

Highlights from webcast on the rapidly changing IT environment

TECH TRENDS IMPACTING YOUR ITAM PROGRAM

A Digital Dialogue, based on a discussion of trends impacting asset management, featuring Patricia Adams, ITAM evangelist Ivanti, and Denny Cannon, enterprise architect Ivanti.

“We won’t experience 100 years of progress in the 21st century—it will be more like 20,000 years of progress (at today’s rate).” ~ *The Law of Accelerating Returns* by Ray Kurzweil, 2001

Technology is evolving so fast in the 21st century that it is increasingly difficult for IT asset managers to keep up.

They have to answer an increasing number of questions about computing resources that may not be under their watchful eye or may not be considered within scope of a traditional asset management program.

What cloud apps are departments and end users accessing? How would a cloud

outage impact our business? How are those apps being licensed and paid for? Are we at risk in the next vendor audit?

It’s almost as if corporate IT assets were in a black box with almost no visibility.

This is just one of the issues anyone in charge of ITAM programs face as the pace of progress makes old management strategies nearly obsolete.

Technology Debt

Another problem traditional organizations face is technology debt. Old technology such as Windows XP or even Windows 7 machines aren’t up to the task of innovating in today’s speed-driven business environment. An example is

a new British Royal Navy aircraft carrier where construction started 10 years ago. All the systems onboard run on Windows XP, which was state of the art when the ship building process began but is now old unsupported technology.

Innovators like Uber and Airbnb, which are disrupting traditional business models, don’t have technology debt. As start-ups they start out with the latest and greatest hardware and software. To keep up with the disrupters, traditional organizations need to make sure their technology is not misaligned with their current and future business goals. Who is going to tell the Royal Navy that they need to plan for the operating system that will be current in the next decade rather than the one available when the 10-year ship building process begins? Those responsibilities will most likely fall on the folks charged with IT asset management and strategic technology planning.

See You in Court?

Software vendors are becoming more aggressive in doing audits of customer usage and licensing, they are also more likely to file lawsuits over licensing practices. Two recent cases indicate a trend in increased legal challenges related to licensing:

- SAP vs. Diageo 2017 where a UK court ruled that SAP was owed substantial additional license fees for



mySAP Business Suite based on API usage.

■ **Oracle vs. Mars 2016** – The two companies had differing definitions of indirect license use. “On 16 December 2015, Oracle and Mars (the candy company) agreed not to proceed with the licensing dispute going to court, but many of the documents leading up to the filing for dismissal are available in the public domain.”

Outages Happen

Despite all the marketing hype around the reliability of the cloud and Software-as-a-Service the likelihood is that outages are going to happen and analysts predict they will even increase. Vendors will do their best to keep the wheels turning but downtime is inevitable. And all the security software in the world isn't going to protect against the growing malware industry that is making billions off ransomware.

It's obvious that those responsible for IT asset management need to be prepared for outages involving technology that the organization owns but might not be within their scope.

What to Do

There are answers, said Patricia Adams, ITAM evangelist, and Denny Cannon, enterprise architect, both of Ivanti, the company that helps IT organizations secure the digital workplace by integrating and automating critical IT tasks. To begin, they suggested IT asset management needs to align with CxO priorities.

Beyond that it is important for ITAM managers to:

■ Understand how the business is evolving

IT asset management needs to be prepared for outages involving technology that the organization owns but might not be within their scope.

■ Support rapid change management

■ Communicate in business and financial terms

Adams and Cannon also advocate embracing DevOps because it offers clear advantages over slower processes and workflows, especially in the rapidly changing computing world. Based on a survey conducted by Puppet Labs, some of the benefits from DevOps could translate to ITAM. The survey found that:

- 26% Lower IT costs
- 37% Greater business growth
- 31% Better operational or process efficiency
- 33% Higher-quality apps
- 30% Greater employee productivity
- 23% Better customer experience
- 31% Improvement in employee recruitment and retention

The Ivanti team told their webcast audience to embrace and help foster change. (It's going to happen anyway.) Look at how the business is operating and think about how it could take advantage of cutting edge technologies, so it can compete with the disruptors and thrive.

Ask the right questions: How can we leverage automation? How can we eliminate manual tasks? Can we look at our supply chain differently? Can we provide our customers with more innovative products and services?

Think strategically. Avoid vendor lock-in, so you can stay agile in the ever-

changing market place. For example, be ready to move to a different cloud vendor if a price war breaks out.

What can asset managers do in this constantly innovating environment?

Embrace this as an asset journey not just about surviving audits.

- Stay informed about technologies and innovation
- Talk to your business customers now
- Embrace change

Make your IT assets work harder for you

Ivanti IT Asset Management (ITAM) Suite, encompasses three key IT asset management solutions. Two software asset management solutions—License Optimizer for Clients and License Optimizer for Servers—are built to discover and inventory IT assets, connect with vendors to monitor new purchases, and then convert your license data into an accurate effective license position. Ivanti's hardware asset management solution—Asset Manager for Endpoints—is designed to manage the life of your IT devices from purchase through disposal.

When combined in a single ITAM suite, these three solutions deliver complete visibility to maximize the performance and value of your hardware and software.

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