

IT LEADER GUIDE



# Stand out with a winning IT asset management strategy

Eliminate shadow IT, protect revenue, and improve business resilience





# What's holding your organization back from effective asset management?

As professional athletes will tell you, achieving success starts with smart strategies that erase roadblocks to winning. Training, nutrition—even sleep schedules—are carefully planned, managed, and optimized to give athletes their best possible chance of winning.

Your business and its assets are no different. If you want to protect revenue and enhance business resilience, you need a winning strategy and the right digital solutions to eliminate unexpected hardware, software, and cloud costs. But the reality is that every year, companies waste far too much money on software, hardware, and cloud resources. According to a recent survey, 66% of organizations reported having a plethora of duplicate hardware and software. That duplication puts them at risk for audit compliance violations. And on top of that, enterprises spend about a fifth of their budgets on hardware, even though many admit they continue to risk success by depending on aging systems.

Do you want to change up your IT asset management (ITAM) game? It all starts with developing a winning technology asset management strategy.



# Learn where you can improve

Athletes have a plan for success, and the first step is identifying areas where they can improve. For swimmers it may be timing their breathing better. For cyclists, it's all about stamina. And for gymnasts, technique reigns supreme. When it comes to asset management, it's no different.

**Do you recognize any of these common asset management problems that stand in the way of business success?**

- 1. Unnecessary spending:** You might be paying for software, SaaS subscriptions, or cloud resources you're no longer using, or for more licenses or subscription seats than your organization needs.
- 2. Unnecessary risk:** The other side of overspending is failure to purchase or acquire licenses or subscriptions to legally use specific software or services—exposing your organization to financial penalties.
- 3. Unnecessary work:** If an audit happens, staff from IT, finance, and other teams get drawn away from their usual work and responsibilities, hampering productivity.

# Avoid unnecessary spending

Much like athletes, enterprises should invest their time and energy in the areas that will ultimately generate a worthwhile return on investment (ROI). For athletes, this ROI looks like another trophy, medal, endorsement, or roar of the crowd. For your enterprise, it's growth, reduced risk, and smarter spending.

However, if you're using a traditional approach to asset management, it's very likely that the data on hardware, software, and cloud assets is spread over different systems, making it tough to see your hardware, software, and cloud spend in real time. Without this visibility, the painful reality is that a certain portion of your current asset spending is likely going to waste. This could be in the form of paying for defunct software or subscriptions, or for more licenses or seats than you need, based on actual usage or consumption history. Either way, the result is overspending for idle assets that produce no return on costs sunk into them.

## Spend with confidence

As any pro athlete will tell you, it's not just about being physical—there's also a strong mental aspect to consider. To be one of the greats takes more than natural talent. It's a combination of talent, training, and mindset: having the mental ability to push yourself harder, further, and faster.

The same goes for your organization: it takes a combination of factors to realize value. So, when it comes to keeping accurate track of software, hardware, and cloud resources (and saving money on underutilized IT assets), you might think you need to replace outdated systems. But instead of incurring yet another expense, you can instead use a combination of software, hardware, and cloud asset management solutions. They can help you uncover actionable data to proactively reclaim or optimize software, hardware, and cloud-based assets that aren't fully utilized. And because you can use these solutions to verify utilization, you are better positioned to negotiate with vendors and purchase only what the business truly needs. As a result, you can cut third-party support and software maintenance costs, along with IT debt.

**“ Having one centralized platform is huge. We can accurately map usage data to our individual businesses—what we own, what we're consuming and calculate the costs impacts. —Sam Morrison, Software Compliance Manager, Cox Automotive**

**Cox**  
AUTOMOTIVE™

**\$150,000**

saved in the first year of implementation from a single vendor by removing unused licenses at renewal

# Avoid unnecessary risk

Stretching and warming up is just one way that athletes avoid the risk of injuries when it's game time. Unfortunately, avoiding legal risks in IT is not as straightforward.

There are two main areas where risks are common—but with the right ITAM solutions you can avoid them:

1. Failing to purchase or acquire licenses needed to legally make use of specific software or services.
2. When departments stand up software without going through normal IT procurement channels, they either fail to comply with organizational policy or make it difficult to report or manage the ongoing licensing when they do have the autonomy to make purchases.

These lapses or gaps can lead to financial penalties, as well as penalties or true-up payments to the software vendor. They also invite potential legal consequences and hurt the bottom line.

## Get a consolidated view of your assets and track them anywhere

Implementing a software, hardware, and cloud asset management solution, on a single-architecture platform, can provide a consolidated view of software assets, hardware assets, and cloud services. It's much easier to gain insights from the data, then identify ways to reduce spending and license compliance risks.

With a single view, you can connect asset management across the enterprise to track the end-to-end lifecycle of the enterprise's assets no matter where they are located. This makes it easier to manage the costs, risk, and processes for those assets, including the various types of cloud resources in use. Plus, you can proactively manage devices, on and off the network, as well as connect workflows throughout the lifecycle and provide stakeholders insight to what they have and how it's being used.

**“ServiceNow Software Asset Management provides transparency and protects our reputation.”—Evan Vafidis, Head of License Management, Uniper**



€ 2M

saved in cost reduction and efficiencies

# Avoid unnecessary work

Professional athletes don't have time to waste on work that doesn't push them toward success, and neither does your organization.

Keeping up with software and hardware assets while tracking cloud costs can be tedious, time-consuming, and labor-intensive. If you have ever endured emergency audits, you've learned this painful lesson the hard way. But what also happens when such fire drills occur is that staff from IT, finance, and other teams must waste their time on activities that don't help build the business.

## Automate IT lifecycle management

So how can you banish this mind-numbing, manual work? For starters, you can replace disconnected asset management tools with a single solution that lets you move at the speed of business. With such a solution, you can easily and accurately track hardware, software, and cloud assets end-to-end, from request to disposal.

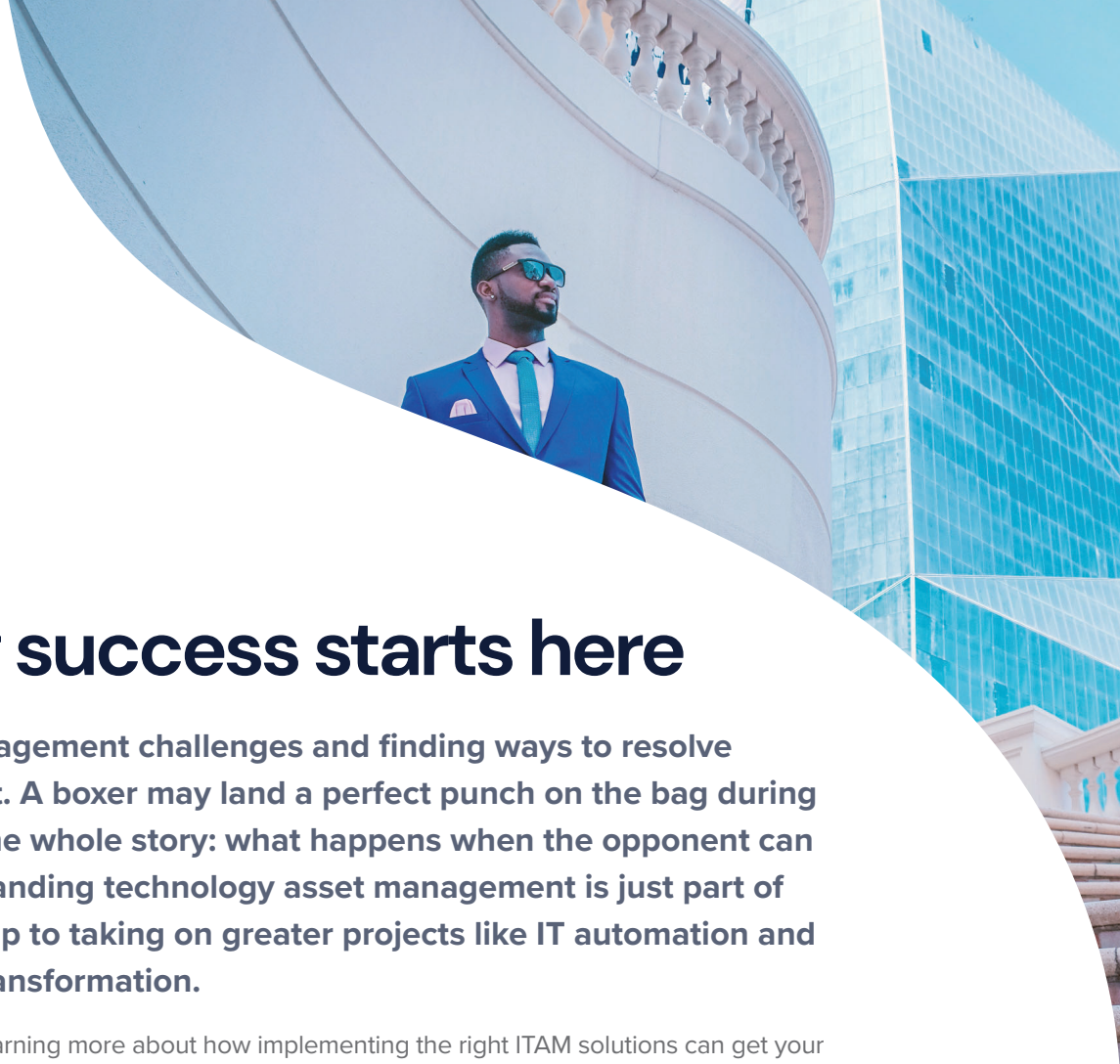
You can improve IT efficiency by optimizing inventory to expedite employee onboarding, asset usage, and service delivery. Additionally, you can plan strategically and proactively, and use lifecycle details to determine whether to refresh, upgrade, or sunset assets. Actionable insight like this will facilitate informed business decisions and enable a winning technology asset management strategy to boost your bottom line.

**“ Without ServiceNow our support team never would've been able to handle the volume of calls that came in during lockdown. —Deborah Mulderrig, Digital Asset Manager, Covéa Insurance**



**£810K**

estimated cost avoidance in compliance



# Achieving success starts here

Identifying asset management challenges and finding ways to resolve them are just the start. A boxer may land a perfect punch on the bag during training, but it's not the whole story: what happens when the opponent can punch back? Understanding technology asset management is just part of the story—the first step to taking on greater projects like IT automation and efficiency or digital transformation.

That's why we recommend learning more about how implementing the right ITAM solutions can get your enterprise in good shape for success.

Read about what makes ITAM run successfully with [The Gorilla Guide to Getting Started with ITAM](#).

Feel like there's more to learn? You're right! These two Gorilla Guides offer intermediate level information, best practices, and insights on IT asset management—for software and hardware.

[The Gorilla Guide eBook to Optimizing ITAM for Success](#)

[The Gorilla Guide eBook to elevating ITAM with Workflow](#)

Lastly, yet importantly, see how [ServiceNow® IT Asset Management](#) can automate the end-to-end lifecycle for software licenses, hardware assets, and cloud—on one platform.

## About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit [www.servicenow.com](http://www.servicenow.com).

LET'S TALK

# Ready to find flow?

Windward helps companies create an IT operations strategy that connects your vision to a roadmap for success. If you'd like to learn more and discuss a strategic IT Ops plan for your organization, feel free to email us at [info@windward.com](mailto:info@windward.com) or go to [www.windward.com](http://www.windward.com).