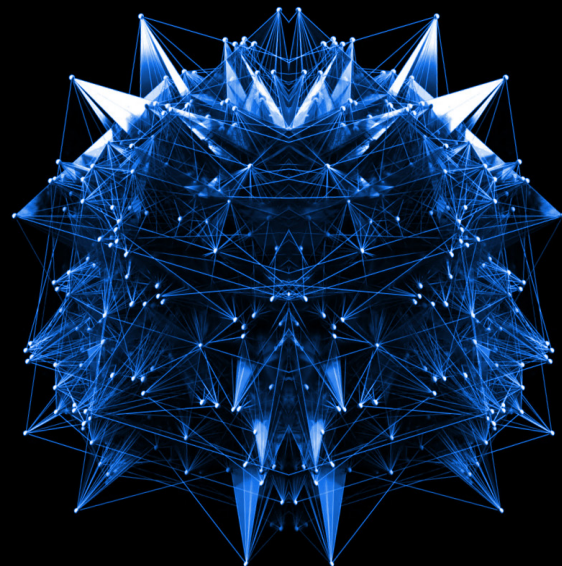# flexera | ITAM FORUM

The quick guide to technology intelligence in 2025

DISCERNING THE ROAD AHEAD

What will the role of an empowered IT executive look like in the next 5 years?

Today's IT leaders face unprecedented challenges, from managing security risks and preventing data breaches to integrating advanced technologies such as AI. A powerful ally in the form of technology intelligence can equip your team to meet these challenges head-on and position you as a visionary leader within your company.

THREE TOP CHALLENGES FOR IT LEADERS

The changing roles of IT leaders

The list of what "IT" encompasses is always changing. Most IT leaders oversee a variety of assets that span traditional on-premises applications and infrastructure, cloud services, the Internet of Things and cloud containers. It can be a struggle to achieve an end-to-end view of their IT ecosystem when they may not even be aware of everything it contains.

Despite the extensive responsibilities they already carry, IT leaders must view digital transformation as a way to innovate and excel. The key to managing this evolving landscape lies in enhancing IT visibility and governance. It's the only way that these IT leaders can successfully navigate the complexities of modern technology and drive continuous innovation.
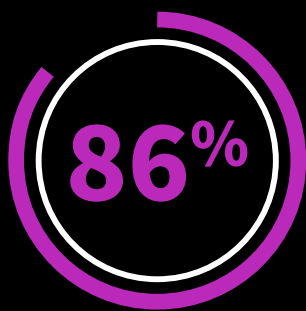
Outdated ways of working

In addition to embracing new technologies, IT leaders should regularly evaluate new ways of working—especially when it comes to cross-team collaboration. Take the ITAM manager role, for example. Traditionally, it was a siloed position, but it has now evolved to work closely with FinOps.

This alignment underscores the strategic importance of FinOps, an operational framework and cultural practice that emphasizes shared responsibility for an organization's cloud infrastructure, costs and licensing. By collaborating with FinOps, IT operations can remain streamlined and cost-effective. However, FinOps is just one of the crucial partners for success. IT must also coordinate closely with procurement, security, and various other functions to ensure optimal outcomes.

Data, data, data

Data is one of the most valuable assets in an organization. Yet, many IT departments lack the technology to fully understand what data they have, where it is and who can access it.
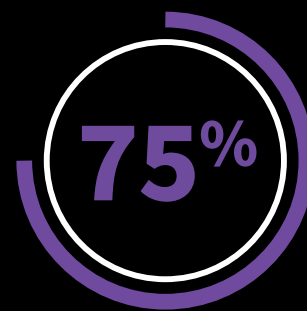
This lack of IT visibility not only hampers effective data management but also exposes the business to significant financial and legal risks, such as failing to meet environmental and social compliance standards and regulations. Moreover, without trusted data, strategic decision-making becomes challenging. If you can't trust the information you have, how can you confidently take action?

86%

86% of IT leaders say IT is often asked to innovate and demonstrate ROI faster[1]

91%

91% of IT leaders said the need for investment in tools and technologies to extract value from data remains high[2]

75%

75% of IT leaders are reporting an increase in investment in security tools[3]

1., 2., 3. Flexera 2024 IT Priorities Report

INCORPORATING TECHNOLOGY INTELLIGENCE: THE QUICK WINS

1. Educating stakeholders about the potential of technology intelligence

Ironically, many technology experts are resistant to change in a discipline that is rapidly and constantly evolving. Overcoming that resistance and educating key stakeholders about the benefits of change is a critical element of implementing an intelligent and successful IT function.

Start your educational initiative by identifying and announcing project leaders, key milestones, potential outcomes and tangible benefits of implementing your technology intelligence platform, as well as long-term strategic advantages that this new collaborative IT culture will bring to the business.

2. Improving data integrity

Simply put, poor data quality prevents strategic IT decision-making. It undermines faith in anything IT presents.

As soon as you introduce a technology intelligence platform to the organization, your audience will realize why accurate, vendor-certified data is so important. They'll discover how this data enables complete IT environment visibility and optimization.

Additionally, stakeholders will understand how IT data quality directly influences the overall data integrity across all business processes. To maintain this standard, establish a governance operating model that identifies critical data assets, defines data quality standards and assigns accountability for enforcing these standards to data owners.

3. Create a culture of collaboration

IT cannot succeed in a silo. IT leaders must resist a gatekeeping mentality and foster collaboration across business functions—from finance/FinOps to HR and procurement. You can maintain these crucial relationships between key functions by using the data and tools within a true technology intelligence platform to create shared targets that ensure organizational success.

STEPS TO SUCCESS IN 2025 AND BEYOND

Key focus areas for maximizing the potential of technology intelligence

When looking at areas for success, IT leaders should look beyond 2025 and align their strategy with long-term business goals, such as improved risk management and sustainability targets. Embracing technology intelligence will empower IT leaders to handle their ever-expanding technology ecosystems, the wealth of data their IT systems hold within them and the needs of their employees for years to come.

Proactive risk management

IT organizations need to invest in proactive risk management now—and sustain that investment—rather than risk a costly data breach.

Choosing tools that can help them be prepared at all times and proactively mitigate risk will create more opportunities for teams to innovate. A Technology Intelligence platform provides the automation, cloud connectivity and advanced features necessary to maintain robust risk management even as innovation unfolds. With this powerful tool, you can seamlessly balance cutting-edge advancements with dependable oversight, ensuring that your organization remains secure and agile in a rapidly evolving technological landscape.

Intelligent, sustainable choices

More stringent environmental, social and governance regulations are coming, and businesses will need exceptional, next-generation solutions to comply with them. For example, the right technology intelligence platform will have the deep data and insights necessary for choosing and managing compliant partners and vendors. Gaining a comprehensive view of data on these parties can be the key between achieving a net-zero or neutral carbon impact.

Make data the DNA of your organization

Transform your business with a continuous pipeline of clean, enriched data. By establishing a single source of truth, you empower IT leaders to foster a data-driven culture powered by AI, driving genuine, long-term business transformation. Implement a technology intelligence solution to gain a comprehensive understanding of technology's impact—across software, hardware, cloud, SaaS, and beyond. Turn today's data into tomorrow's strategic advantage and lead your organization to new heights.

THE TECHNOLOGY INTELLIGENCE MATURITY ASSESSMENT

When creating your strategy for the years ahead, you shouldn't just benchmark your organization against your peers; you should benchmark against the best there is.

Flexera and the ITAM Forum designed this technology intelligence Assessment to provide you with bespoke results and tailored action points. Armed with this information, you'll be empowered to make better, more data-driven decisions that will maximize the value of your technology assets.

In just 10 minutes, you'll receive a personalized report containing invaluable insights, such as:

- How to optimize IT spending
- Areas for instant improvement and unique strengths to build on
- Tools that can improve your organization's efficiency and reduce spend

TAKE THE ASSESSMENT