible wins
- ❑ Finding the data, scattered all over the organization, in different databases

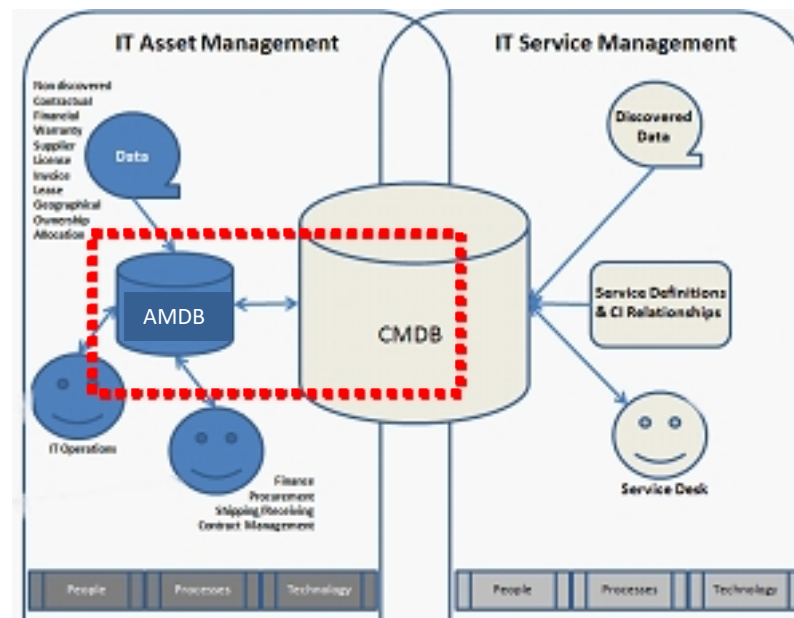


- ❑ Data normalization, reconciliation and integrity
- ❑ Keeping up with new data while trying to analyze the above data!
- ❑ Keeping the asset data quality high – from outside partners

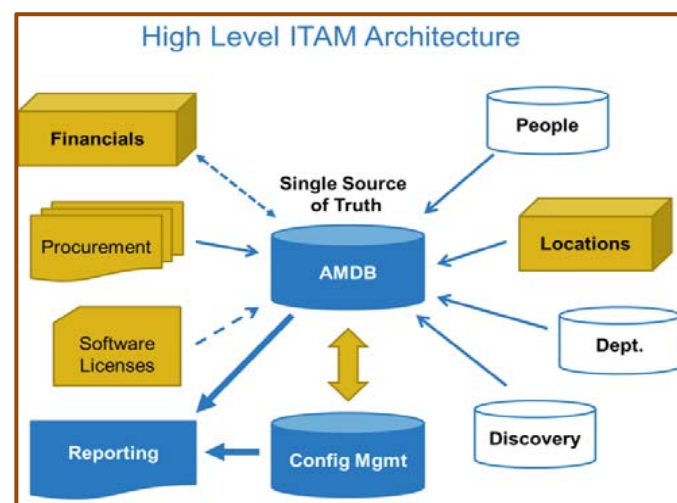
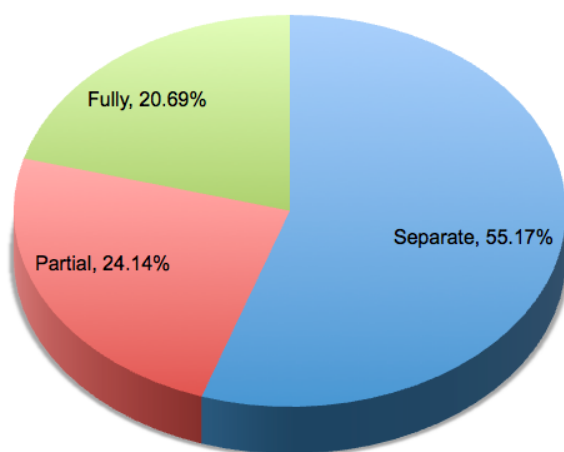


ITAM Challenges: Data, then Tools, then Enforcement

- **Big Question: One Database or Two (or Three)?** – Can the ITSM CMDB be ‘stretched’ enough to cover all the needs of ITAM, and of specialist SAM? - the consensus is ‘not really’ and ‘not yet’



The level of integration between ITAM and ITSM





ITAM Challenges: Tools – Plenty of Vendors

- Maintaining executive support until they get some visible wins

Capterra Top 20 Most Popular ITAM Software							
	Customers	Users	Google+	twitter	LinkedIn	facebook.	KLOUT
solarwinds	150000	3000000	2827	8352	16281	14107	60
ManageEngine	120000	1					48
ORACLE	24000	4					88
ca technologies	9000	18					72
IBM Tivoli	22000	4					58
invgate	28400	1					52
bmc	15000	3					41
Kaseya	10000	2					48
SysAid	10000	1					49
Autotask	7000	1					50
freshservice	5000						56
LabTech	4800						50
HEWLETT PACKARD	1100						92
servicenow	2000						62
INNOTAS	500	1					45
LANDESK	1000						53
Axios	1000						48
CHERWELL	500						49
Scalable	500	10000	20	488	380	179	35
PROVANCE	200	4000	13	812	347		36

Top 5 by Number of Users:

1. CA (IT Asset Manager)
2. ManageEngine (AssetExplorer)
3. BMC (Remedy Asset Mgt)
4. InvGate (Assets, online)
5. ServiceNow (Asset Management)

A Chart Brought to You By Capterra

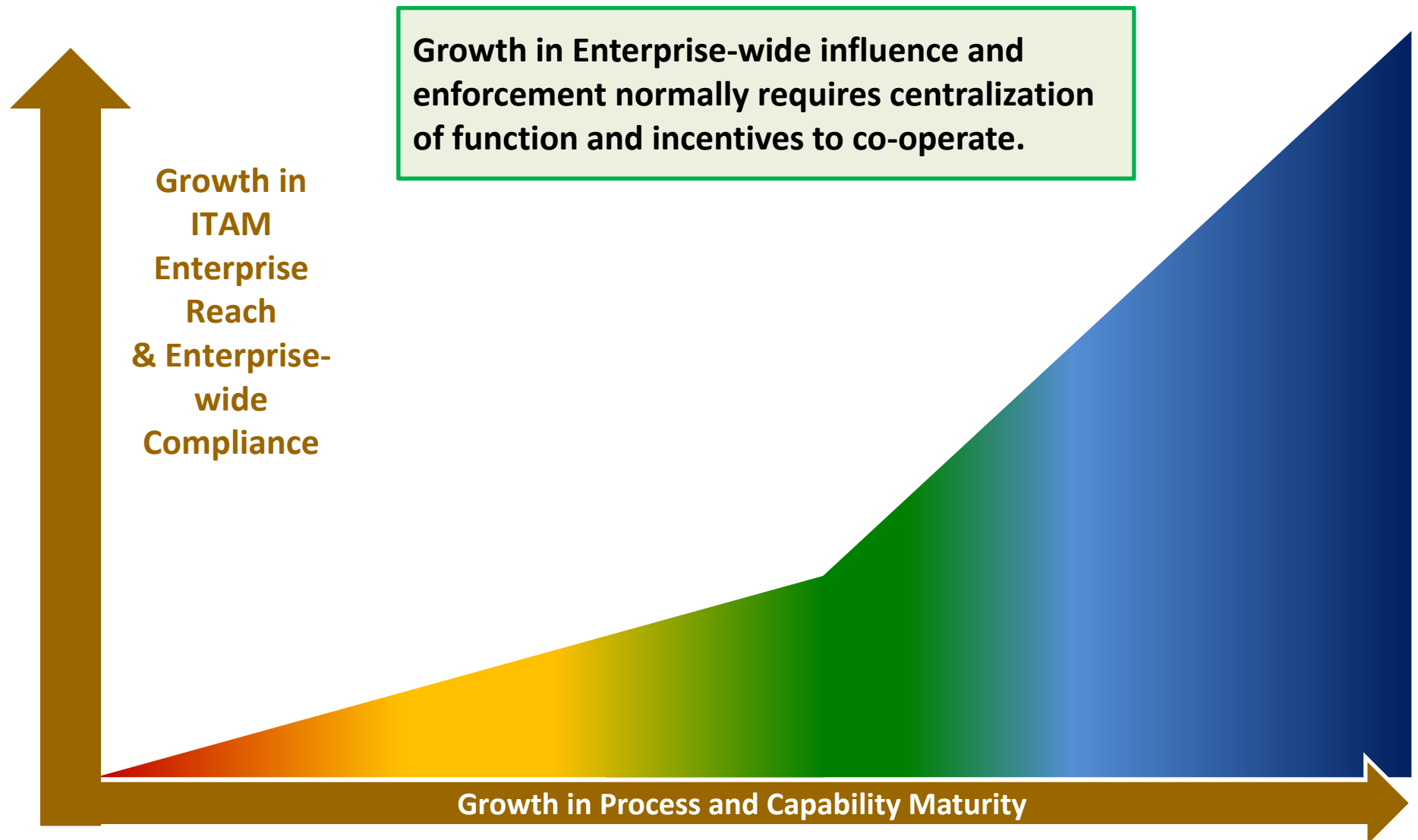
Enforcement? Only when “Mature” (Industry Models)



□ Until you have good data, enforcement of standards is difficult to achieve

<ul style="list-style-type: none"> Enterprise-wide refresh plan, built on data Integration with all other Systems of Record Part of Culture ("the way we work here") 	<1%	Value Creation	Transformation	Service-Aligned	
<ul style="list-style-type: none"> Automated requisition Beginning to correlate service/TCO to assets ITSM growing and interacting Data being used in decisions Workflow automation 	5%	Service-Oriented	Optimized	Proactive	Optimized
<ul style="list-style-type: none"> An official ITAM job role Auto-discovery tools integrated into helpdesk Standards enforced First ITAM policies and documentation of procedures Data starting to accumulate in repository, but quality too low for decision making 	20%	Proactive	Business Integration	Defined	Proactive
<ul style="list-style-type: none"> No repository, some asset lists Relies on physical inventory and some discovery tools Some progress on standards No centralization ITAM part-time resources 	45%	Reactive	Progressive	Aware	Reactive
<ul style="list-style-type: none"> Nothing centralized (data) No dedicated ITAM resources Fire-fighting Some standards but no way to enforce them. 	30%	Chaotic	Chaotic	Chaotic	Chaotic
Description of Level	% of Firms	Gartner, MetaGroup	TPG	RAPA	ITS, HP

Progress: Growth in Maturity and in Reach





Sample Question: Track and Manage PC's

- ❑ **“How do companies that own PC's effectively track/manage them?”**

- ❑ **A lot depends on the level of centralization and cooperation in the enterprise, especially at Sourcing and charge-back...**

- ❑ **A lot depends on existing ITAM and ITSM capabilities**
 - Fixed assets register?
 - CMDB or other databases at the service desk?
 - Lessor asset database
 - VAR supplier?
 - *Question:* “how integrated do you need the processes to be (now)?”

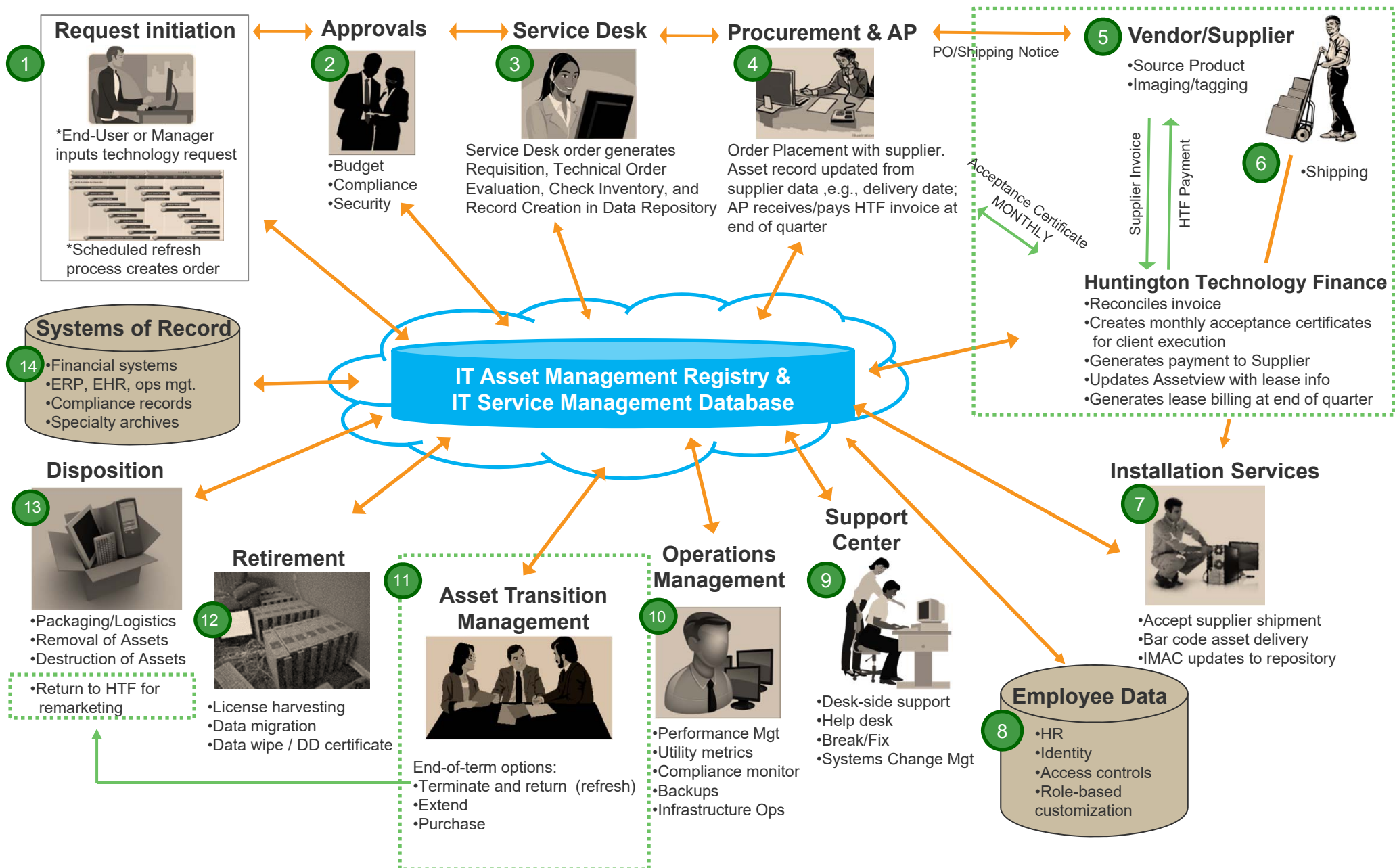
- ❑ **Where: Software licensing function?**
- ❑ **Where: Contract management function?**

- ❑ **But staffing levels for this an open question still—maturity level?**



Where we can help

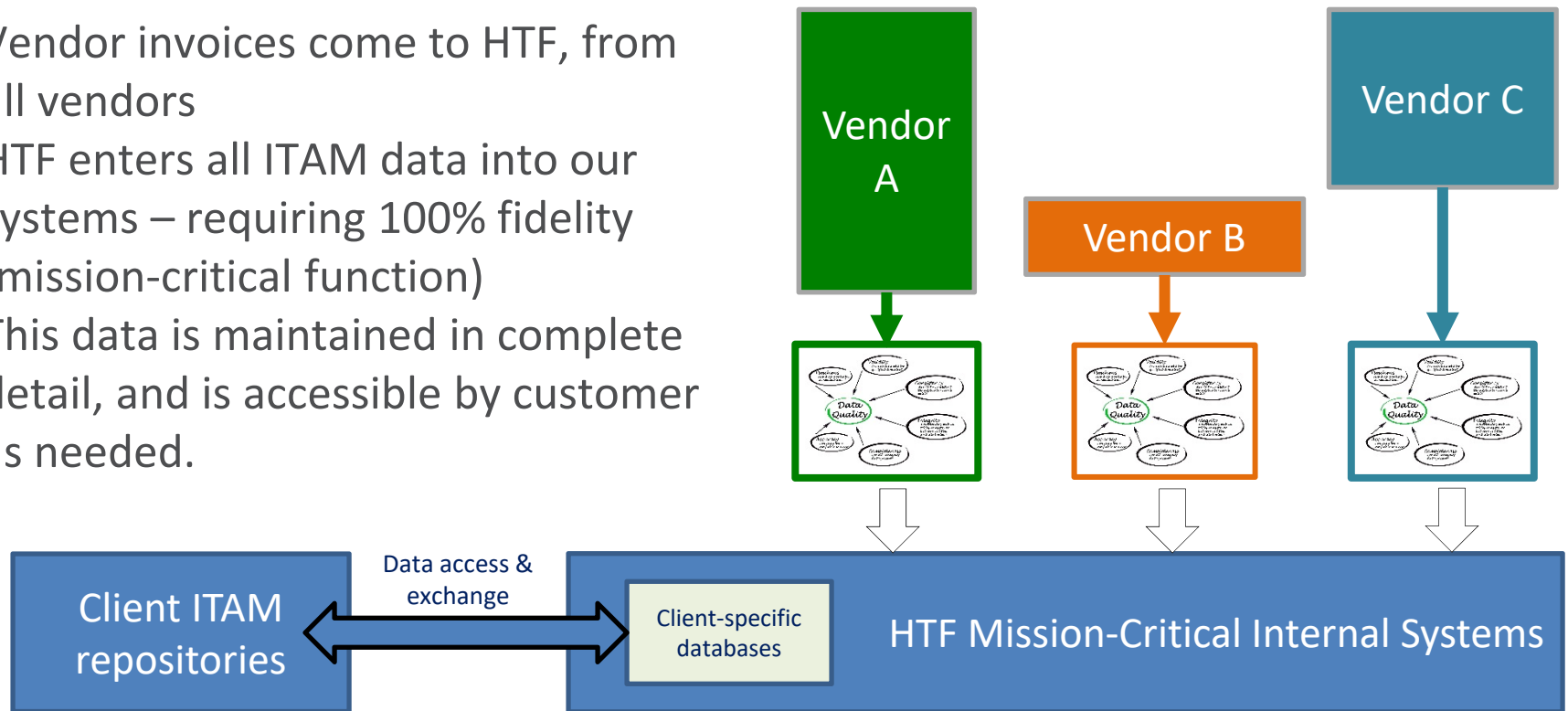
HTF/Client ITAM processes intersect at key points



Giving Rise to a Quality Data Feed From All Vendors



- ❑ Vendor invoices come to HTF, from all vendors
- ❑ HTF enters all ITAM data into our systems – requiring 100% fidelity (mission-critical function)
- ❑ This data is maintained in complete detail, and is accessible by customer as needed.

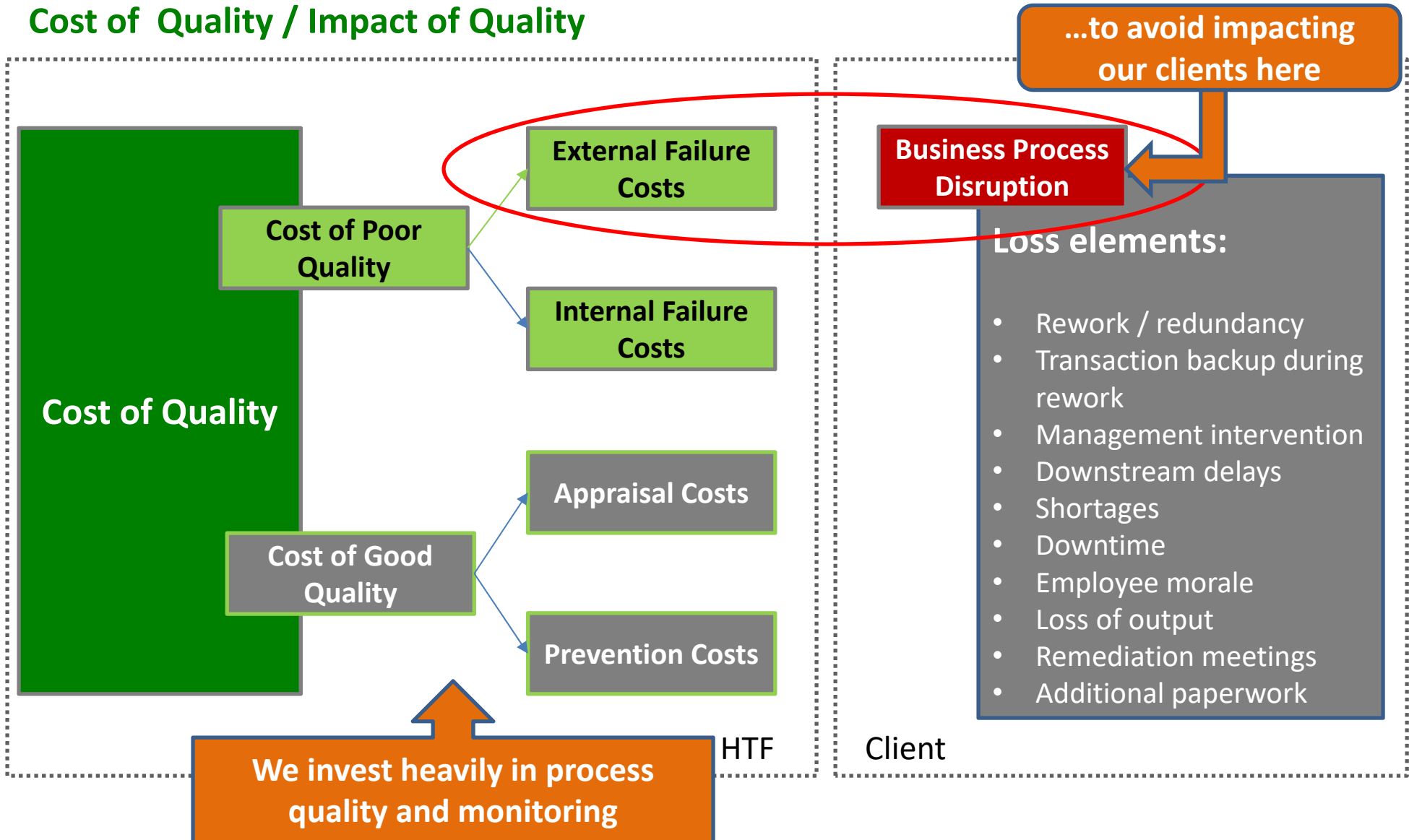


- ❑ For our customers, this means NO data entry risks or costs
- ❑ The more assets—however diverse—flow through us, the less data gathering and quality testing is required by our customers
- ❑ Sale-leasebacks – as a means to begin toward refresh cadence – generate similar data, about used/historical assets.

Operations/Interactions Must be Highest Quality



Cost of Quality / Impact of Quality





HTF ITAM Maturity Model: Where we can Help

<ul style="list-style-type: none"> Enterprise-wide refresh plan, built on data Integration with all other Systems of Record Part of Culture ("the way we work here") 	<1%	Enterprise	<ul style="list-style-type: none"> Assist in TCO analysis and refresh planning
<ul style="list-style-type: none"> Automated requisition Beginning to correlate service/TCO to assets ITSM growing and interacting Data being used in decisions Workflow automation 	5%	Service-Oriented	<ul style="list-style-type: none"> Create incentives to centralize via cash savings Stimulate lifecycle-thinking via cash savings Consolidate data (via multi-OEM leases) Stimulate TCO-thinking via our Research services
<ul style="list-style-type: none"> An official ITAM job role Auto-discovery tools integrated into helpdesk Standards enforced First ITAM policies and documentation of procedures Data starting to accumulate in repository, but quality too low for decision making. 	20%	Proactive	<ul style="list-style-type: none"> Perform selective inventory audits Create incentives to centralize via cash savings Consolidate data (via multi-OEM leases)
<ul style="list-style-type: none"> No repository, some asset lists Relies on physical inventory and some discovery tools Some progress on standards No centralization ITAM part-time resources 	45%	Emerging	<ul style="list-style-type: none"> Perform selective inventory Create incentives to centralize via ITAD convenience Create data feed from ITAD processes Consolidate data (via multi-OEM leases)
<ul style="list-style-type: none"> Nothing centralized (data) No dedicated ITAM resources Fire-fighting Some standards but no way to enforce them 	30%	Chaotic	<ul style="list-style-type: none"> Perform asset inventory Monetize used assets (Remarket or Buy them) Start building your ITAM database
Description of Level	% of Firms		