

2025

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State of ITAM Report

ITAM influence grows with expertise
in managing complex IT asset data

As more workloads move to the cloud, ITAM teams
struggle to find the balance between managing
on-premises and cloud environments

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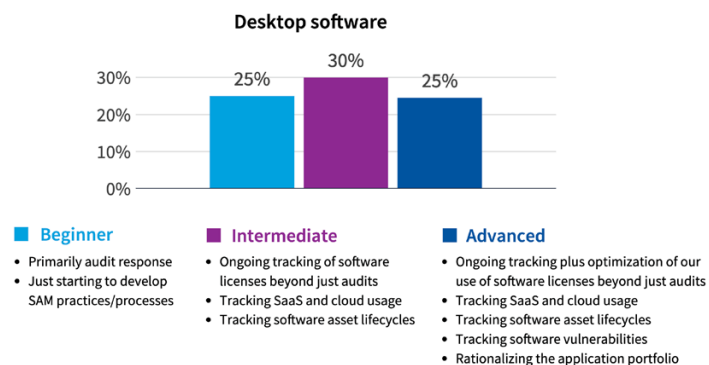
Proper IT asset management (ITAM) is foundational to managing your dynamic IT environment, but it comes with its own set of unique challenges. ITAM is an essential process that enables you to optimize your IT assets by improving performance, mitigating security risks and reducing costs. However, ITAM tools and processes are evolving quickly as the IT landscape becomes more complex across on-premises, SaaS, the cloud and hybrid environments.

The *Flexera 2025 State of ITAM Report* provides insight into the makeup and focus of ITAM teams at enterprise-level organizations and offers perspectives and advice on current trends. The report takes a high-level view of IT investments across public, hybrid and SaaS technologies.

Report highlights

Here's a sample of key findings from this year's report, which represent trends in ITAM, based on a worldwide survey of 506 IT professionals.

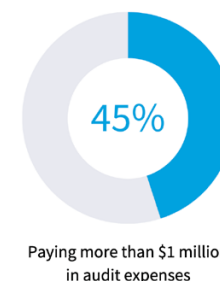
What's your estimated wasted spend across your IT estate?



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Source: Flexera 2025 State of ITAM Report
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Desktop spend continues to be one of the areas of most waste. As more applications move to the cloud, on-premises licenses are often forgotten.

How much do you estimate your organization has spent on software vendor audits over the past 3 years?

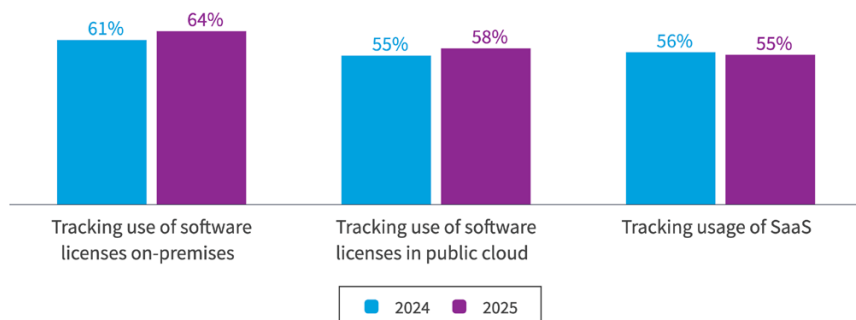


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Source: Flexera 2025 State of ITAM Report
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Nearly half of organizations (45%) have paid more than \$1 million in audit expenses in the past three years.

Report highlights

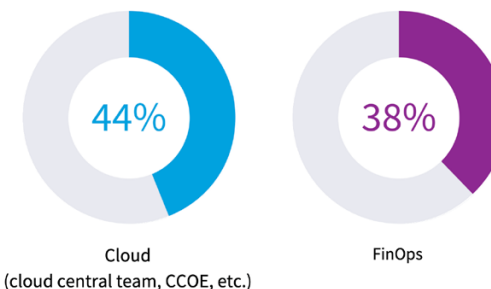
What SAM-focused responsibilities does your ITAM team have?



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Source: Flexera 2025 State of ITAM Report
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Tracking the use of software licenses in public cloud environments has increased 3 percentage points year over year.

Which of the following teams does your SAM team have significant interaction with?



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Source: Flexera 2025 State of ITAM Report
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Interaction with cloud (44%) and FinOps (38%) teams continues to grow year over year.

Key findings

Collaboration is growing

Collaboration between ITAM and FinOps teams has increased by 6 percentage points year over year, and other cloud teams by 3 percentage points year over year. In 2024, we saw more focus on cloud license management among advanced ITAM teams, while this year it's not just advanced ITAM teams focused on cloud license management but beginners and intermediate users as well. Among European respondents, we see that collaboration between ITAM and FinOps has grown at an even more staggering rate from 29% to 43% year over year. As more workloads move to the cloud, collaboration between FinOps and ITAM will become even more essential.

Priorities and challenges are evolving

It's not surprising that ITAM teams reporting to security or FinOps leaders are more likely to be focused on tracking the use of SaaS applications, with security disciplines focused on reducing shadow IT and FinOps disciplines focused on optimizing SaaS costs. What's interesting is that the complexity of software use rights has become a much bigger challenge, moving up in ranking from sixth place to first this year. This is mostly due to the complexity of software use rights in the cloud and more companies moving resources to cloud services.

Finding ways to optimize software use is still a top priority among all organizations, but a lack of resources on the SAM team continues to be a struggle. Managing software licenses in containers is less of a focus this year, with less than 50% of organizations focusing on this task. Saving money on SaaS is becoming more and more

of a priority: We've seen a steady increase of 7 percentage points in tracking SaaS usage over a two-year time, and an 8 percentage point increase over the same time for rightsizing SaaS contracts.

Audits continue to be a top concern

Although it remains the top priority for SAM professionals this year, it seems organizations haven't found a way to mitigate the impact of audits, and, similar to survey results from last year, nearly half (45%) of organizations paid more than \$1 million in audit fines over the past three years. Microsoft (50%) continues to be the top vendor auditing survey respondents, followed by IBM and SAP (37% and 32%, respectively).

As previously mentioned, reasons audits might still be a challenge is the complexity of use rights and more companies moving resources to the cloud. Although enterprises are doing a better job with optimizing license spend, audit defense is still an issue.

IT visibility is improving—in some areas

Visibility into on-premises hardware and software grew from around two-thirds of organizations last year to 76% and 75% this year, respectively. Furthermore, 63% of respondents say they have visibility into cloud instances. That being said, only half feel comfortable with SaaS, and visibility into BYOL positions is still extremely low at only 27%.

You can't manage what you can't see—and it's fundamental to have complete visibility into your IT estate and assets. Overall, respondents seemed less confident in their complete IT estate visibility: This percentage dropped from 47% to 43% year over year and may be influenced by more companies moving software to the cloud.

Methodology

The Flexera State of ITAM survey tapped 506 technical professionals worldwide in early 2025. The network includes professionals across industries and context areas.

Flexera sources participants from an independent panel that's rigorously maintained and is comprised of vetted respondents with detailed profiles. All numbers and percentages are rounded to the nearest whole number.

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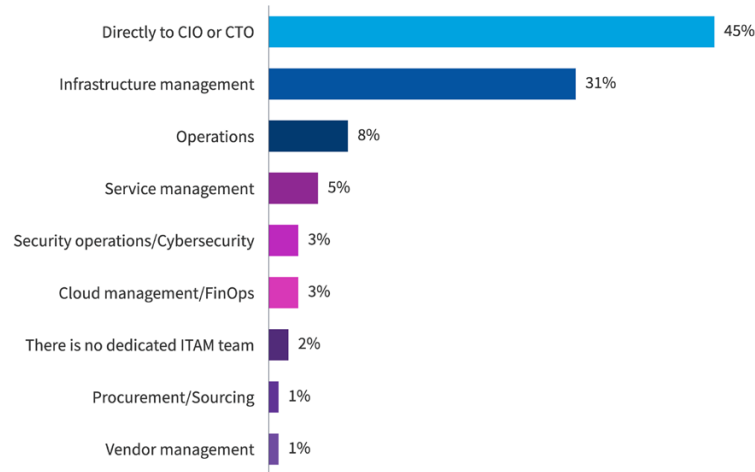
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Commonly used terms:

BYOL: Bring your own license
CCOE: Cloud center of excellence
CMDB: Configuration management database
EOL/EOS: End of life/end of service
ESG: Environmental, social and governance
FTE: Full-time equivalent
HAM: Hardware asset management
IaaS: Infrastructure as a support
ITAD: IT asset disposition
ITAM: IT asset management
ITFM: IT financial management
ITSM: IT service management
PaaS: Platform as a service
SaaS: Software as a service
SAM: Software asset management

ITAM is a critical and strategic function—and it's evolving

Where does your ITAM team report?

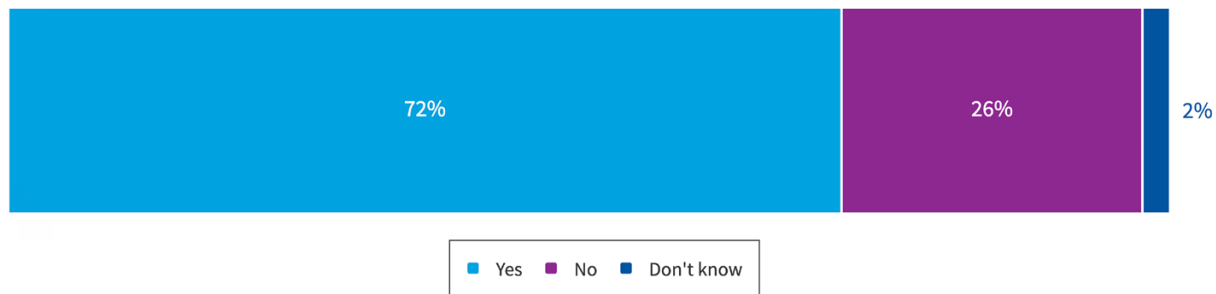


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Source: Flexera 2025 State of ITAM Report (Figure 1)
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**ITAM teams
most often
report
directly
to C-level
positions**

Compared to last year, we're seeing a 5 percentage point increase in ITAM teams reporting to infrastructure management. Forty-five percent of respondents report directly to the CIO or CTO, and 31% report to infrastructure management.

Does your organization have a FinOps team?



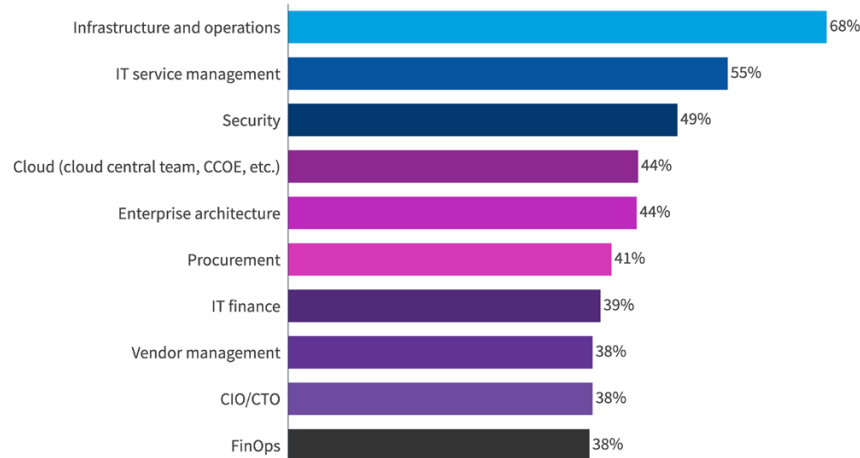
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Source: Flexera 2025 State of ITAM Report (Figure 2)
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FinOps is an operational framework and cultural practice that maximizes the business value of the cloud, enables timely data-driven decision-making and creates financial accountability through collaboration between teams.

Results from this year's survey show there's a 5 percentage point difference from last year in organizations that have a dedicated FinOps team (down from 77% to 72% year over year). We suspect this could be due to growing convergence and collaboration between ITAM and FinOps teams, but we'll continue to keep an eye on this trend as these specialties evolve.

That being said, when asked which teams SAM teams have significant interaction with, results from this year's survey show that interaction with FinOps has increased from 32% to 38% year over year. Unsurprisingly, ITAM teams have the highest interaction with the traditional infrastructure and operations (68%), ITSM (55%) and security teams (49%). As more software moves into the cloud, we're seeing increases in ITAM collaboration with FinOps (38%) and cloud teams (44%).

Which of the following teams does your SAM team have significant interaction with?



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Source: Flexera 2025 State of ITAM Report (Figure 3)
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«
**Organizations
are finding
better ways
to collaborate
and manage
software in
the cloud**

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your cloud software spend

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There still isn't an overall consensus for who should be managing software savings in public cloud environments—but without collaboration, there's no doubt cloud license costs may not be managed well

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



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Source: Flexera 2025 State of ITAM Report (Figure 4)
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We also asked a new question in this year's survey: Which team is responsible for generating software savings in public cloud environments? Results from our respondent pool show that roughly a third of companies have their FinOps teams manage software savings in public cloud environments—while nearly 60% are managed through ITAM teams. This suggests an area of opportunity for ITAM and FinOps teams to collaborate on optimizing software in cloud environments.

IT asset management challenges

ITAM can't be done effectively without key resources such as a focused team. With that in mind, we asked a new question in this year's survey about how many FTEs organizations had to support HAM and SAM initiatives. Worldwide, only 25% of organizations surveyed have fewer than five FTEs.

It's no surprise there's a correlation between size of organization and number of ITAM FTEs. Most organizations with more than 50,000 employees have more than 10 FTEs, and most organizations with fewer than 50,000 FTEs tend to have between 1 and 9 ITAM FTEs.

How many FTEs are devoted to HAM and SAM activities performed in your organization?

Global

Number of employees	10 or more	Between 5 and 9	Between 2 and 4	Less than 1	These activities are outsourced
1,001-2,000	19%	38%	34%	6%	2%
2,001-5,000	23%	30%	41%	6%	0%
5,001-10,000	28%	50%	19%	2%	2%
10,001-20,000	30%	50%	19%	2%	0%
20,001-50,000	26%	51%	18%	3%	2%
50,001-100,000	68%	18%	15%	0%	0%
100,000+	72%	24%	3%	0%	0%

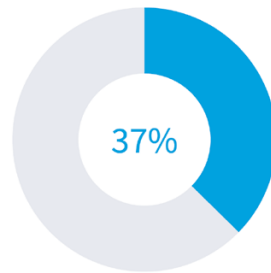
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Source: Flexera 2025 State of ITAM Report (Figure 5)

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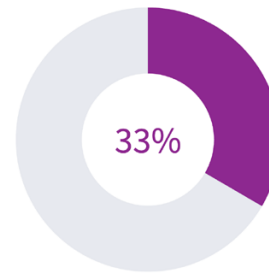
This year, we adjusted our categorization of our methodology and implemented a more stringent use on what's categorized as "advanced," which includes tracking software asset lifecycles and software vulnerabilities for third-party applications. Because of this, when asked which statement best describes where participants were in implementing SAM in their organizations, we saw slightly more beginners and fewer advanced users. However, it's still roughly a third across the board between beginner, intermediate and advanced categories telling us that businesses overall are implementing SAM at a more advanced level (37% beginner; 33% intermediate; 29% advanced). We'll keep an eye on how this moves forward year over year.

Which statement best describes where you are in implementing SAM in your organization?



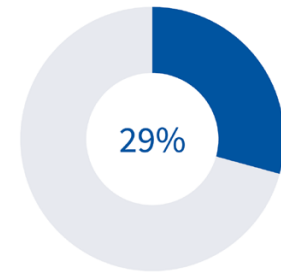
■ Beginner

- Primarily audit response
- Just starting to develop SAM practices/processes



■ Intermediate

- Ongoing tracking of software licenses beyond just audits
- Tracking SaaS and cloud usage
- Tracking software asset lifecycles



■ Advanced

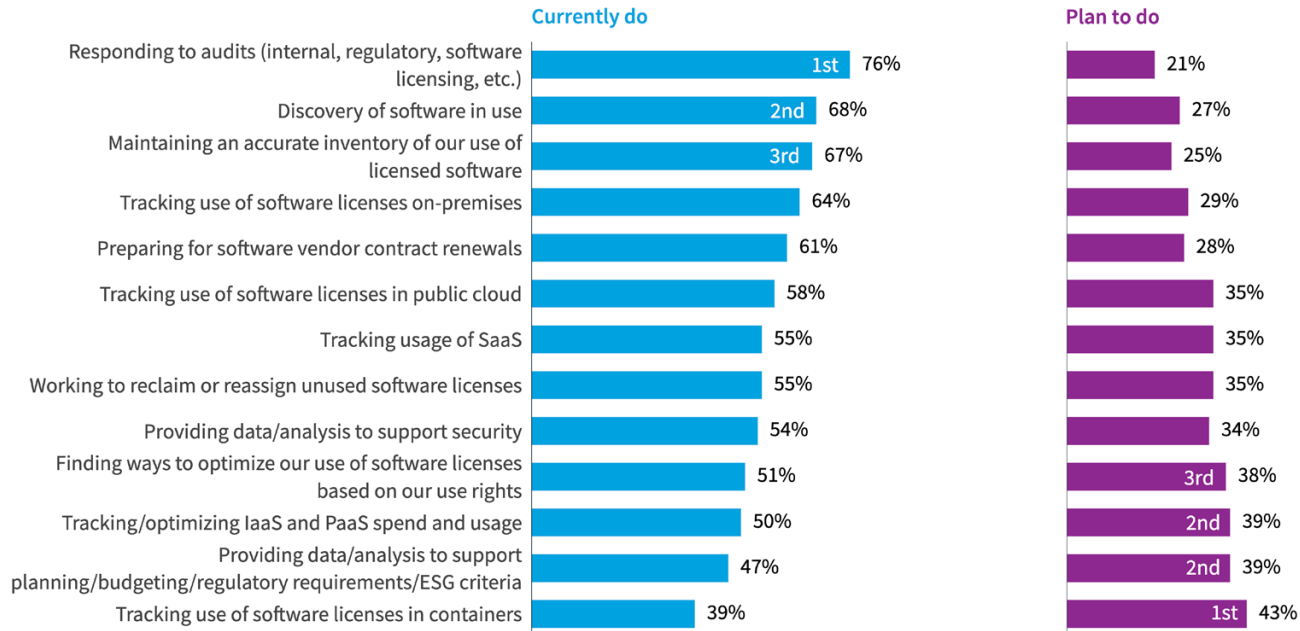
- Ongoing tracking plus optimization of our use of software licenses beyond just audits
- Tracking SaaS and cloud usage
- Tracking software asset lifecycles
- Tracking software vulnerabilities
- Rationalizing the application portfolio

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Source: Flexera 2025 State of ITAM Report (Figure 6)

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What SAM-focused responsibilities does your ITAM team have?



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Source: Flexera 2025 State of ITAM Report (Figure 7)
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Responding to audits remains the top priority for SAM-focused responsibilities this year (76% currently do; 21% plan to do) and increased by 2 percentage points year over year. What's more interesting is that maintaining an accurate inventory of licensed software has dropped 5 percentage points year over year. This directly impacts the accuracy of complying to vendor contracts and therefore not being audited.

Another interesting finding is tracking the use of software licenses in public cloud environments has increased from 55% to 58% year over year, which shows that as more workloads move to the cloud ITAM teams have heard the call and are managing the software that runs on them.

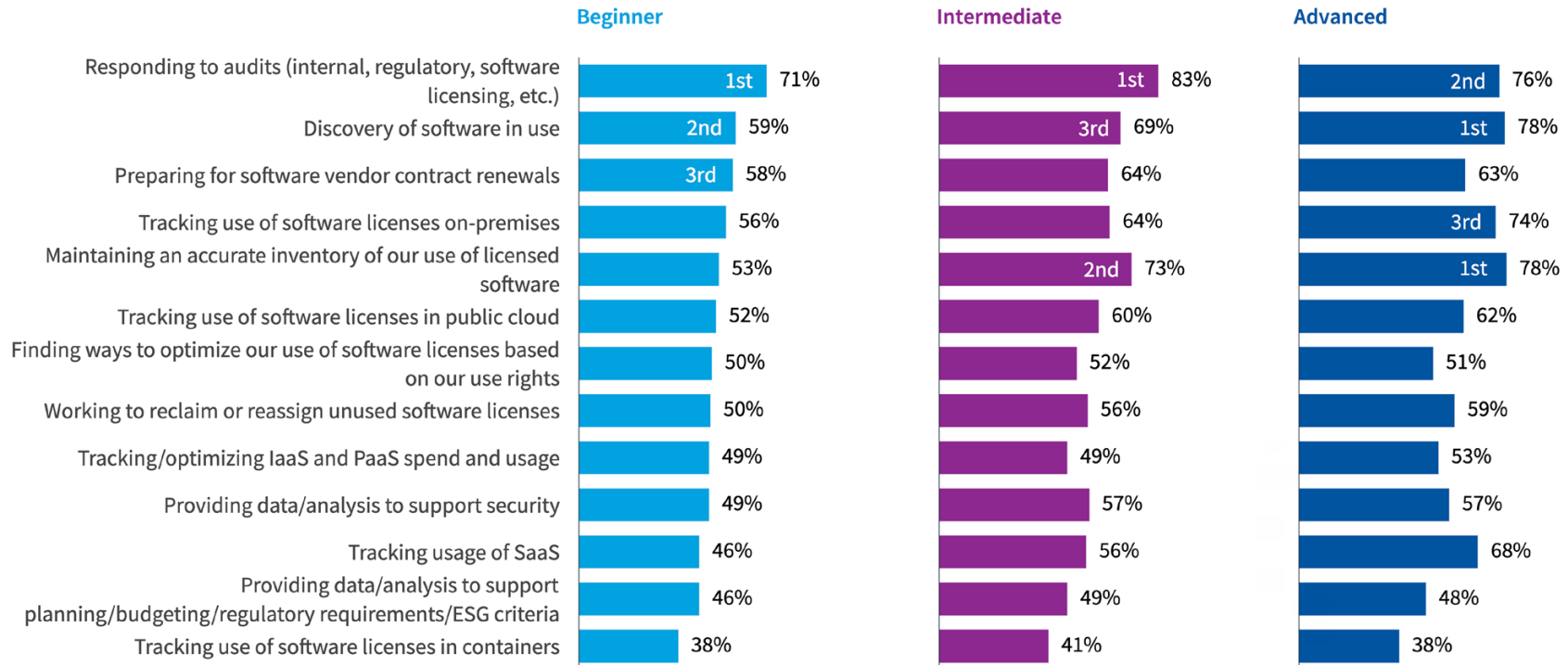
It's interesting that both beginner and intermediate programs overwhelmingly focus their responsibility on responding to vendor audits as their top priority, while advanced programs are tied to both discovery of software in use and maintaining an accurate inventory. Responding to audits is still a priority, but this underscores the importance of these responsibilities in order to proactively respond to audits.

«
Audits are top of mind across the board, but in order to be proactive visibility is key; discovery, tracking and maintaining an accurate inventory of software is fundamental

Consult an expert on
how to stay ahead of audits

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SAM responsibility by maturity



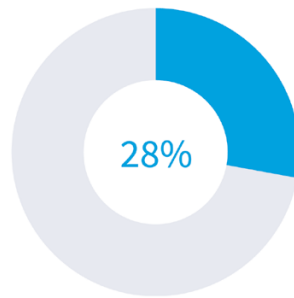
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Source: Flexera 2025 State of ITAM Report (Figure 8)

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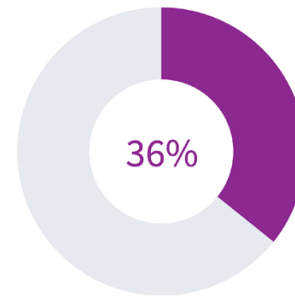
Regarding HAM maturity levels, there aren't many changes since last year's report, and HAM-focused responsibilities remain the same year over year: Discovering and inventorying all assets are still the top priorities.

Which statement best describes where you are in implementing HAM in your organization?



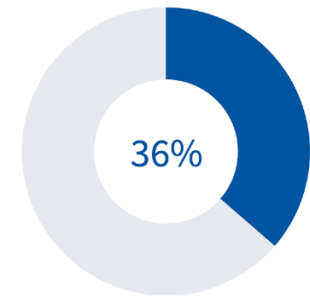
■ Beginner

- Tracking inventory and just starting to develop HAM practice and processes



■ Intermediate

- Tracking inventory, asset ownership, deployment, and firmware versions



■ Advanced

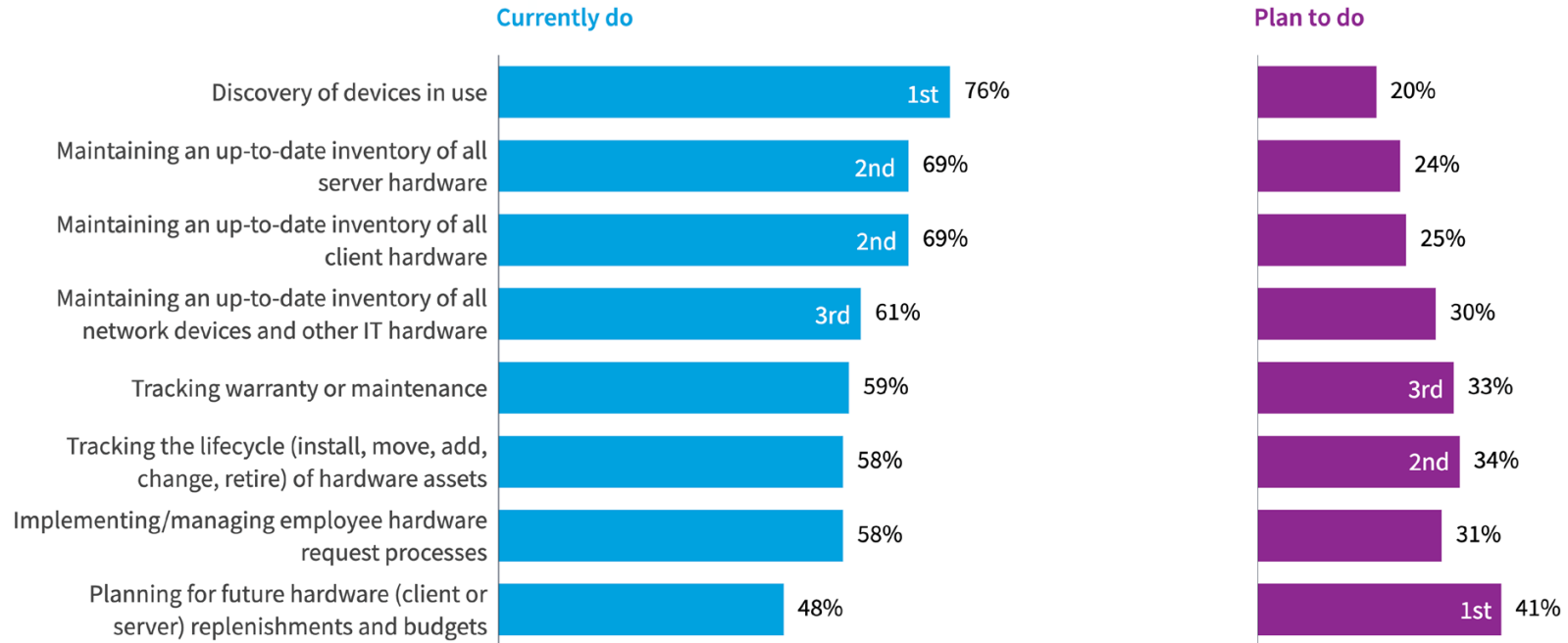
- Tracking inventory, deployment, firmware and end of life/end of service

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Source: Flexera 2025 State of ITAM Report (Figure 9)

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What HAM-focused responsibilities does your ITAM team have?



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Source: Flexera 2025 State of ITAM Report (Figure 10)

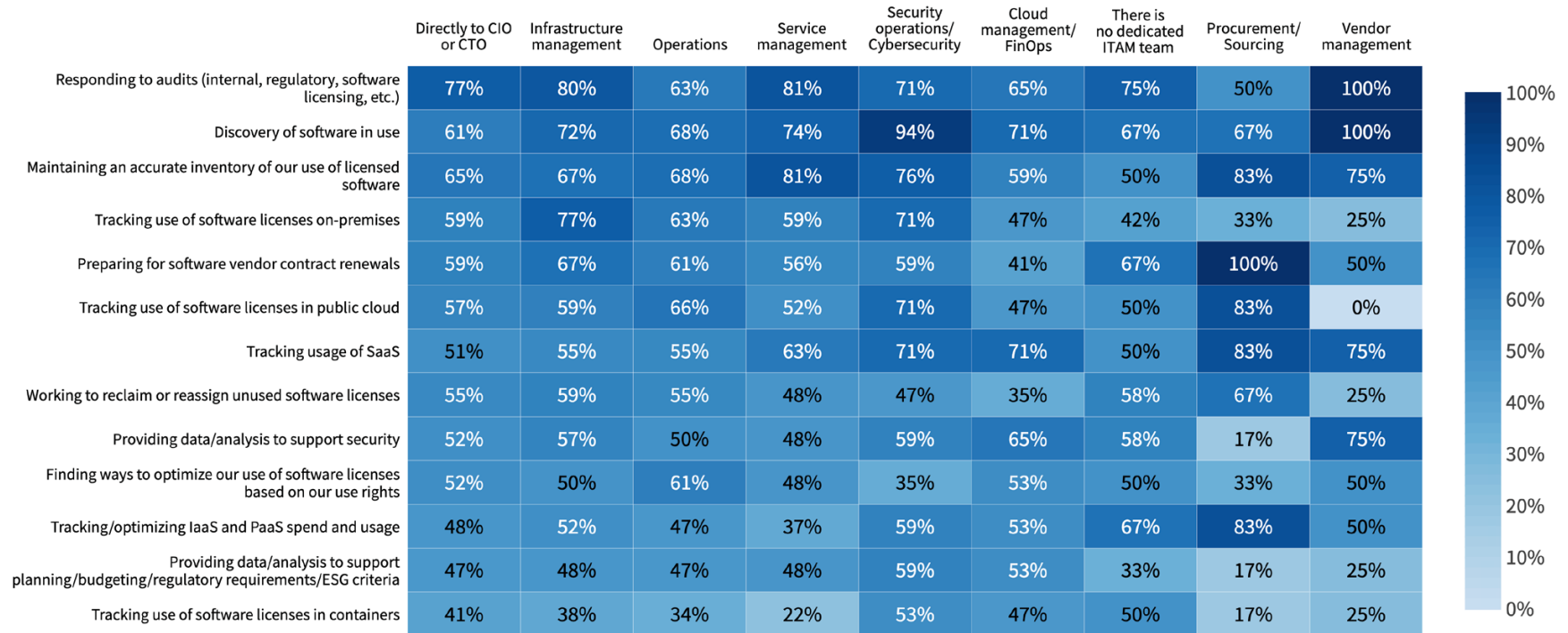
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This year, with regard to SAM teams' responsibilities and where they report, survey respondents indicated an increase in responding to audits and reporting directly to the CIO or CTO (77%). Software is a big deal to procurement: This year, 100% of respondents who report to procurement indicated they deal with software vendor contract renewals, whereas last year this was only 47%. It's important to note that there were fewer overall respondents identifying as being part of procurement this year, but it's still a noteworthy finding to keep an eye on.

When considering HAM responsibilities, we're seeing an increase in those who report directly to the CIO or CTO and a slight decrease in responsibilities for teams under infrastructure management.

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**100% of SAM
teams who report
to procurement
deal with software
vendor contract
renewals**

SAM team responsibilities and where they report

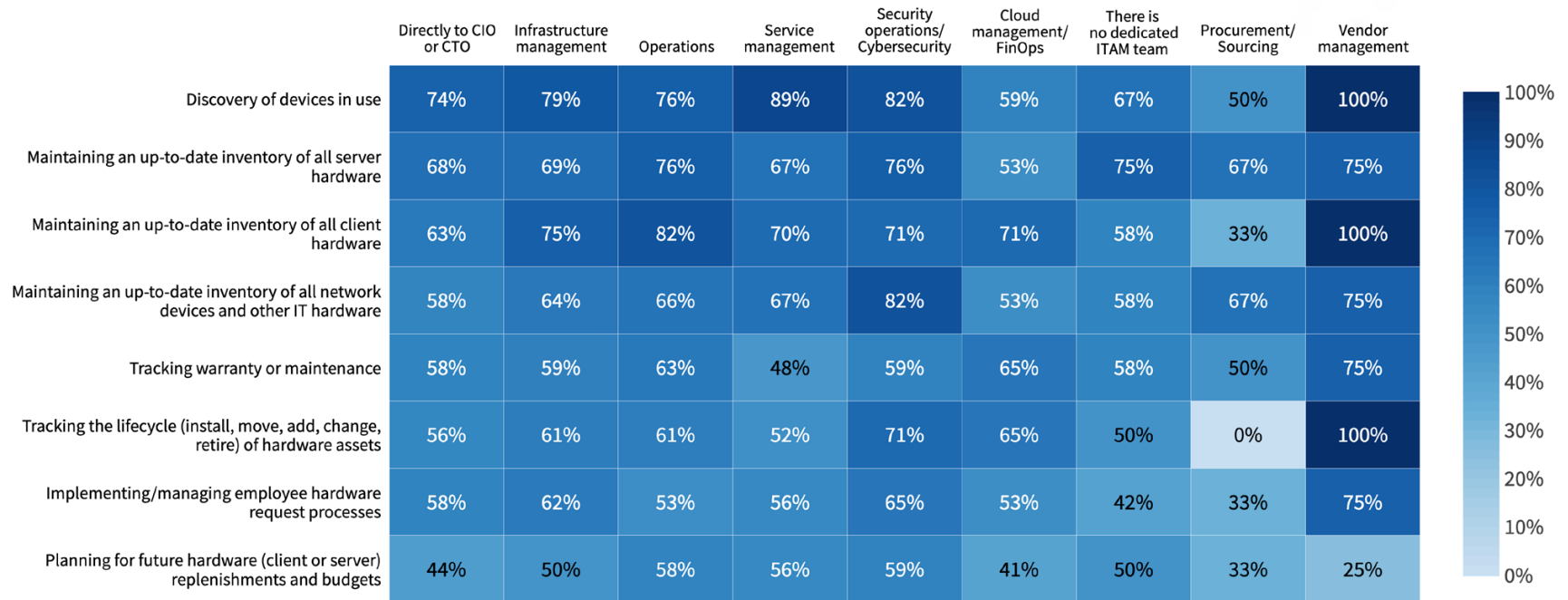


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Source: Flexera 2025 State of ITAM Report (Figure 11)

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HAM team responsibilities and where they report



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Source: Flexera 2025 State of ITAM Report (Figure 12)

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25% of intermediate and advanced users feel SaaS spend is wasted

Reach out to accelerate
your path to SaaS savings

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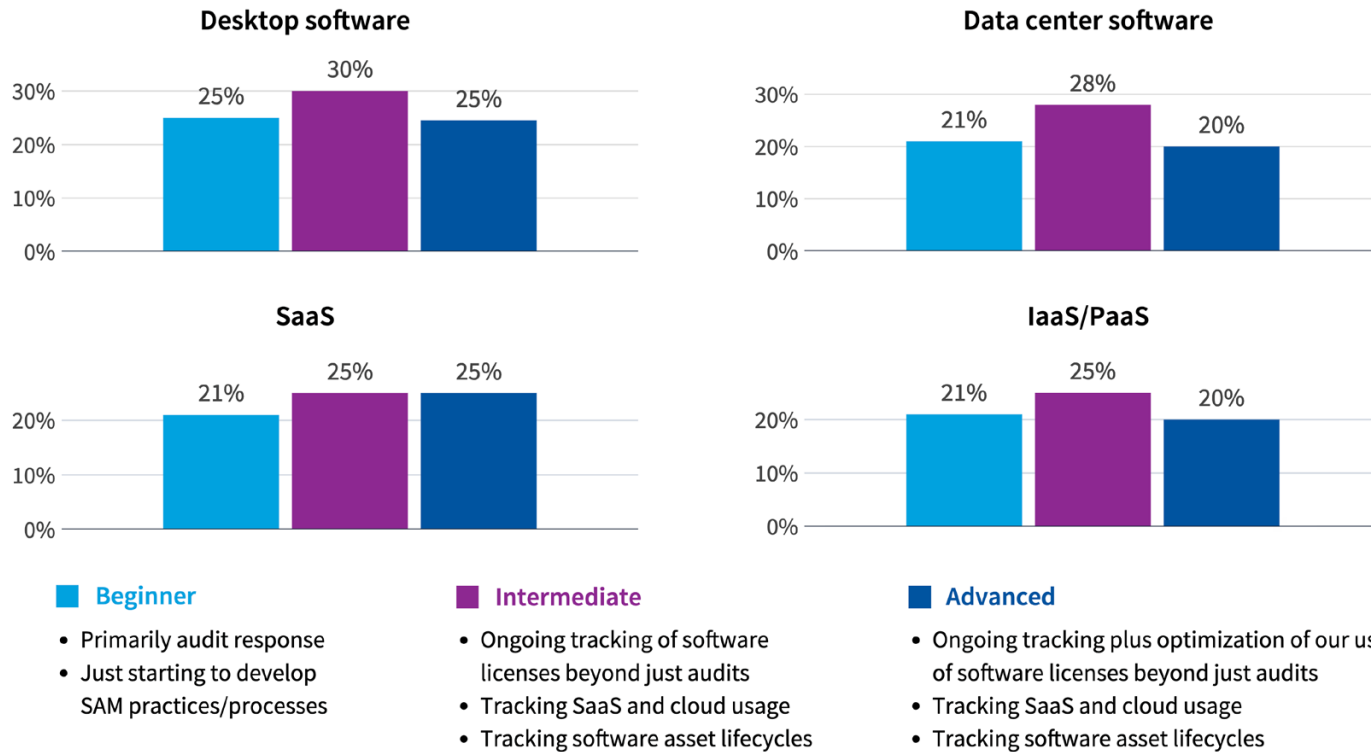
When it comes to wasted spend in general, more respondents thought SaaS and IaaS/PaaS waste has increased, which is similar to findings from last year's report. On the other hand, findings this year indicate desktop software waste may be declining.

With that said, wasted spend continues to be a challenge across the board, with desktop spend and SaaS being the areas of most waste among advanced users (25%). A quarter of beginners also seem to have a large challenge with desktop spend. Intermediate users aren't immune to wasted spend challenges in desktop either (30%), but 28% also report challenges with data center software.

One reason desktop spend continues to be a challenge is the increasing number of workloads moving to the cloud—and licenses installed on-premises are being forgotten and neglected as a result.

Wasted SaaS spend has decreased in the beginner category but increased by almost the exact same amount among intermediate and advanced users combined; this could be due to advanced organizations utilizing SaaS applications more.

What's your estimated wasted spend across your IT estate?



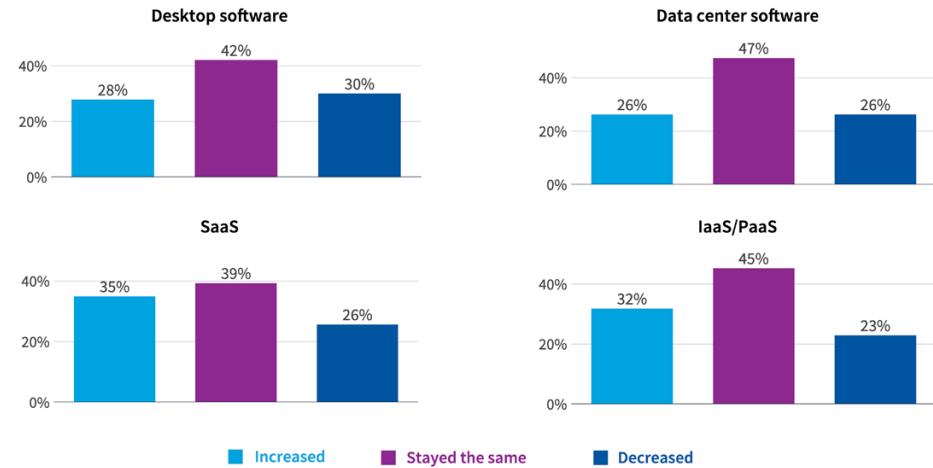
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Source: Flexera 2025 State of ITAM Report (Figure 13)

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**35% of
respondents
said wasted
SaaS had
increased over
the past year**

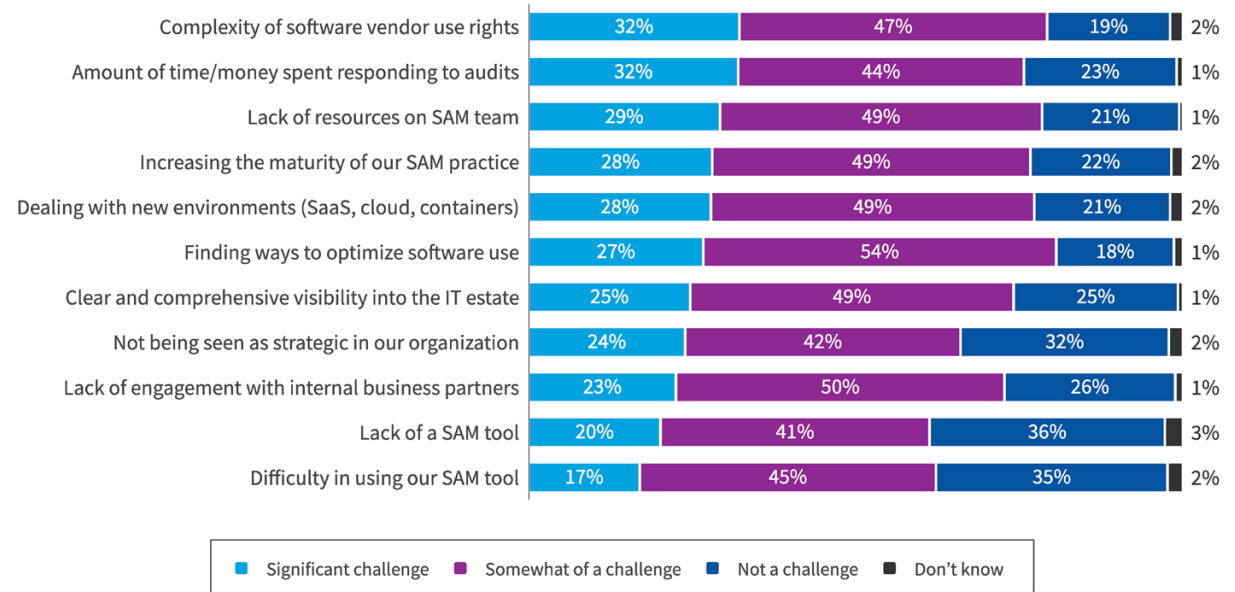
How do you feel wasted spend has changed in the past year?



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Source: Flexera 2025 State of ITAM Report (Figure 14)
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Despite these challenges, organizations were more comfortable overall with their SAM practices this year as compared to last. There were higher percentages of respondents in last year's report indicating they had "significant" or "somewhat" of a challenge across the board. However, this year tied for the top significant challenge for respondents is the complexity of software vendor use rights. This could be due to the complexity of software use rights in the cloud and companies moving more resources to cloud services. Nearly a third (29%) say a lack of resources on their SAM team is a significant challenge, and increasing the maturity of their SAM practice (28%) as well as dealing with new environments (28%) are also significant challenges.

What are your challenges with SAM?



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Source: Flexera 2025 State of ITAM Report (Figure 15)
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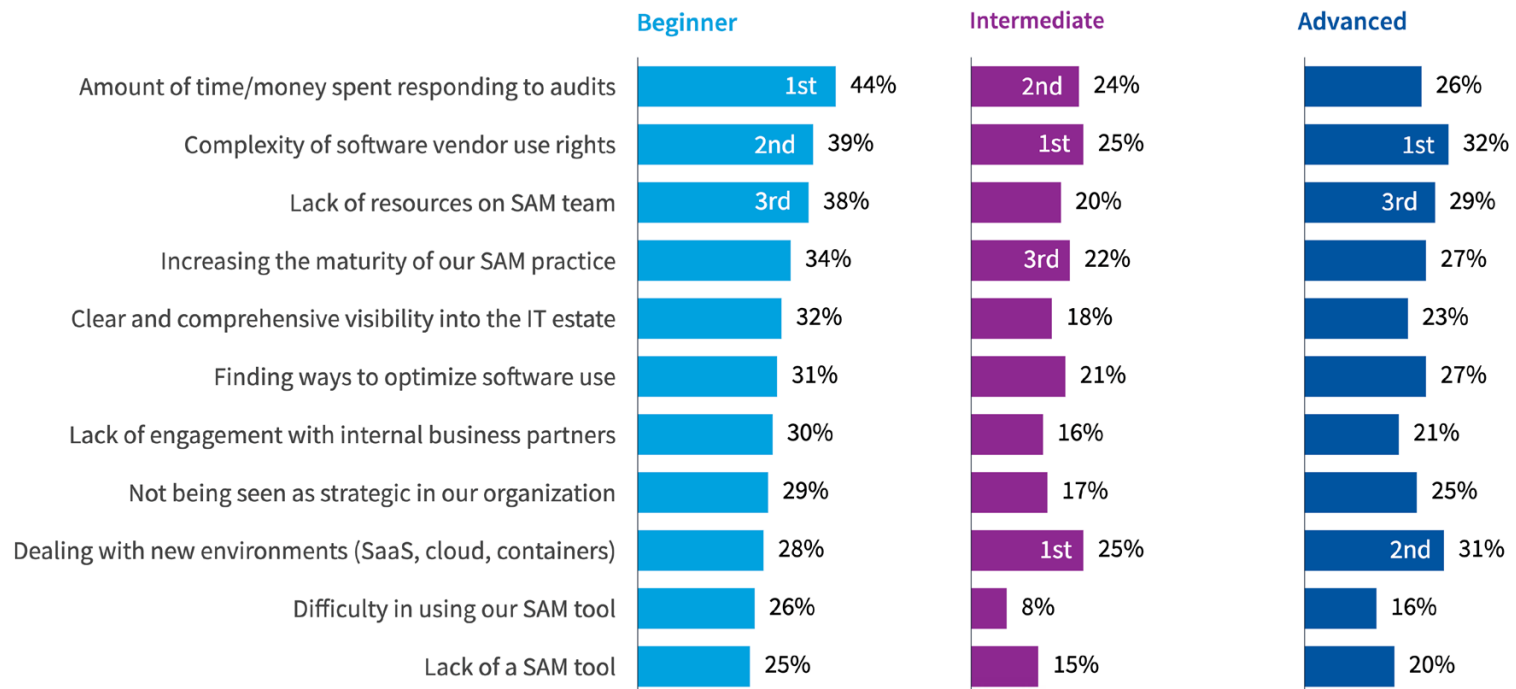


The first priority for organizations just starting out in their ITAM journey needs to be audits

When looking at challenges by maturity, it's not a surprise that beginners have more trouble across the board, with the small exception of dealing with new environments—but that could be attributed to not utilizing SAM in those environments. There's a bit of a decrease of “significant challenges” from last year in most categories, which shows organizations are continuing to get more comfortable with SAM.

Audits are extremely expensive, with 45% of companies reporting more than \$1 million dollars in audit fines in the last three years. Organizations just starting in their ITAM journey tend to have a lack of resources, which impacts where they're able to keep their focus. Spending time and effort to reduce enormous audit costs is essential.

SAM challenges by maturity



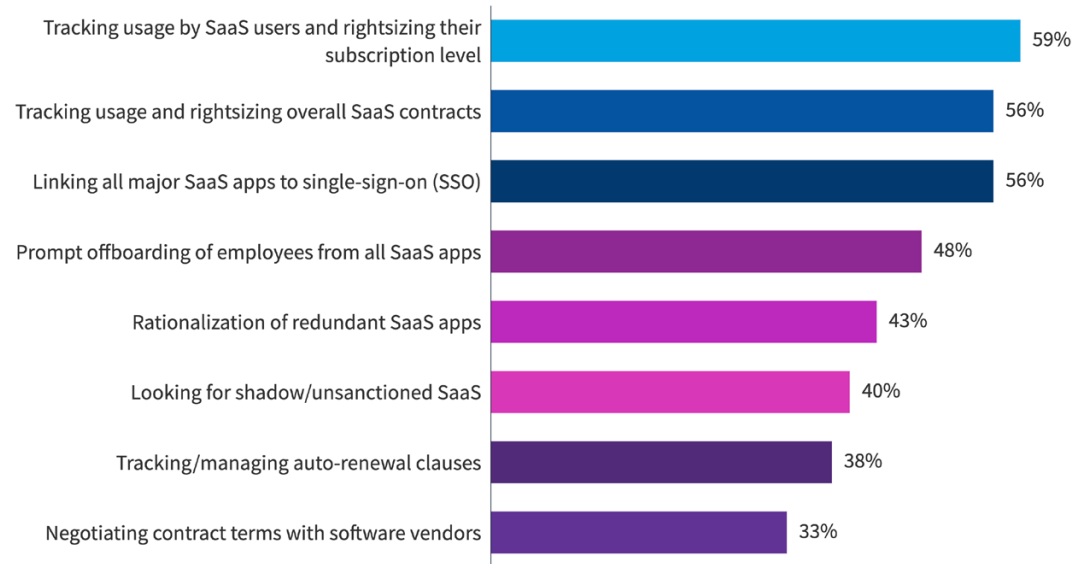
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Source: Flexera 2025 State of ITAM Report (Figure 16)

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Top initiatives for SAM teams

What practices have you implemented for managing SaaS?



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Source: Flexera 2025 State of ITAM Report (Figure 17)

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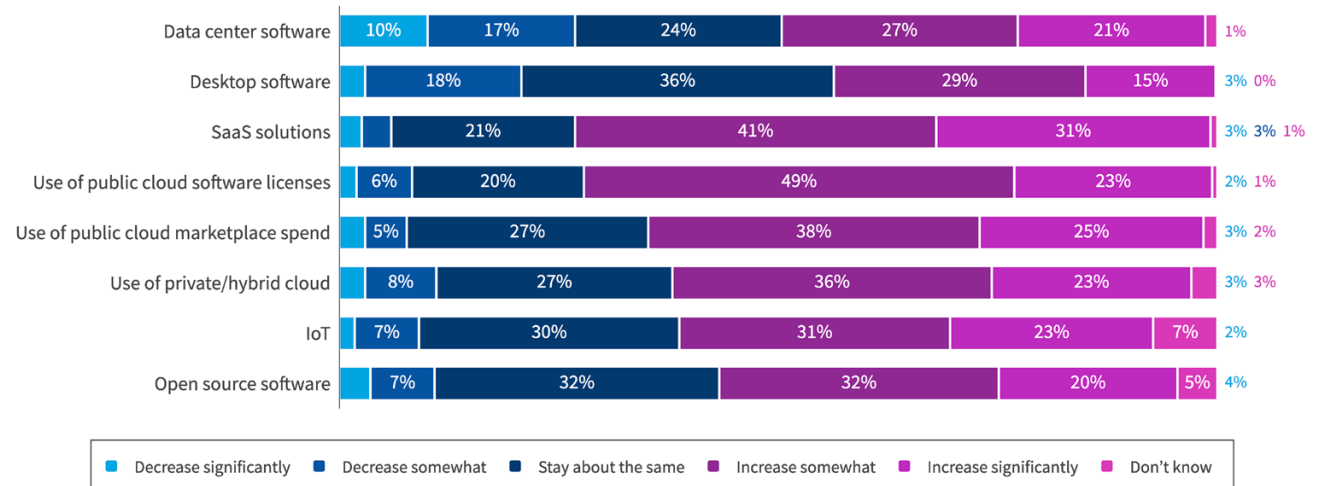
Improving the management of SaaS products is a top priority for SAM professionals. When implementing SaaS management practices, there's a 7 percentage point increase in tracking SaaS usage and an 8 percentage point increase over a two-year period for rightsizing SaaS contracts, demonstrating these initiatives are becoming more and more of a priority.

Looking forward over the next three years, there are some drops in data center software and desktop software as compared to last year's findings (27% vs. 19% and 21% to 18% year over year, respectively).

There's a bit of a slowdown in SaaS this year compared to results from last year's report, but still a strong increase in adoption. A similar pattern occurs with public and private cloud. It will be interesting to keep on these trends as they develop.

Regarding the initiatives at the top of respondents' minds for the next year, the results remain consistent: Optimizing software spend, expanding vendors covered and improving reclamation of unused software are all key priorities.

For your SAM practice, how do you expect your focus on the following areas to change in the next 3 years?



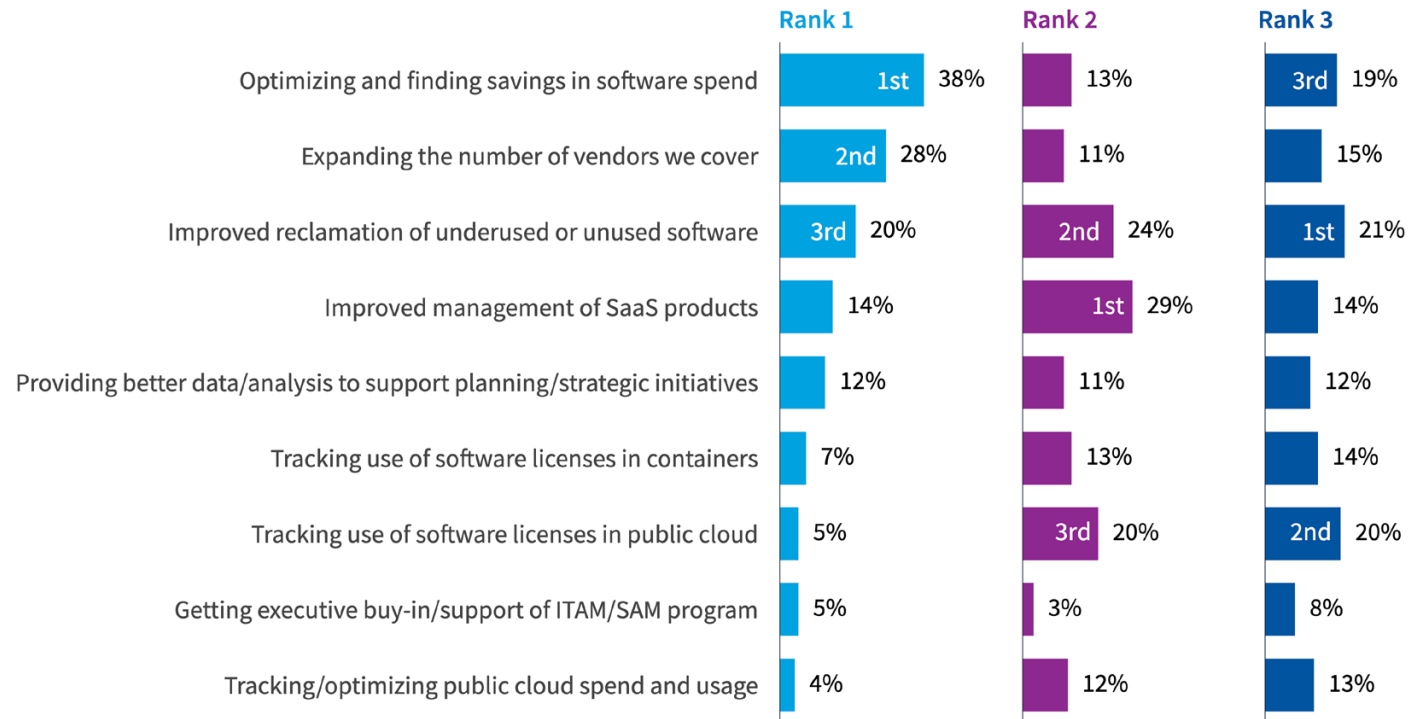
SaaS solutions, Use of public cloud and IoT all decreased significantly by 1%

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Source: Flexera 2025 State of ITAM Report (Figure 18)

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What are the top 3 SAM initiatives you want to advance in the next year?

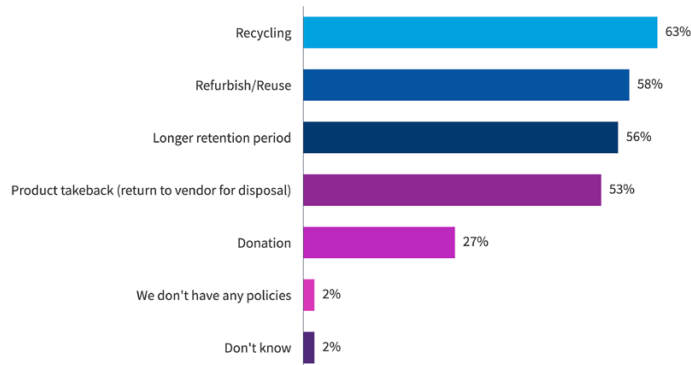


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Source: Flexera 2025 State of ITAM Report (Figure 19)

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What do your hardware sustainability policies include?



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Source: Flexera 2025 State of ITAM Report (Figure 20)
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The majority of organizations have a plan for aging hardware. Nearly all respondents are participating in some sort of sustainability practices: 63% participate in recycling, 58% are refurbishing/reusing assets and 56% are using a longer retention period. We didn't see any decrease in any sustainability practices this year compared to last, which is a good sign that sustainability has become more of a focal point for organizations.

«
**96% of companies
have defined
sustainability
policies for
hardware assets**

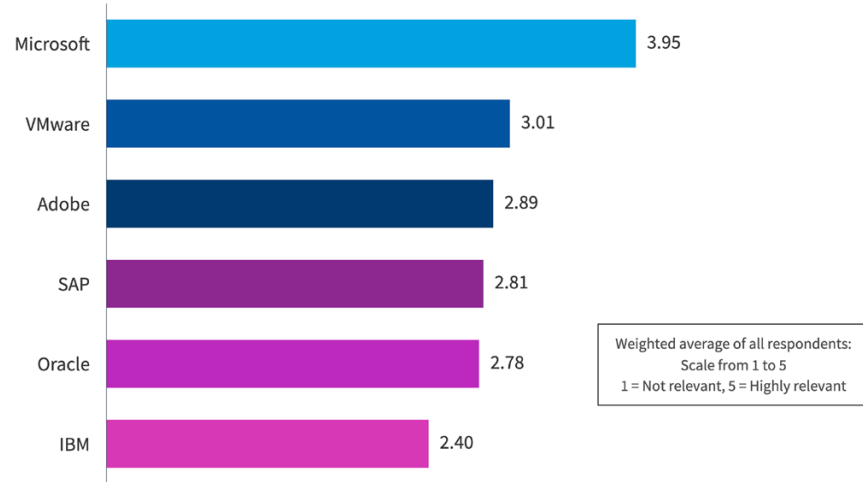
Reach out to see how Flexera can
support your sustainability strategy

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Vendor snapshot: Prevalence of audits

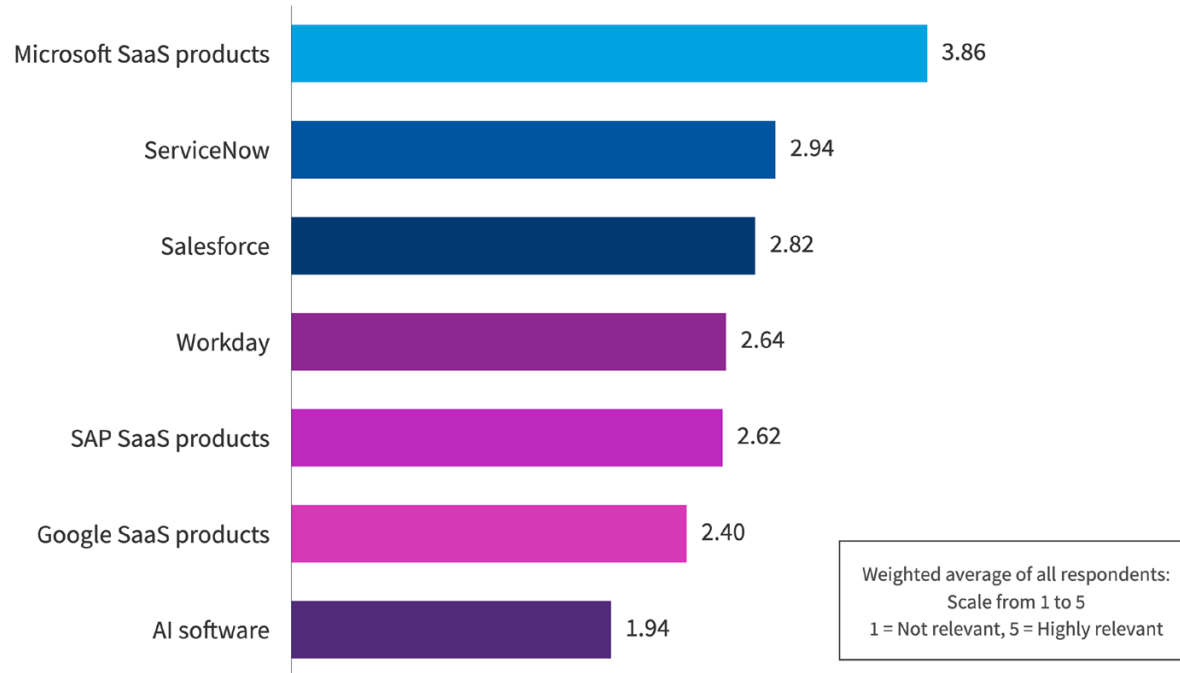
When asked how relevant certain software vendors are to respondents' SAM program, there wasn't much of a change year over year. The most relevant SaaS vendors were Microsoft, ServiceNow and Salesforce. But, when asked how relevant certain technologies are to respondents' SAM program, Salesforce and Google Cloud Platform have grown in their order of importance.

How relevant are these software vendors to your SAM program?



N=506
Source: Flexera 2025 State of ITAM Report (Figure 21)
flexera

How relevant are these SaaS vendors to your SAM program?

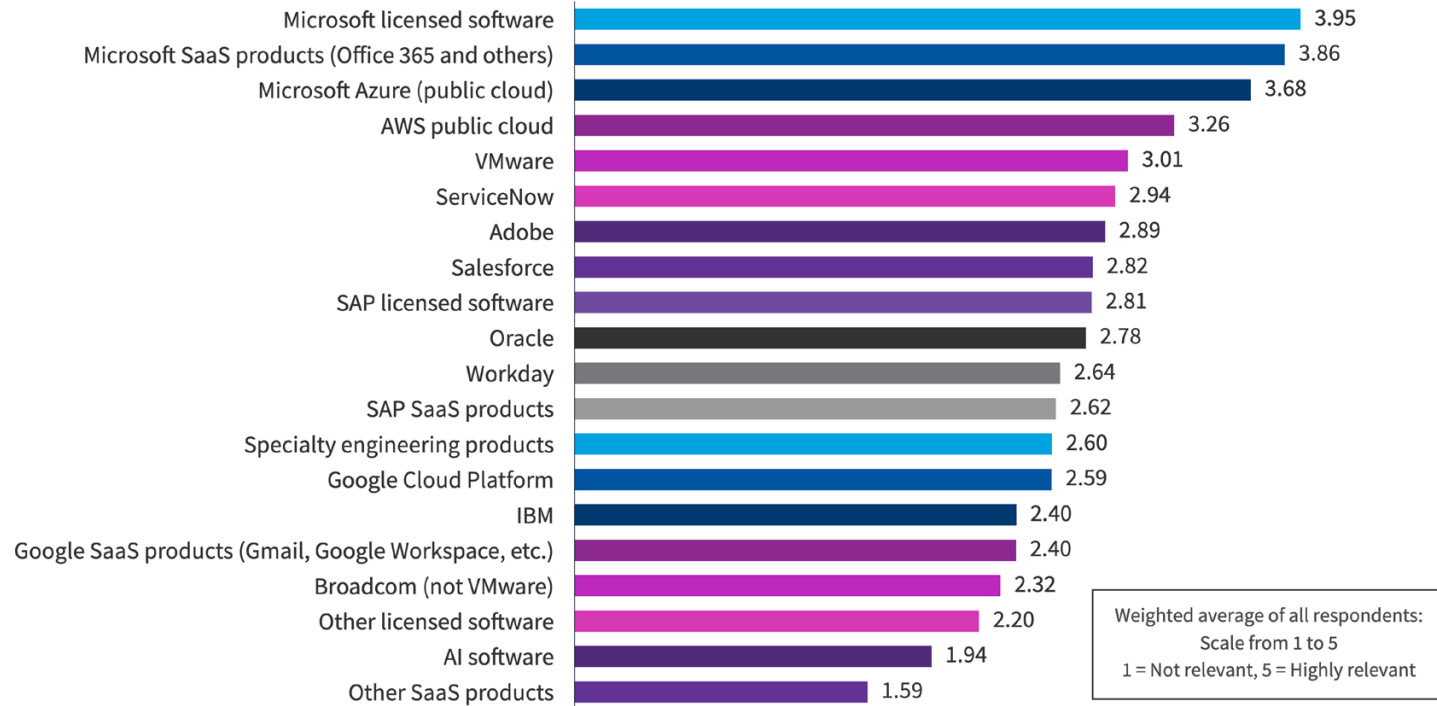


N=506

Source: Flexera 2025 State of ITAM Report (Figure 22)

flexera

How relevant are these technologies to your SAM program?



N=506

Source: Flexera 2025 State of ITAM Report (Figure 23)

flexera

Publisher audit rates remain relatively flat year over year, with a slight decrease in regulatory audit pressures. As companies adopt more SaaS and AI applications it will be interesting to see how this effects audits in the near future.

Microsoft still audits half of respondents, followed by IBM (37%). SAP (32%), ServiceNow (21%) and OpenText (6%) moved up slightly, and Anaconda (3%) is a new vendor this year.

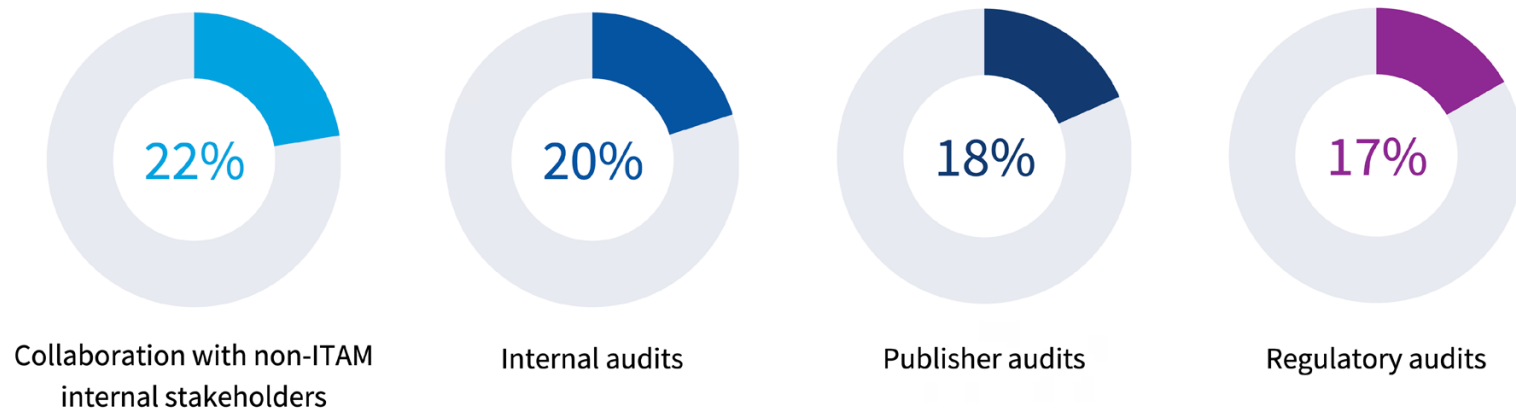
It goes without saying that those audits can be costly. This year, nearly half (45%) of respondents said they paid more than \$1 million in software vendor audits. As companies adopt more SaaS and AI applications it will be interesting to see how this affects audits in the near future.

«
**Over the past 3
years, the chances
of being audited
by Microsoft were
50%**

Talk to an expert about
how to stay ahead of audits

Get started

Estimate the percentage of your SAM team's time that's spent responding to audits

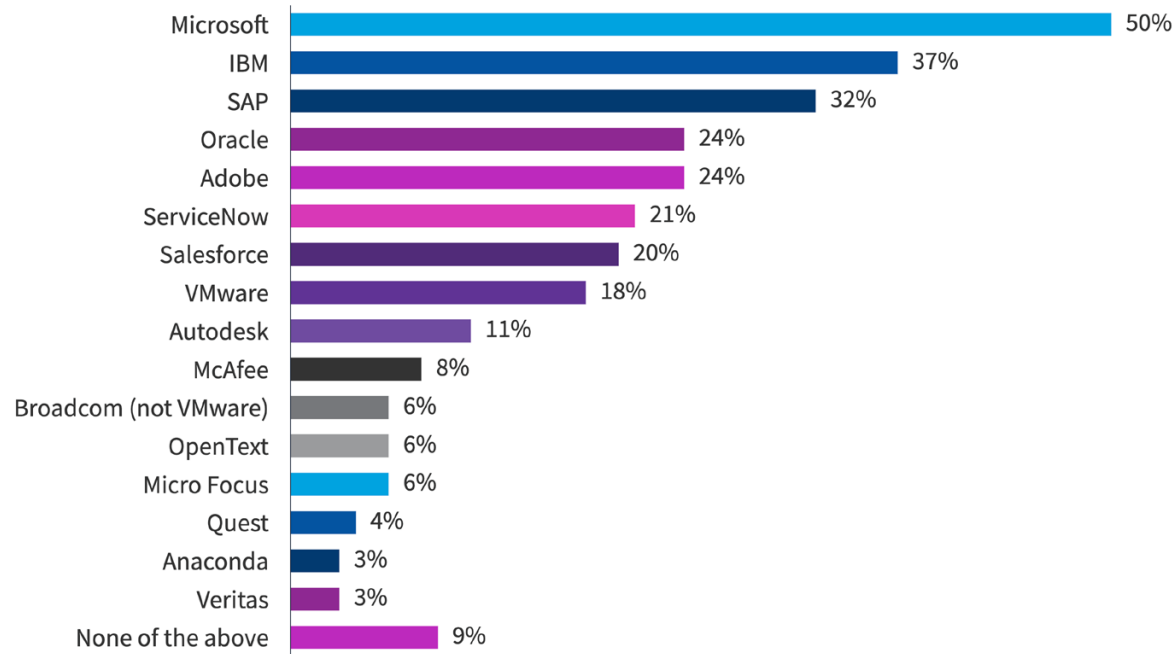


N=506

Source: Flexera 2025 State of ITAM Report (Figure 24)

flexera

Which vendors have audited your organization in the past 3 years?

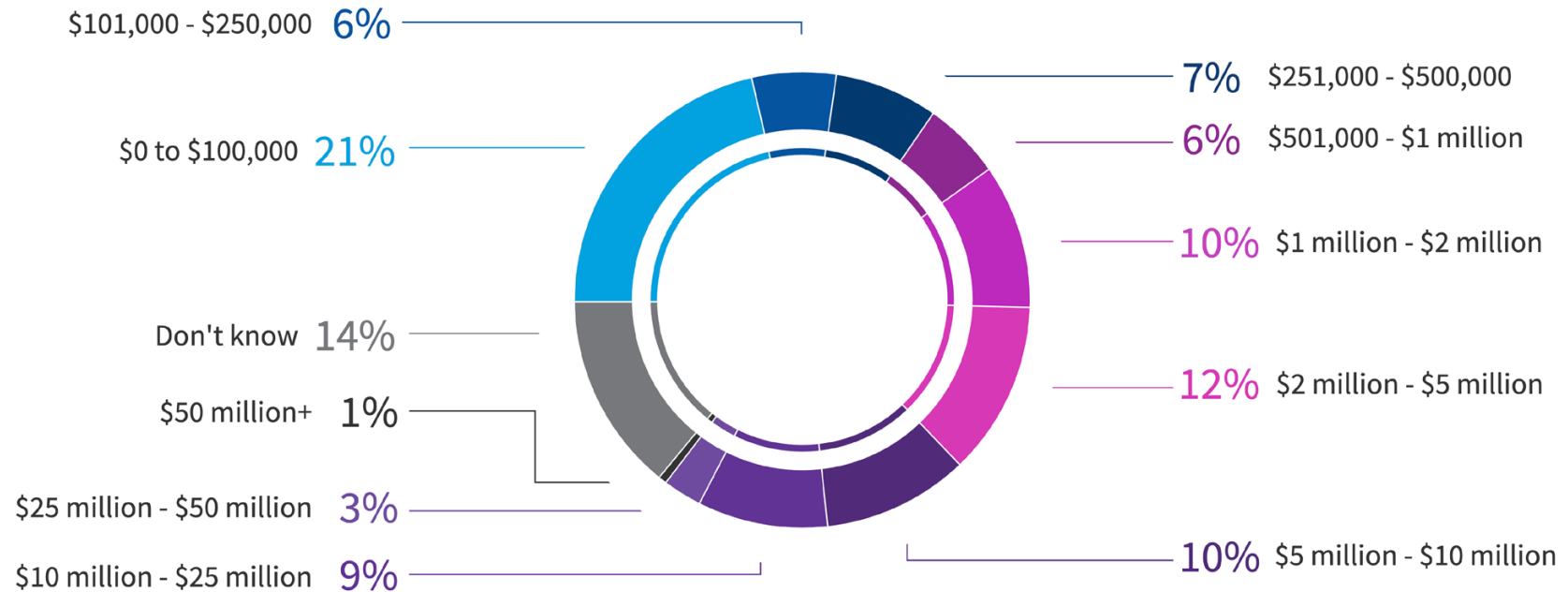


N=506

Source: Flexera 2025 State of ITAM Report (Figure 25)

flexera

How much do you estimate your organization has spent on software vendor audits over the past 3 years?



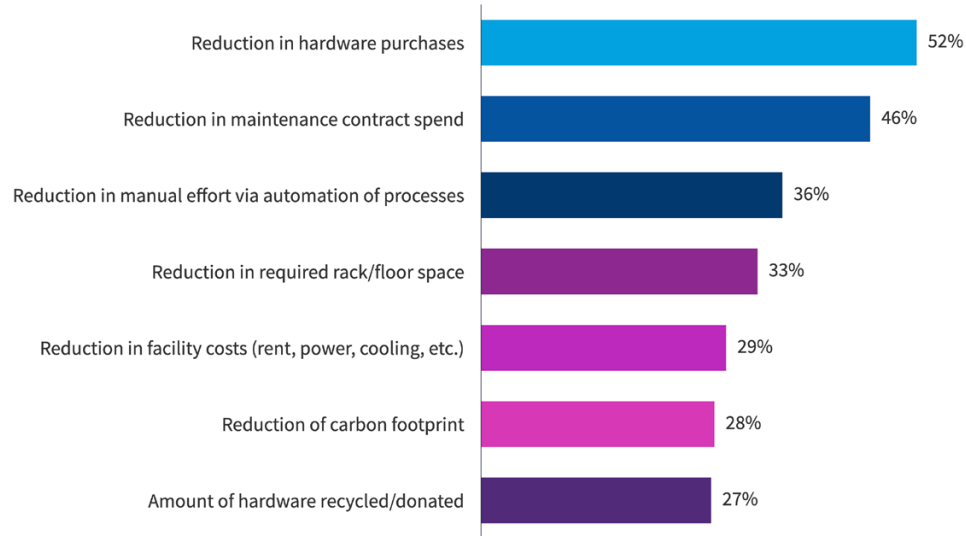
N=506

Source: Flexera 2025 State of ITAM Report (Figure 26)

flexera

SAM and HAM success metrics focus on saving money

What metrics are used to measure the success of your HAM initiatives?

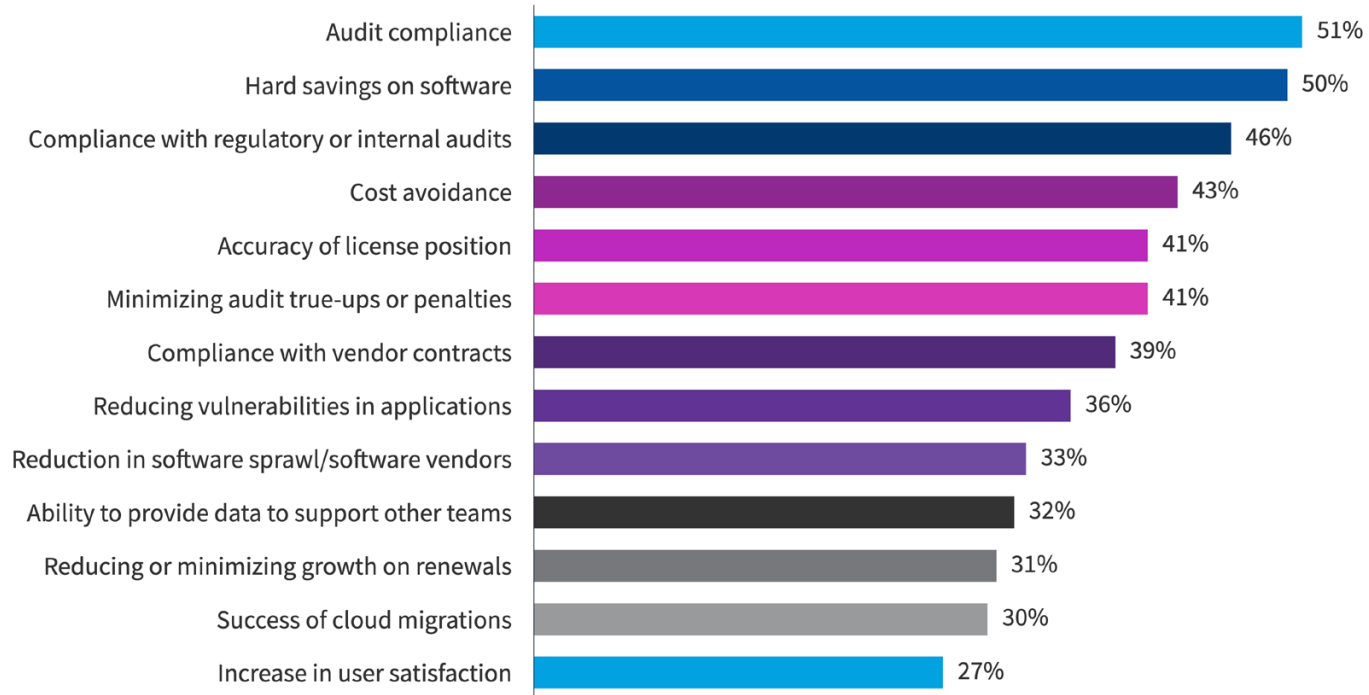


N=506
Source: Flexera 2025 State of ITAM Report (Figure 27)
flexera

When measuring the success of HAM initiatives, the top two metrics remain the same as last year: reduction in hardware purchases (52%) and maintenance contract spend (46%). Thirty-six percent of survey respondents indicate they monitor a reduction in manual effort via automation of processes to measure the success of their HAM initiatives, and a third (33%) measure success through reduction in required rack/floor space.

Audit compliance (51%) also remains at the top of the list of which metrics are used to measure the success of SAM initiatives, along with hard savings on software (50%) and compliance with regulatory or internal audits (46%).

What metrics are used to measure the success of your SAM initiatives?



N=506

Source: Flexera 2025 State of ITAM Report (Figure 28)

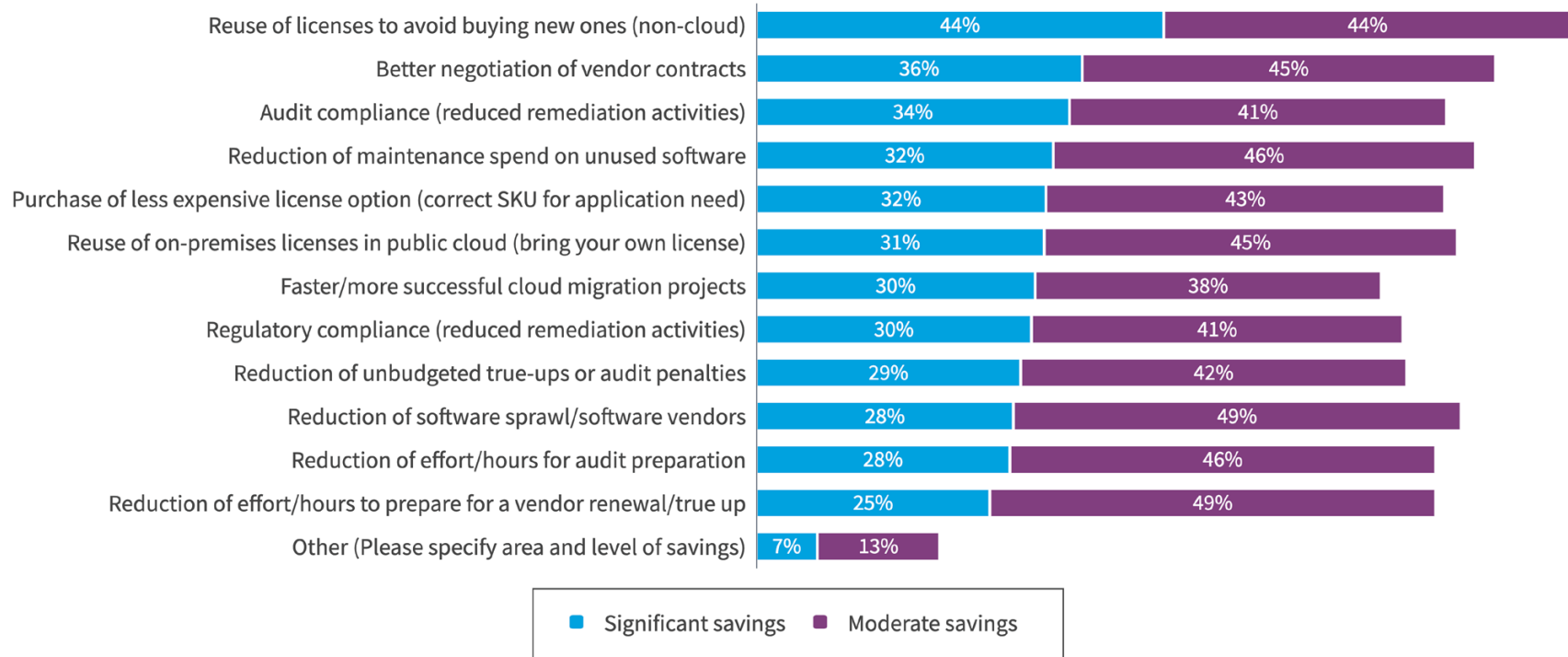
flexera

The biggest overall savings for respondents this year still come from reuse of licenses (91%), reduction of maintenance spend on unused software (83%) and better negotiations with vendor contracts (82%). Twenty-eight percent saw significant savings from reduction of unbudgeted true-ups or audit penalties—a new category this year, which will be interesting to follow moving forward.

When it comes to SAM-generated savings by maturity level, the findings in this year's report have shifted. This year, we're seeing that the companies that are just starting to introduce SAM are seeing the biggest benefit. It makes sense in that fact that they're starting from zero—by implementing a successful SAM practice, organizations will see a large benefit right out of the gate.

«
The biggest overall savings for respondents this year still comes from reuse of licenses (91%), reduction of maintenance spend on unused software (83%) and negotiation (82%)

In what areas have you realized actual savings in the past year due to your SAM program?

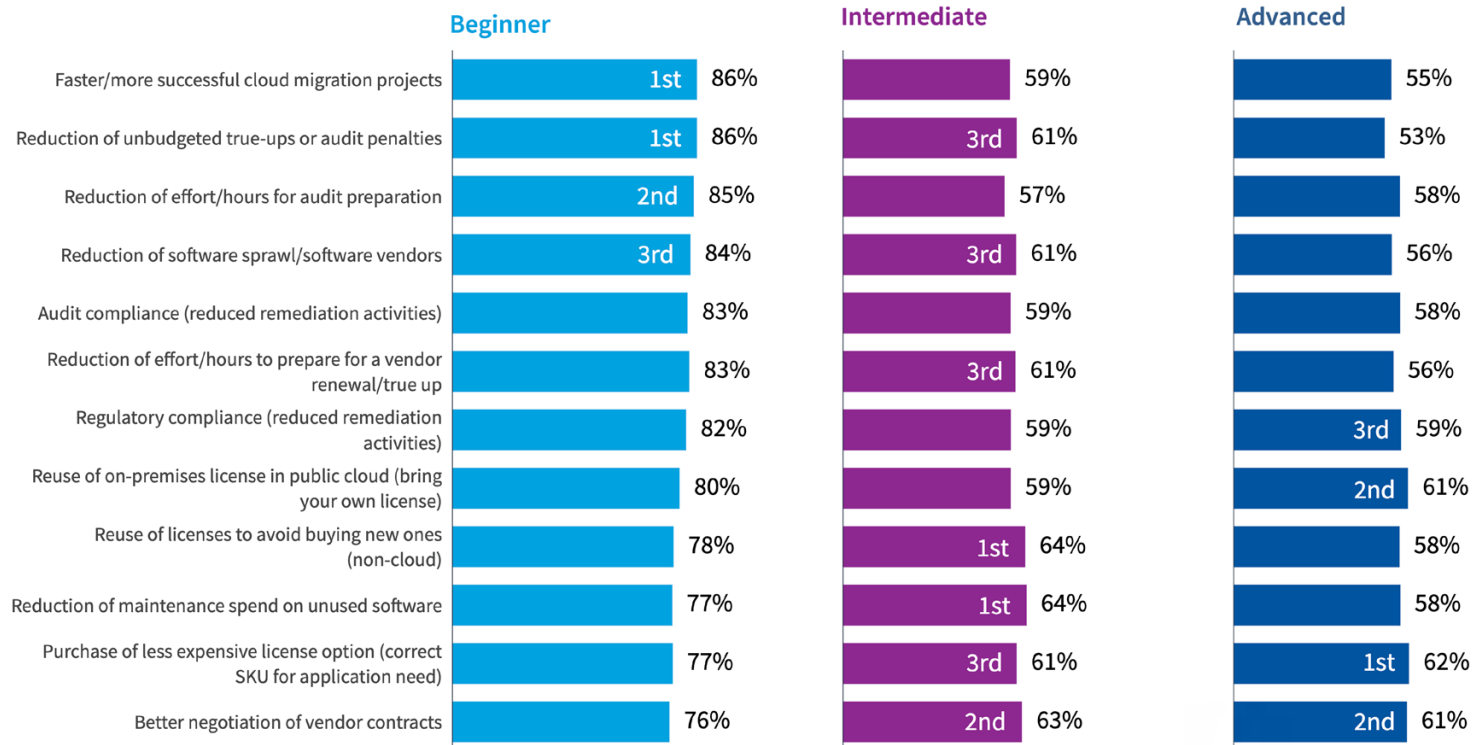


N=506

Source: Flexera 2025 State of ITAM Report (Figure 29)

flexera

SAM-generated savings by maturity level



N=506

Source: Flexera 2025 State of ITAM Report (Figure 30)

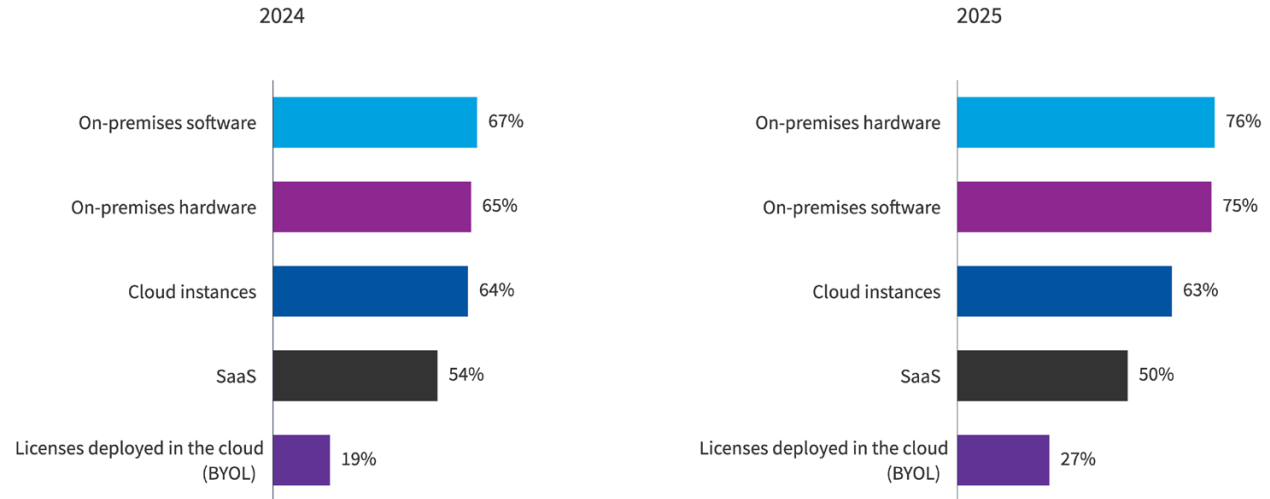
flexera

Role of CMDBs and demand for greater visibility into IT assets

Respondents are more comfortable this year with their visibility into on-premises hardware (up to 76% from 67% last year) and software (up to 75% from 65% last year). There's a slight decrease in comfortability with cloud instances (down to 63% from 64% last year) and SaaS (a decrease to 50% from 54% last year).

We saw a moderate increase in BYOL (up 8 percentage points), but that's still significantly lower than everything else. With audits being such a high priority, there's likely a lack of understanding among ITAM teams that they need to also understand their BYOL usage in public cloud environments to ensure they are compliant with licenses.

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



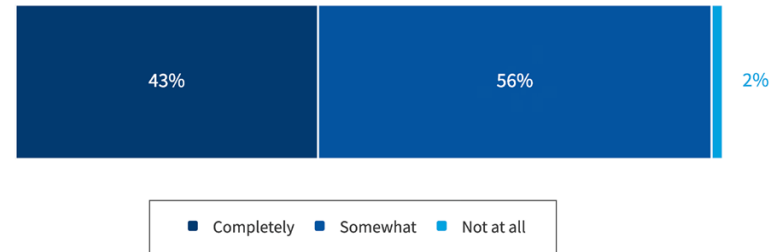
2024: N=503, 2025: N=506
 Source: Flexera 2025 State of ITAM Report (Figure 31)
 flexera

»
Complete visibility into IT assets has decreased to 43% from 47% year over year

Consult an expert on how to achieve complete IT visibility

Talk to us

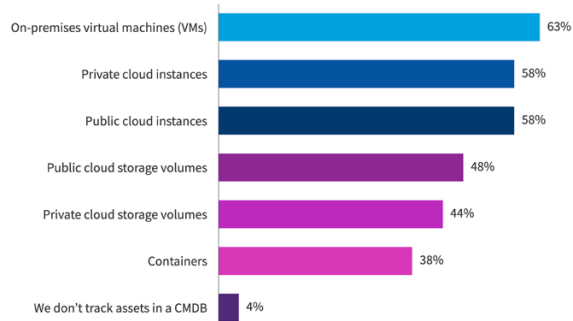
Does your organization have complete visibility into IT assets and their impact on business outcomes?



N=506
Source: Flexera 2025 State of ITAM Report (Figure 32)
flexera

Although ITAM is gaining visibility in some specific environments, complete visibility into IT assets has decreased to 43% from 47% year over year, indicating there's still room for improvement when it comes to the ability to look at IT environments holistically.

What assets do you track in your CMDB?

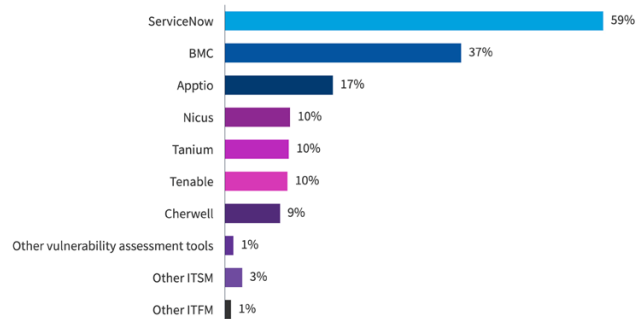


N=506
Source: Flexera 2025 State of ITAM Report (Figure 33)
flexera

Organizations continue to use CMDBs to track broader assets. Private cloud instances had a significant drop (from 66% last year to 58% this year), and containers increased significantly (from 27% to 38% year over year). Managing software on containers will become a bigger priority moving forward a very strong priority.

Respondents are most likely to export data from asset management tools into enterprise systems such as ServiceNow (59%), BMC (37%) or Apptio (17%). This year Apptio gained a bit of market movement and moved up 7 percentage points. Enterprise systems include application portfolio management systems, CMDBs and security tools.

Do you export data from your asset management tools into any of the following enterprise systems or CMDBs?



N=506
Source: Flexera 2025 State of ITAM Report (Figure 34)
flexera

«
**ITAM professionals
have a big
opportunity to share
ITAM data outside of
traditional ITSM tools**

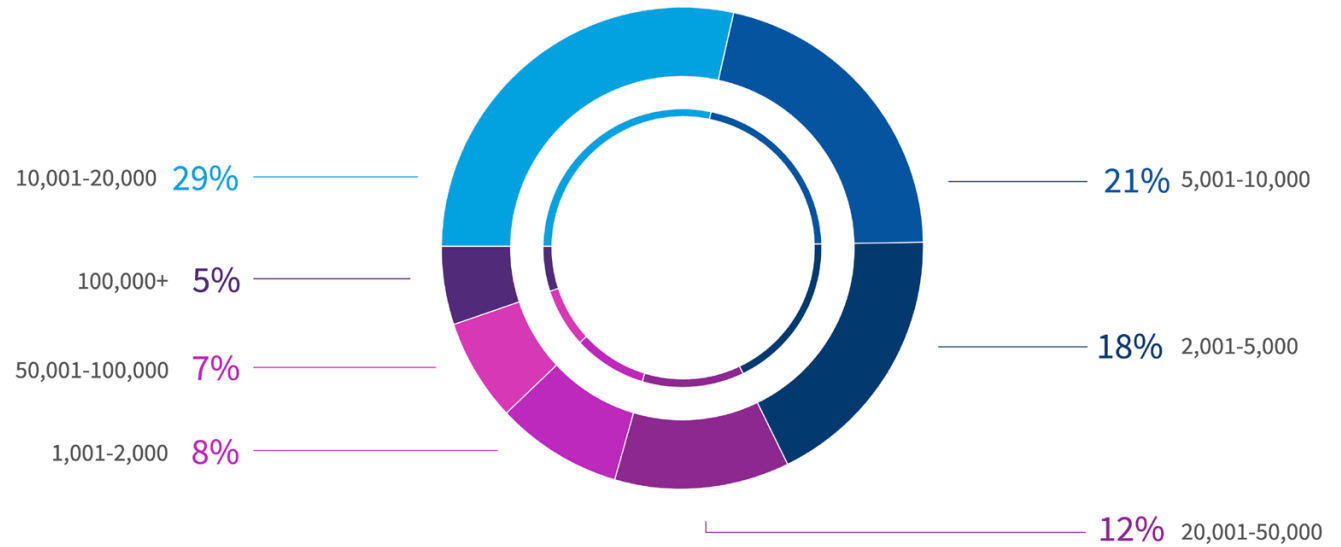
European spotlight

In Europe, this year's survey is weighted more heavily toward large enterprises (29%), which is similar to last year.

The majority of European organizations with 5,001 – 50,000 employees have between five and nine FTEs and are dedicated to HAM and SAM initiatives. It makes sense that in organizations with more than 50,000 employees, European organizations have 10 or more FTEs devoted to these initiatives. Those with fewer than 5,000 employees have a varied amount of ITAM employees.

The majority of European respondents (36%) identify as intermediate when it comes to implementing SAM in their organization, and a third (33%) are advanced.

What size is your organization?



N=189
Source: Flexera 2025 State of ITAM Report (Figure 35)
flexera

How many FTEs are devoted to HAM and SAM activities performed in your organization?

Europe

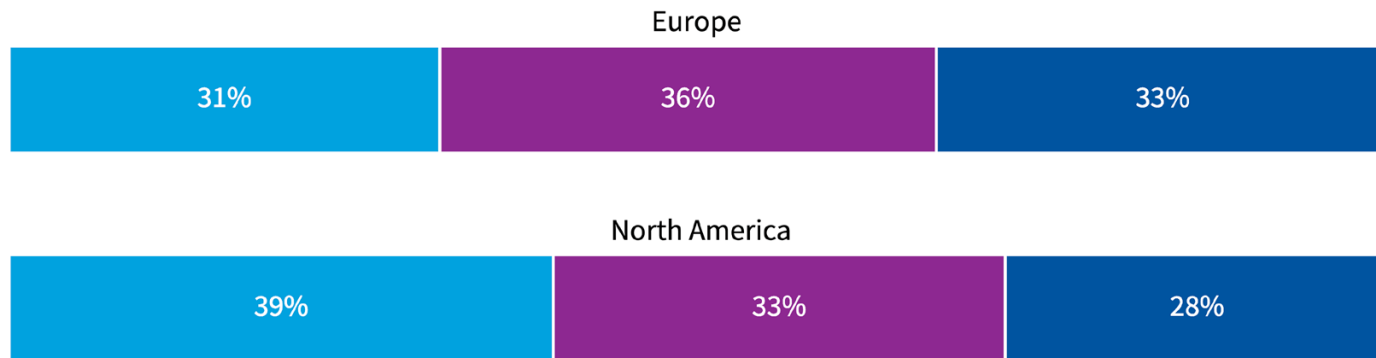
Number of employees	10 or more	Between 5 and 9	Between 2 and 4	Less than 1	These activities are outsourced
1,001-2,000	25%	31%	44%	0%	0%
2,001-5,000	24%	21%	50%	6%	0%
5,001-10,000	25%	55%	20%	0%	0%
10,001-20,000	35%	43%	19%	4%	0%
20,001-50,000	23%	64%	14%	0%	0%
50,001-100,000	62%	23%	15%	0%	0%
100,000+	70%	30%	0%	0%	0%

N=189

Source: Flexera 2025 State of ITAM Report (Figure 36)

flexera

Which statement best describes where you are in implementing SAM in your organization?



■ Beginner

- Primarily audit response
- Just starting to develop SAM practices/processes

■ Intermediate

- Ongoing tracking of software licenses beyond just audits

■ Advanced

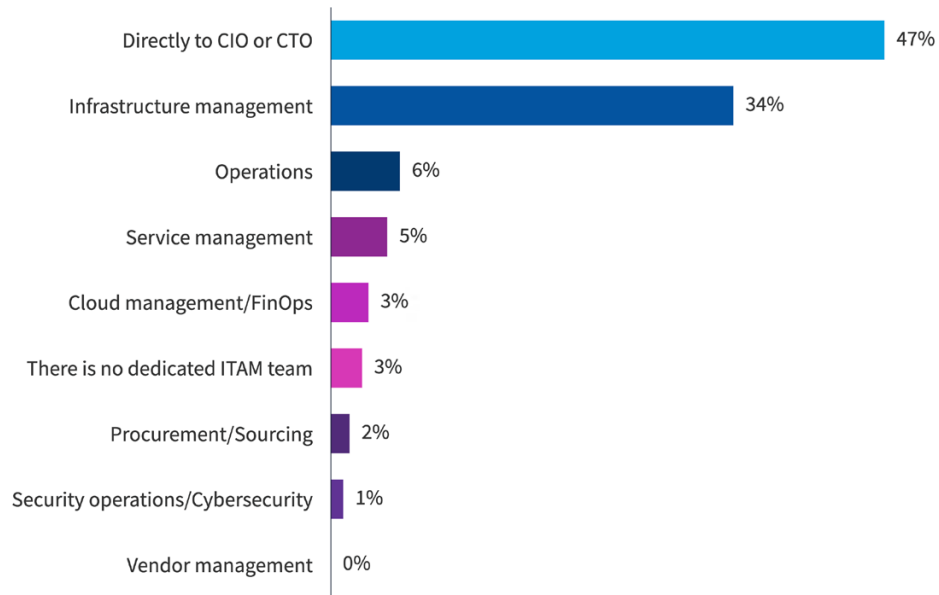
- Ongoing tracking plus optimization of software licenses beyond just audits
- Tracking SaaS and cloud usage

Europe: N=189; North America: N=284

Source: Flexera 2025 State of ITAM Report (Figure 37)

flexera

Where does your ITAM team report in your organization?



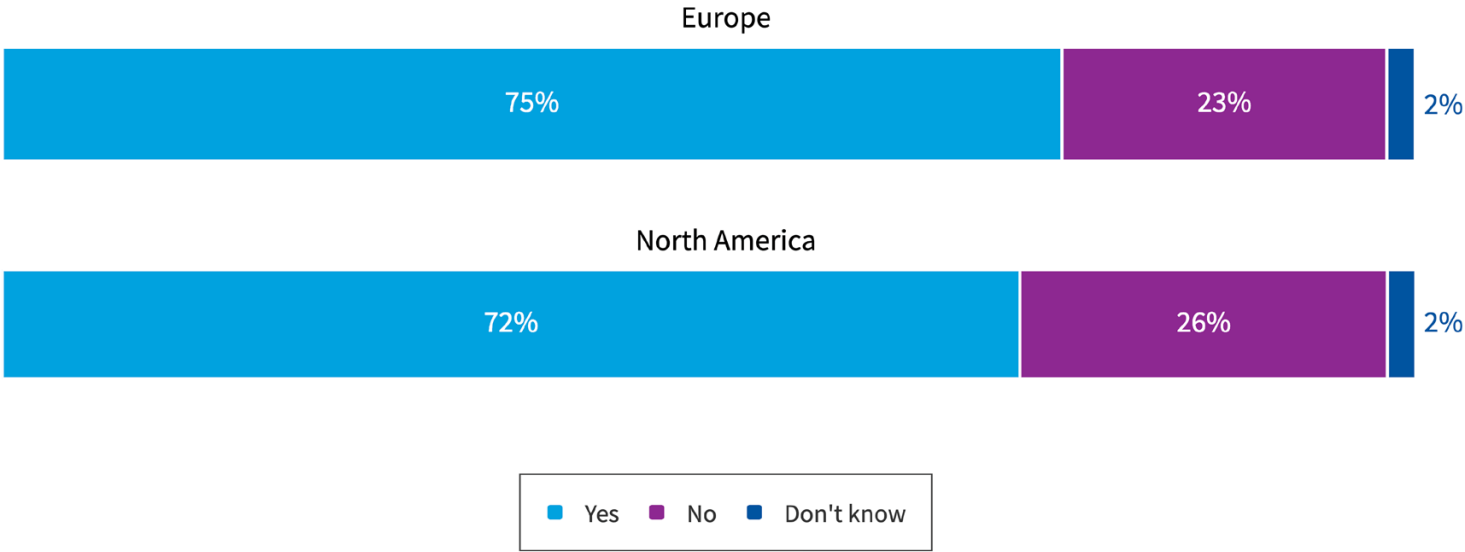
N=189
Source: Flexera 2025 State of ITAM Report (Figure 38)
flexera

ITAM teams seem to have found their rhythm in where within their organization they report. Nearly half (47%) of European respondents report directly to the CIO or CTO, while about a third (34%) report to infrastructure management.

Three-quarters of European organizations surveyed have a FinOps team.

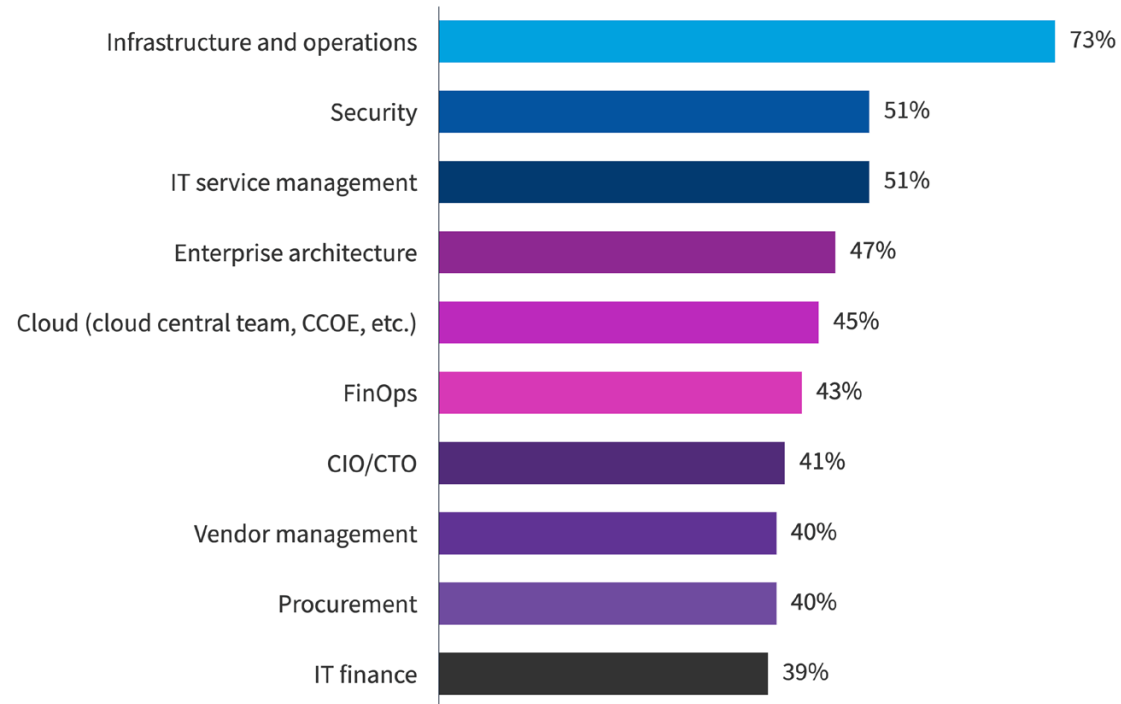
Additionally, European ITAM and FinOps team interaction has grown significantly from last year, from 29% to 43%—this is a great indicator of the collaboration between ITAM and FinOps teams as more and more software moves to the cloud. We'll keep an eye on these trends moving forward.

Does your organization have a FinOps team?



N=189
Source: Flexera 2025 State of ITAM Report (Figure 39)
flexera

Which of the following teams does your SAM team have significant interaction with?



N=189

Source: Flexera 2025 State of ITAM Report (Figure 40)

flexera



The amount of time and money spent responding to audits is the number one challenge for European respondents

Speak to an expert about
how to stay ahead of audits

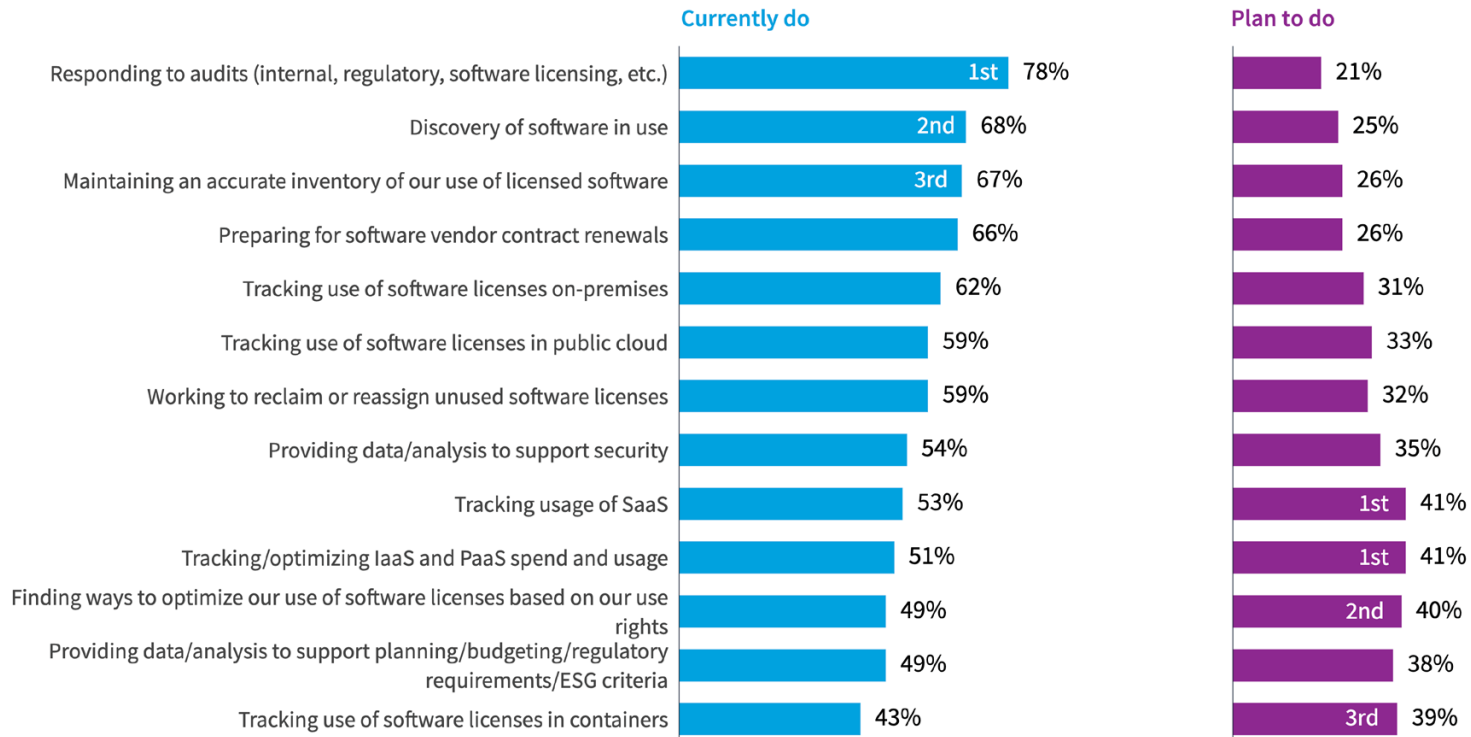
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Tracking software in containers (43%) continues to be a newer priority this year, along with optimizing software based on product use rights (49%).

European respondents in this year's report are a bit further behind their North American counterparts in SaaS, but further ahead in containers.

Regarding SAM challenges, however, European respondents seem to have more of a challenge when responding to audits than their North American counterparts. Thirty-six percent of European respondents indicate their biggest significant challenge is the amount of time and money spent responding to audits—the number one spot—whereas North American respondents ranked that as their second highest challenge (29%). This isn't terribly surprising since they also indicate a higher sense of a lack of resources (31% for European respondents, 27% for North America). Complexity of software vendor use rights (30%) also ranked in the top three significant SAM-related challenges for European respondents.

What SAM-focused responsibilities does your ITAM team have?

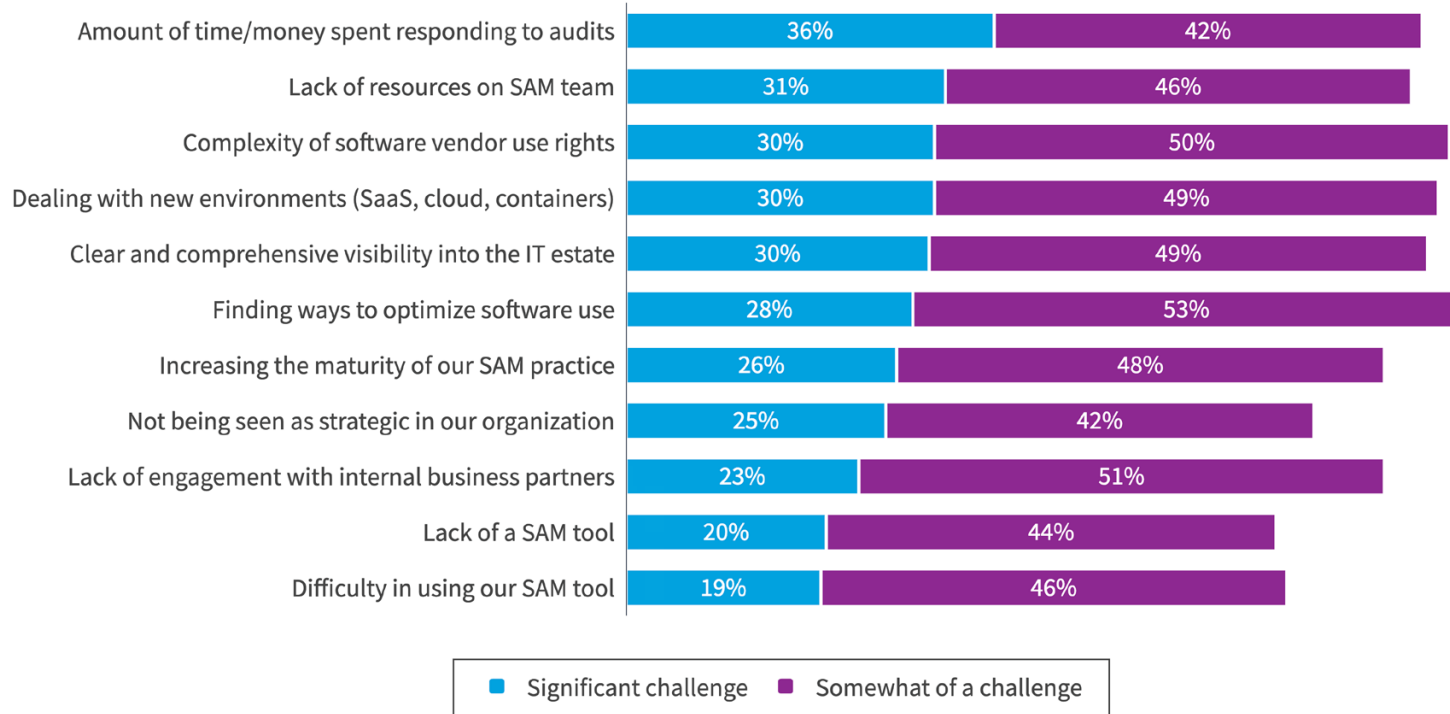


N=189

Source: Flexera 2025 State of ITAM Report (Figure 41)

flexera

What are your challenges with SAM?

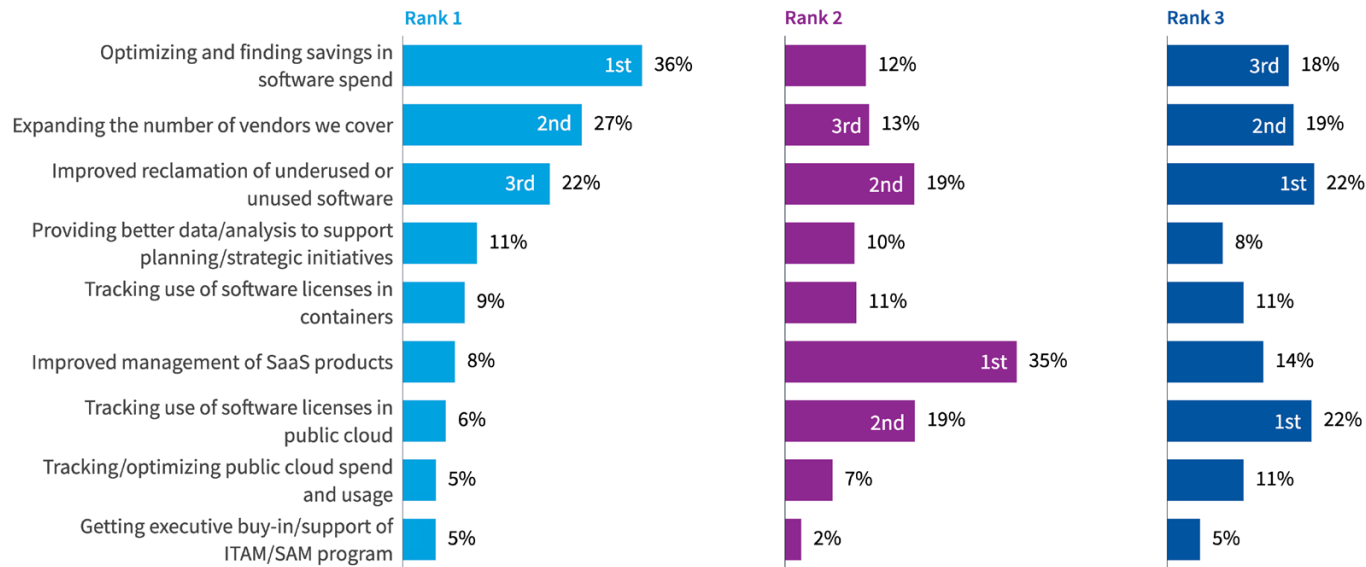


N=189

Source: Flexera 2025 State of ITAM Report (Figure 42)

flexera

What are the top 3 SAM initiatives you want to advance in the next year?

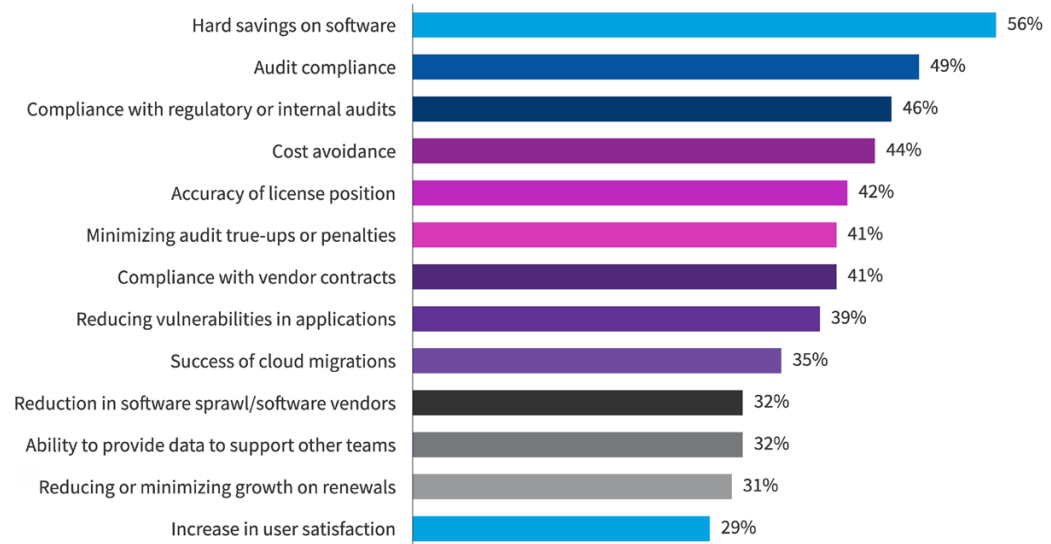


N=189
 Source: Flexera 2025 State of ITAM Report (Figure 43)
 flexera

Interestingly, when asked about their top SAM initiatives, improving management of SaaS products has taken quite a fall from last year (down to 8% from 17% year over year), and it's quite different from the North American response (19%). Unsurprisingly, optimizing and finding savings in software spend (36%) and expanding the number of vendors covered (27%) are still the top initiatives—but improved reclamation of underused and unused software (22%) had a noticeable 5 percentage point year-over-year increase. It will be interesting to see if this trend continues.

Measuring these SAM initiatives can sometimes be tricky. Saving money on software continues to reign supreme as the top success metric for European respondents and it's a bigger priority for them when compared to their North American counterparts (56% in Europe; 52% in North America).

What metrics are used to measure the success of your SAM initiative?

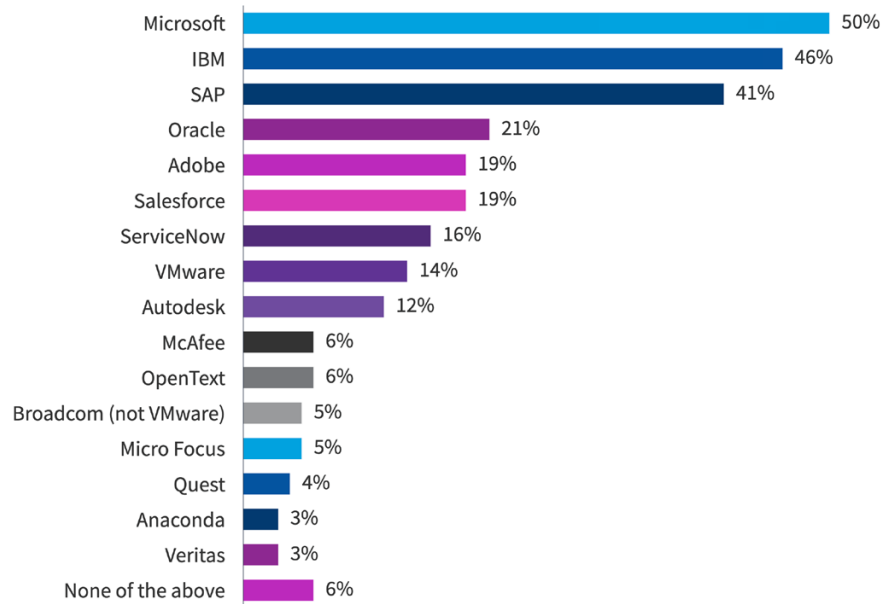


N=189

Source: Flexera 2025 State of ITAM Report (Figure 44)

flexera

Which of the following vendors have audited your organization in the past 3 years?



N=189

Source: Flexera 2025 State of ITAM Report (Figure 45)

flexera

European respondents are audited most by Microsoft (50%), and they historically get audited by IBM more than their North American counterparts. This trend continues this year: 46% of European respondents were audited by IBM in the past three years, vs. 32% in North America. SAP had a significant jump in audits for European respondents, up to 41% from 32% year over year.

Global summary



The *Flexera 2025 State of ITAM Report* highlights the pivotal role of cross-team collaboration for ITAM teams this year.

Findings from this year's report highlight a rapidly evolving ITAM landscape, where collaboration across FinOps, cloud and security teams is becoming more commonplace, and priorities are shifting in response to growing complexity in software usage. The attention on SaaS and software optimization underscores a need for better resource management and visibility—especially as organizations shift toward cloud and containerized environments.



Despite progress in some areas, key challenges persist. Audit exposure remains a major concern, with a significant number of organizations still facing steep financial ramifications.

Ultimately, the findings from this year's report reveal a maturing but still challenged ITAM function—one that's making strides in collaboration and optimization but must continue advancing its capabilities to keep pace with an increasingly dynamic and complex IT ecosystem.

See how Flexera helps organizations save
billions and optimize their technology

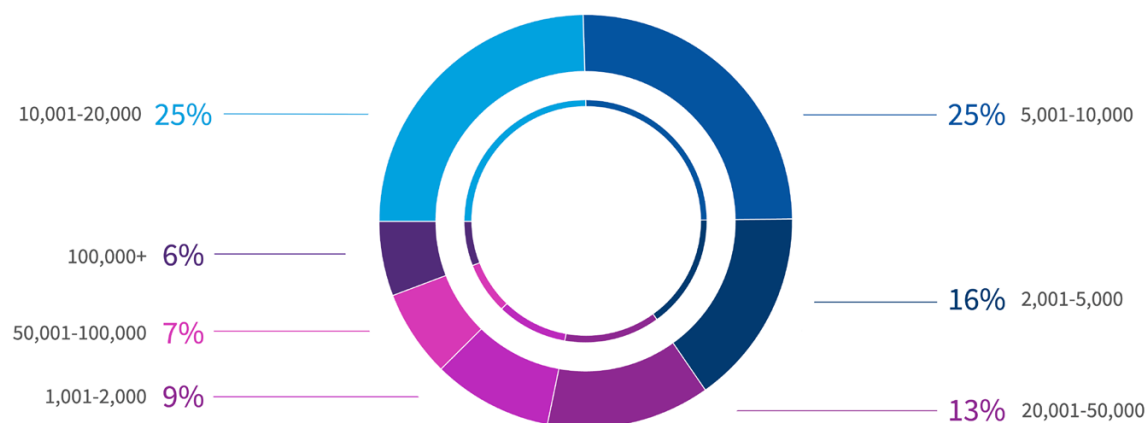
[Talk to us](#)

Demographics

»
**51% of
respondents
were from
organizations
with more
than 10,000
employees**

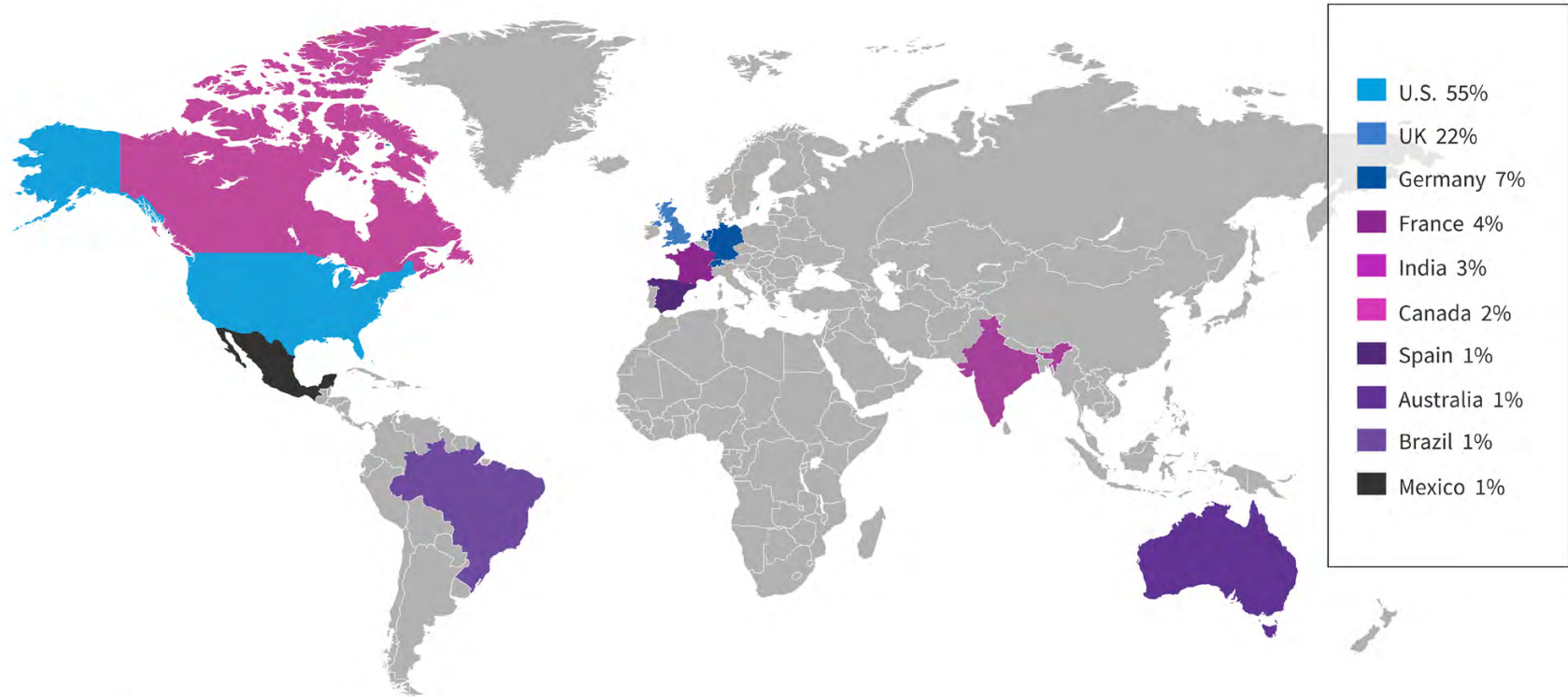
This year's survey is again weighted heavily toward larger enterprises, with over half (51%) of global respondents from organizations with more than 10,000 employees. The majority (55%) are from the U.S., and 22% are from the United Kingdom. The top three industries are financial services (17%), tech: software (14%) and retail and eCommerce (13%), which both saw a 6 percentage point jump from last year.

What size is your organization?



N=506
Source: Flexera 2025 State of ITAM Report (Figure 46)
flexera

Where are your headquarters located?

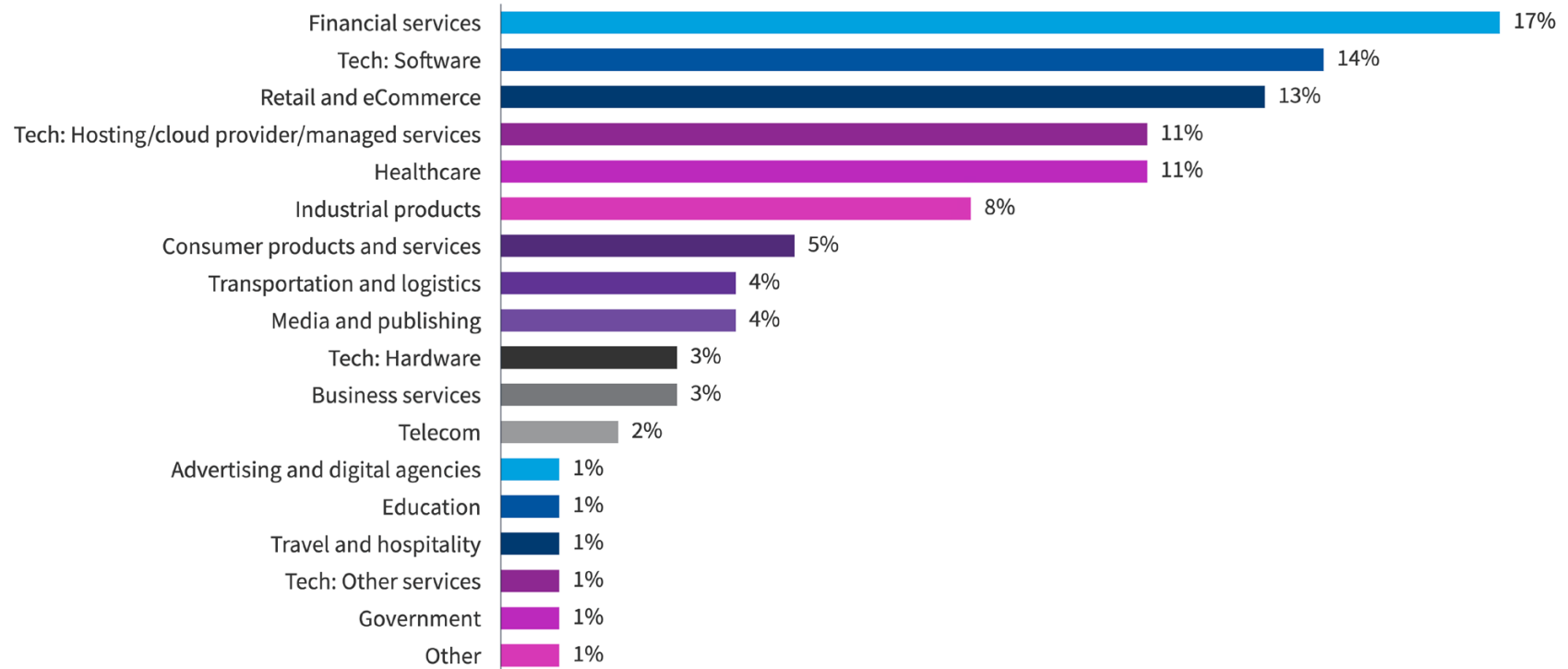


N=506

Source: Flexera 2025 State of ITAM Report (Figure 47)

flexera

What's your company's industry?



N=506

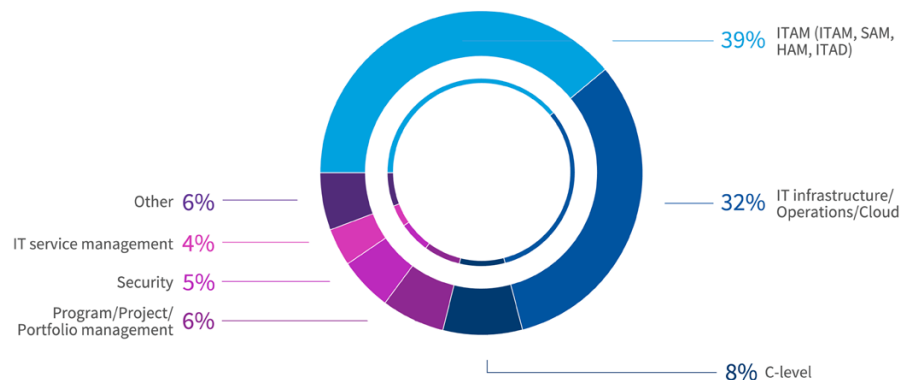
Source: Flexera 2025 State of ITAM Report (Figure 48)

flexera



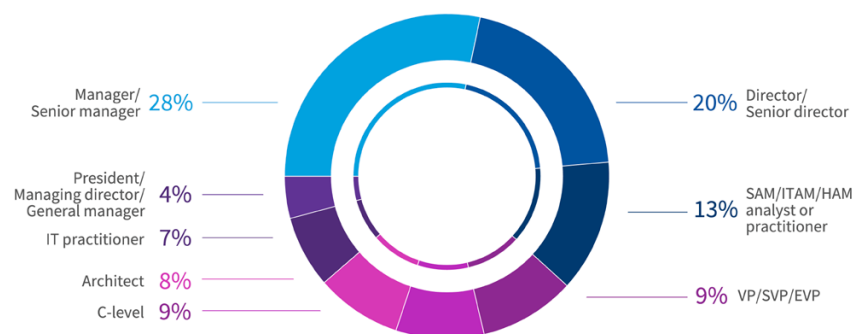
Thirty-nine percent of respondents this year are in ITAM, and 32% are in IT infrastructure/operations/cloud. Many are in a managerial (28%) or director-level role (20%)

What best describes your function?



N=506
Source: Flexera 2025 State of ITAM Report (Figure 49)
flexera

What's your role?



N=506
Source: Flexera 2025 State of ITAM Report (Figure 50)
flexera

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.

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