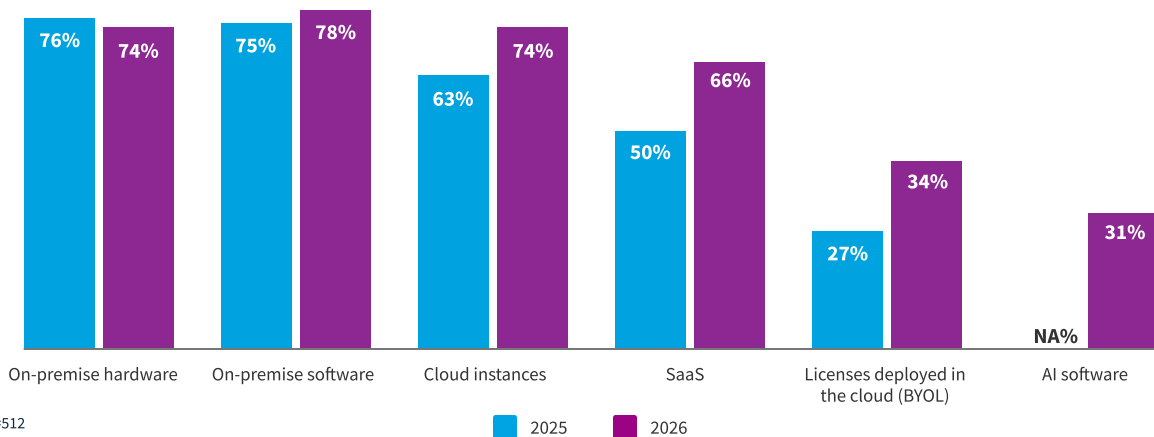


The new ITAM reality—growth, pressure and blurred lines

ITAM's scope is rapidly expanding

ITAM is no longer confined to on-premises infrastructure. As organizations adopt SaaS, public cloud and AI-driven software, ITAM's scope has expanded across the entire IT estate—bringing new complexity and responsibility.

Do you have accurate visibility into the following environments within your IT estate?



ITAM is converging with FinOps and cloud

To manage this expanding scope, ITAM teams are working more closely with FinOps and cloud teams. Most organizations now have a dedicated FinOps function, and ITAM teams are taking on responsibilities that extend well beyond traditional asset management.

78%

have a dedicated
FinOps team

75%

manage cloud
software licenses

64%

manage SaaS
licenses

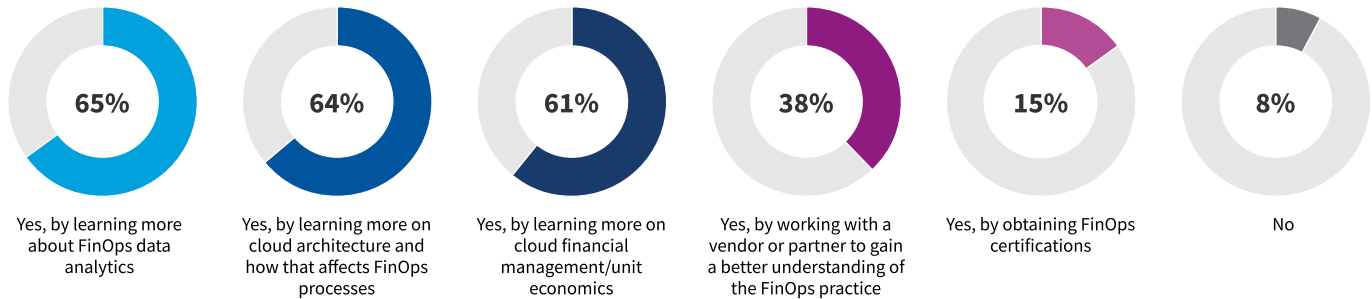
51%

support AI spend
visibility

ITAM teams are actively upskilling

As responsibilities shift, ITAM teams are investing in new skills—particularly in FinOps disciplines—to better manage cloud cost optimization and governance.

Is your team upskilling for FinOps?

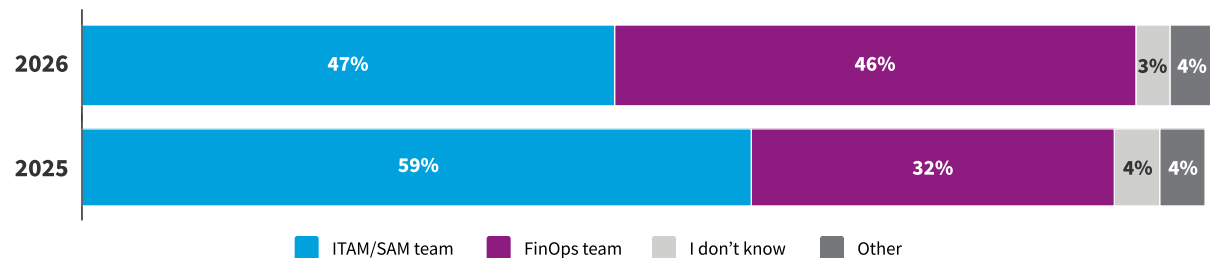


N=175
Source: Flexera 2026 State of ITAM Report (Figure 5)

Ownership of cloud optimization is nearly split

Responsibility for generating software savings in the cloud is no longer clearly defined. ITAM and FinOps now share ownership, signaling a shift toward joint accountability—but also potential friction. In fact, 47% say ITAM/SAM owns cloud software savings—nearly equal to FinOps.

Which team is responsible for generating software savings in public cloud environments?



2025: N=506; 2026: N=512
Source: Flexera 2026 State of ITAM Report (Figure 7)

[Download the 2026 State of ITAM Report](#) →

About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning IT asset management, FinOps and SaaS management solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes. More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data. [Learn more at flexera.com](#)

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