

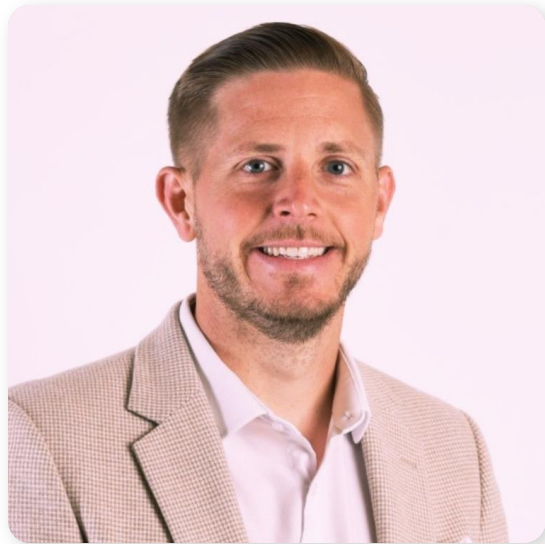
Best practices for managing ITAM risk when ITSM is the foundation

Welcome! We're glad you're here.

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flexera[™]

Meet your speakers (#peoplebeforeprofessionals)



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Before we begin



This session is being recorded. After the webinar, we will share a link to the recording, along with any relevant materials.



All attendee microphones and video cameras are turned off.



We encourage you to ask questions! Please type them into the Q&A box at any time during the presentation.



Today we'll cover

- 1 Risks of ITAM tightly coupled to ITSM/CMDB
- 2 How data-quality gaps drive overspend and audit risk
- 3 Limits of ITSM-centric ITAM for SaaS, cloud, and hybrid IT
- 4 Ways to decouple ITAM, strengthen governance, and scale to 2026
- 5 Practices to improve data quality, AI-readiness, and insights
- 6 Q&A and wrap-up



ITAM maturity curve

From **scattered asset records** to **technology intelligence** — where governance reduces risk, optimization unlocks savings, and integration powers business value

1 Discovered

- Asset data is **silored and inconsistent** across tools and spreadsheets
- No **single view** of hardware, software, SaaS or cloud
- Activity is largely **reactive**, driven by audits and urgent requests



Focus

Awareness

2 Managed

- A centralized **inventory of key assets** begins to emerge
- Basic **entitlement and contract records** captured for major vendors
- **Repeatable reporting** for audits and finance is established



Focus

Structure

3 Governed

- Formal **ITAM governance and ownership** defined across the organization
- **Continuous reconciliation** of deployment vs. entitlements
- **Policies and workflows** enforce standards in request, change and procurement
- Asset data becomes **trusted for compliance and risk reporting**



Focus

Trust

4 Optimized

- **License and subscription optimization** programs (reclaim, right-size, rationalize) in place
- **Usage and cost insights** shared with business owners to shape decisions
- Integration with **FinOps / ITFM** supports showback, chargeback and forecasting
- Optimization is **ongoing**, not a one-time clean-up



Focus

Savings

5 Transformational

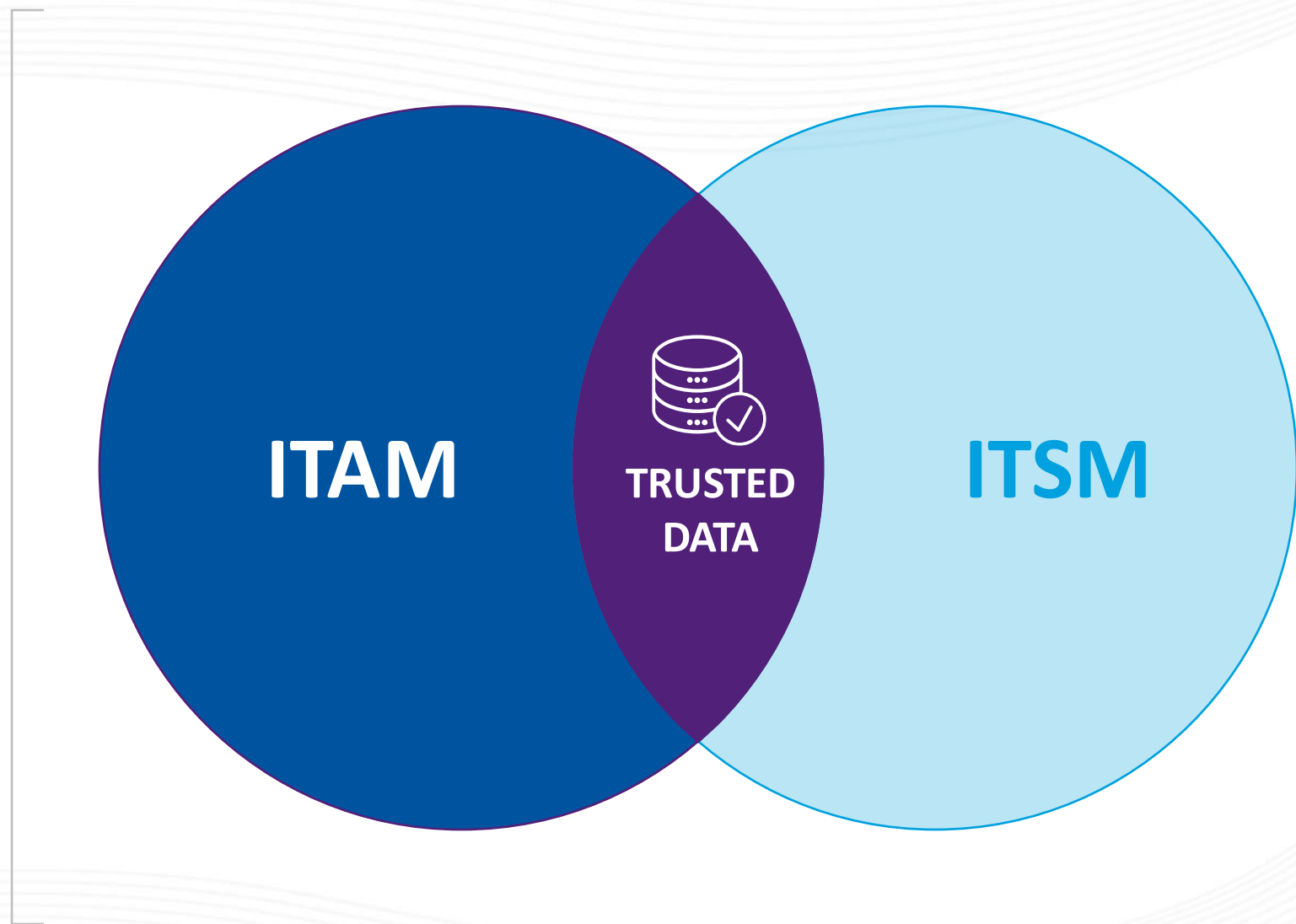
- ITAM data is **fully integrated** with ITSM, Finance, Security and Enterprise Architecture
- **Technology intelligence** feeds AI, automation and strategic planning
- ITAM guides **portfolio, vendor and cloud strategy**, not just compliance
- The organization operates with a **real-time view of cost, risk and value** across the estate



Focus

Transformation

The relationship between ITAM and ITSM



Poll #1: Quick check

How familiar are you with the risks of tightly coupling ITAM with ITSM/CMDB?

A: Very familiar

B: Somewhat familiar

C: Heard of it, but not clear on the details

D: Not familiar at all

Cast your vote in the chat now!



Risks of ITAM tightly coupled to ITSM/CMDB

The current data and technology landscape

Understanding the structural risks when ITAM is tightly coupled to ITSM and the CMDB

Strategic blind spots

ITSM/CMDBs are built for tickets and uptime, not commercial risk or AI workloads. Anything they don't see, leaders can't see.

Concentration risk

One platform becomes the control point for service, data and exposure. If it's misaligned or under-adopted, your risk posture is wrong everywhere.

Slower strategic moves

M&A, divestitures and vendor talks need fast, trusted data. When ITAM is buried in ITSM customizations, every move becomes a mini-IT project.

Proven visibility problem

Visibility gaps in the estate persist despite heavy tooling. Decisions on cost, risk and AI are still made on an incomplete picture.



When ITAM lives inside ITSM, risk shows up

ITAM tightly coupled to ITSM/CMDB turns data gaps into wasted spend, structural blind spots and stalled transformation.

1



Margin and cost erosion

Waste you can't see

25–30% of IT budgets are still wasted on redundant tools and underused licenses, and audits have become a seven-figure line item

2



Structural blind spots

High-stakes calls, low-quality data

When the same platform runs workflows and acts as the system of record, any gap or misalignment in the CMDB quietly skews every decision tied to cost, risk and AI

3



Strategic drag

Slow decisions, weak leverage

M&A, divestitures and vendor deals need fast, trusted data; when ITAM is buried in ITSM, every strategic move becomes a mini-IT project

A real-life example!



Lamborghini Car

- Cutting-edge technology and craftsmanship
- Exceptional speed and handling
- Iconic aesthetics that turn heads
- Engineered for racing-level performance
- Rare and desirable asset



Lamborghini Tractor

- Over-engineered for practical farming
- 48 gears & 188 buttons
- Constant troubleshooting
- Persistent technical issues
- Too big for his fields

**How data-quality
gaps drive overspend
and audit risk**



How data-quality gaps erode value

Turning “messy ITAM data” into real spend, audit and AI risk.



Spend leakage

Waste you can't defend

Redundant tools and over-licensed software stay hidden without trusted usage data.

Underused SaaS and cloud services quietly consume 25–30% of the IT budget.

Harder to fund transformation because baseline run-rate spend is inflated.



Audit and compliance exposure

Surprises you can't predict

Incomplete entitlement vs. deployment views drive unbudgeted audit settlements.

Datacenter and BYOL-in-cloud gaps increase contractual and regulatory risk.

Leaders lose confidence in reported compliance positions.



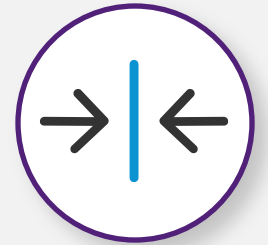
Decision and AI risk

Bad data at scale

Finance, procurement and ITSM make calls on partial or conflicting asset data.

AI and analytics inherit the same gaps, automating bad decisions faster.

Portfolio and vendor strategy are shaped by an inaccurate view of the estate.



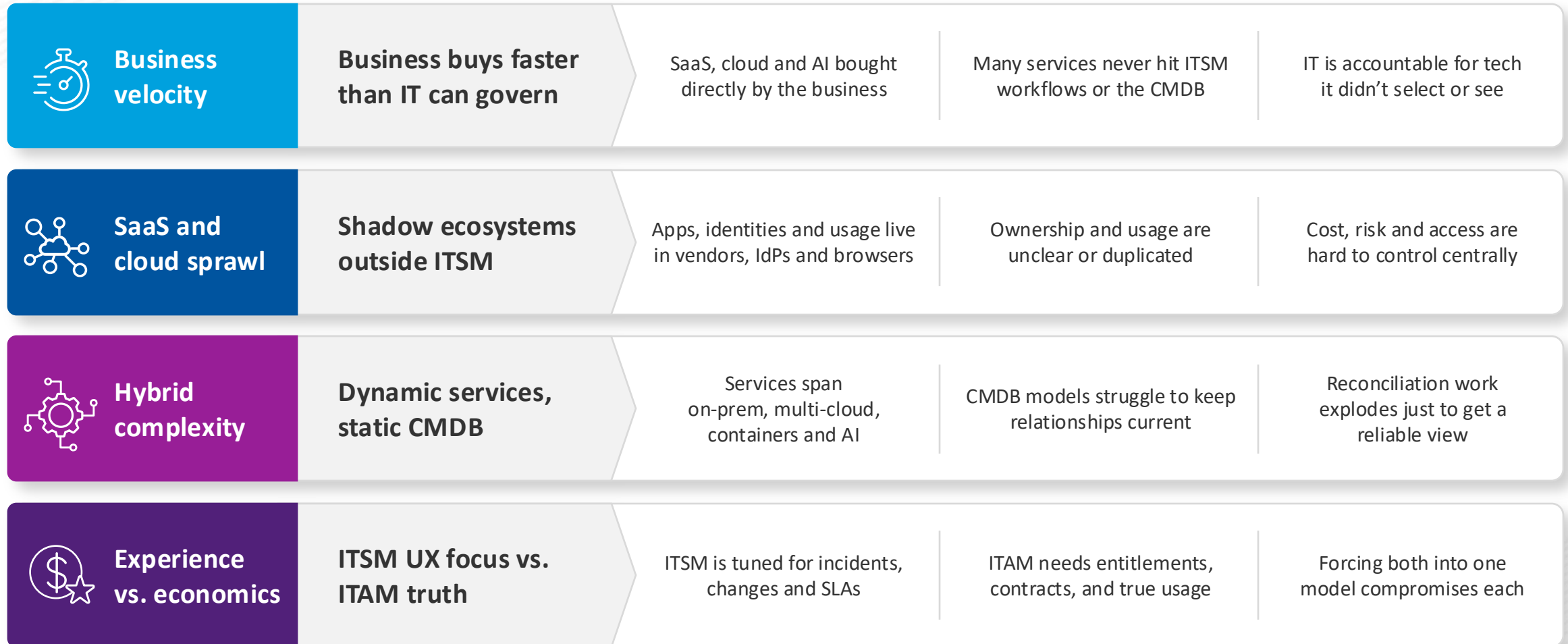
When data quality breaks down, value leaks out through overspend, audit surprises and distorted decisions—right when you need clean ITAM data to fund and safely scale digital and AI initiatives.



Limits of ITSM-centric ITAM for SaaS, cloud, and hybrid IT

Limits of ITSM-centric ITAM for SaaS, cloud and hybrid IT

Why the old operating model breaks in a subscription, AI-driven world



ITAM is shifting from operational to transformational

Positioning ITAM as the technology intelligence layer

From back-office to control tower

- ITAM is evolving from license administration to a control tower for technology investment
- Instead of just preparing audit packs, ITAM now informs decisions about where to cut, where to double down and which vendors to restructure

From siloed function to shared intelligence

- ITAM data is increasingly consumed by cloud/FinOps, security, ITSM, finance and procurement
- These teams treat ITAM as the shared source of truth for technology spend, risk and opportunity—not just a specialist report

From point-in-time reports to continuous signals

- The move to SaaS and cloud demands continuous, near real-time insight, not quarterly spreadsheets
- Modern ITAM feeds ongoing signals into ITSM workflows, AI models and financial planning instead of after-the-fact true-ups



What this gives you permission to do

This shift gives you the air cover to position ITAM as the technology intelligence layer in your decoupled model, feeding ServiceNow (or any ITSM platform) with trusted data, while ITSM remains the system of action.

**Decouple ITAM,
strengthen governance,
and scale to 2026**

Decouple ITAM, strengthen governance, and scale to 2026

Design principle: Separate *data truth* from *workflow execution*

1

Technology Intelligence Layer

Establish a technology intelligence layer

Central platform for normalized inventory, licenses, SaaS, cloud and relationships.

Curates “one version of truth” for cost, risk and usage across the estate

Feeds ITSM, FinOps, SecOps, EA and Finance instead of each team building its own view

2

ITSM as the orchestration engine

Keep ITSM as the system of action

Tickets, approvals and changes still run on ServiceNow (or equivalent)

Workflows consume trusted ITAM data instead of local CMDB guesses or spreadsheets

Ensures good operational experience and sound commercial decisions

3

Governance over heroics

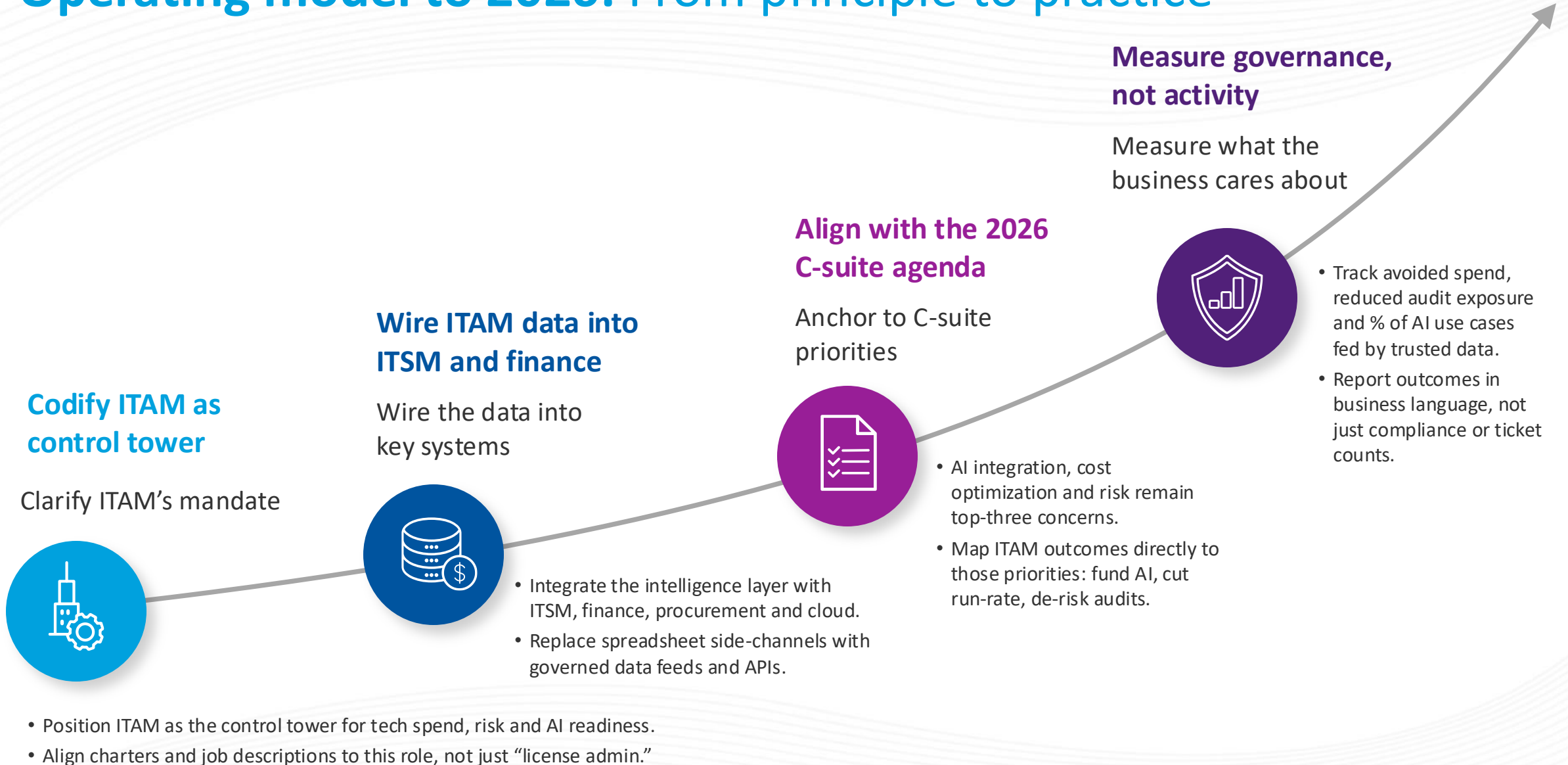
Put governance in front of tools

Cross-functional council (ITAM, ITSM, Finance, Security, Procurement, Cloud)

Clear charter: reduce avoidable spend, de-risk audits, enable AI safely

Decisions are policy-driven, not dependent on “that one person who knows the data”

Operating model to 2026: From principle to practice





**Practices to improve
data quality, AI-readiness,
and insights**

Turning ITAM into a strategic asset

Practices to elevate data quality, AI-readiness and insights



Design for “first-time-right” decisions

Structure ITAM data so leaders can pull a report once and trust the result—no reconciliation, no side spreadsheets, no “let me double-check with IT.”



Create a single, consumable source of truth

One place to go for technology inventory, costs, contracts and risk—curated and translated into business terms so Finance, Procurement, Security and IT see the same picture.



Enable governed self-service, not bottlenecks

Give stakeholders simple ways to slice the data (by vendor, business unit, service, geography) with guardrails that protect policy and privacy, instead of routing every question through specialists.



Keep data continuously current, not periodically cleaned

Automate feeds from discovery, cloud, SaaS and financial systems so data is refreshed as the environment changes—supporting AI models and analytics that stay accurate over time.



Use this trusted data foundation to answer real business questions on demand:

“Where can we cut **10%** of run-rate IT spend?”

“What is **our true** exposure with this vendor?”

“Which services are **most critical** if we invest in AI automation?”

Poll #2: True or false?

When ITAM “lives inside” ITSM, CMDB blind spots quietly turn into financial, compliance, and cyber risks.

A: True

B: False

Let's Wrap it up

If you remember three things...

1

ITSM is the engine – ITAM is the truth.

When ITAM “lives inside” ITSM, CMDB blind spots quietly turn into financial, compliance and cyber risk.

Keep ITSM running workflows, let ITAM own the record of what you have, what it costs and where the risk is.

2

Trusted technology data is a strategic asset.

A dedicated, trusted ITAM data layer lets leaders answer the hard questions on demand

- Where can we cut?
- What's our real exposure?
- What can we safely automate with AI?

3

Governed ITAM unlocks cost, risk and innovation.

Treating ITAM as a cross-functional discipline – not just a “license team” – gives the organization confidence to renegotiate, modernize and invest in AI at the pace the business expects.



Q&A



Open to current customers

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Topics and discussions determined by a governance council of members

Mostly virtual meetings, sometimes in-person

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Where peers share insights, lessons, and practical tips.

**First meeting, Dec 11th
at 10am, CT/ 4pm GMT**



Join us by [registering at this link](#)

The background of the slide features a series of light blue, wavy lines that create a sense of movement and depth. These lines are layered and overlap, forming a complex, organic pattern that resembles a stylized wave or a digital signal. The overall effect is clean, modern, and visually appealing.

Thank you!

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