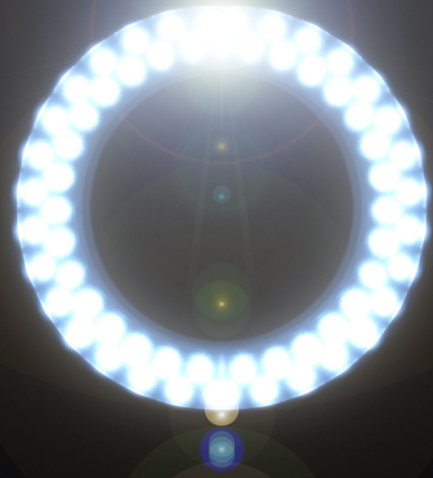


The quick guide to rewriting ITAM in 2025



SHAPE TOMORROW'S SUCCESS BY MASTERING TODAY'S CHALLENGES

Envisioning the future of ITAM

In the rapidly evolving field of information technology asset management (ITAM), predicting the next five years is no simple task. Yet, one thing is certain: embracing the ongoing evolution of ITAM, such as its integration with FinOps and the adoption of AI tools—will strengthen ITAM teams and prevent obsolescence. By identifying and overcoming today's critical challenges, ITAM leaders can ensure their teams remain indispensable to their organizations' success.

TOP CHALLENGES FACING THE MODERN ITAM LEADER

Navigating increasing complexity

The scope of ITAM is growing steadily, encompassing increasingly complex hybrid environments. Today, ITAM spans everything from traditional on-premises applications and infrastructure to cloud services, IoT devices and containers.

New technology is a key driver of ITAM's expansion. The cloud-first approach many CIOs have adopted, the rise in mergers and acquisitions, and the need for SAM tools that cater to FinOps, Cloud and SaaS functions are all contributing factors. By embracing these advancements, ITAM can continue to evolve and meet the diverse needs of modern organizations.

Breaking down silos

Even within traditional IT departments, silos are prevalent, often resulting in conflicting priorities between ITAM and security teams. This misalignment can lead to several issues:

- **Decentralized purchasing:** Silos contribute to shadow IT and unpredictable spending patterns, especially for cloud and SaaS
- **Limited visibility:** Without a unified approach, there's no single view of the truth, hindering effective decision-making
- **Sub-optimal resource allocation:** Silos limit opportunities for optimal resource allocation and upskilling, reducing overall efficiency

Addressing these challenges is crucial for achieving seamless collaboration and maximizing the potential of IT assets.

Prioritizing security concerns

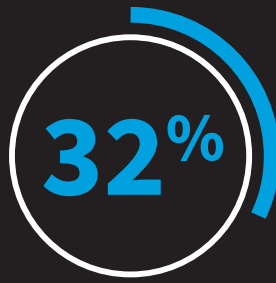
A 2023 IBM study revealed that the average global cost of a data breach is \$4.45 million USD.¹ It's clear that ITAM leaders need to prioritize security in the coming years. However, mitigating these threats is a complex task.

ITAM leaders must remain vigilant against increasingly sophisticated cyberattacks, including phishing, domain/email spoofing and malware. They also need to address internal vulnerabilities, such as missing protocols, generational knowledge gaps among users, and the lack of visibility into the business's hardware, software and data assets.

By focusing on these areas, ITAM leaders can significantly reduce security risks and protect their organizations from costly data breaches.



29% of IT decision-makers said that cloud cost optimization and sustainability were equally prioritized, and 8% said sustainability was more important²



Only 32% of IT decision-makers said they had “significant interactions” with their organization’s FinOps team³



By 2025, 50% of organizations will unify SAM and FinOps into a consolidated discipline delivering portfolio cost management and governance⁴

TACKLING ITAM CHALLENGES: 3 QUICK WINS FOR SUCCESS

1. Communicate the core benefits of ITAM

For an ITAM function to truly succeed, it must clearly communicate the benefits it brings to the business and how it plans to deliver them. ITAM leaders should create a detailed list highlighting areas where their team can save time and boost efficiency. This list should include a mix of short-term targets, such as smaller cost-saving projects, and larger, more involved initiatives such as SaaS or cloud license management overhauls and in-depth audit readiness efforts.

2. Invest in comprehensive employee training

Updating an ITAM program involves more than just access to new tools and processes; it also requires a significant investment in upskilling the ITAM team. As organizations adopt more complex tools, training becomes critical. Ignoring skills gaps can disrupt operations and reduce employee retention.

To keep pace with technology, ITAM leaders should focus on “right-skilling” entire teams rather than just upskilling individuals. This starts with working with stakeholders to identify business-critical abilities and deciding whether to build on existing talent or acquire new tools to democratize knowledge. They should ensure older employees are trained on emerging software and hardware while providing younger team members with the historical context needed for informed decision-making.

3. Foster collaboration between ITAM and FinOps

ITAM and FinOps functions often operate in silos, but aligning and collaborating between these teams can quickly drive ITAM success. This synergy maximizes the potential value of cloud resources and ensures that business goals are consistently achieved across teams. By fostering cooperation, organizations can optimize their ITAM and FinOps efforts for greater efficiency and effectiveness.

STEPS TO SUCCESS IN 2025 AND BEYOND

Key focus areas for ITAM leaders to ensure a smarter, more successful future

1. ITAM and FinOps convergence

Achieving synergy between ITAM and FinOps is more than a quick win—it's essential for creating the ITAM function of the future. This collaboration enables teams to master economies of scale for cloud spending and maximize the business value of both ITAM and the cloud.

2. Shift from point tools to comprehensive platforms

Consolidation is a critical component of ITAM success. Leaders should implement platforms that deliver real-time results and offer these key advantages:

- Unifying management across on-premises software, hardware, SaaS and cloud
- Sharing data with financial systems to enhance accuracy
- Ensuring procurement, finance, and legal teams operate using the same processes

3. Focus on spend optimization

With a robust ITAM/SAM platform in place, ITAM managers can focus on cost optimization. This holistic view allows them to reduce license fees, training costs and resources wasted on managing relationships with multiple vendors, elevating them into driving strategic decision-making and innovation.

1. IBM Security, "[Cost of a Data Breach Report 2023](#)."

2. [Flexera 2024 State of the Cloud Report](#)

3. [Flexera 2024 State of ITAM Report](#)

4. Gartner, "Target Software and Cloud Costs by Uniting Software Asset Management and FinOps" by analysts Stephen White, Yoann Bianic, Stewart Buchanan, 6 April 2023.

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- Areas for immediate improvement and distinctive strengths to capitalize on
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