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IT Asset Management Basics

What is ITAM and why do we need it?



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What is ITAM?

IT Asset Management (ITAM) ensures that investments in IT hardware and software infrastructure are accounted for and managed throughout their lifecycle and that the value of these business assets are optimized and not wasted.

Three Primary Types of IT Assets

Hardware

Physical devices play a huge role in an organization's IT ecosystem. These assets include PCs, printers, copiers, laptops, mobile devices, servers and any other hardware that falls under IT's remit within the company.

Software

Managing these assets is a bit more complex than the others, as it involves stages like software recognition (identifying what discovered software really is), identifying security vulnerabilities, controlling software licensing and compliance, cost management (Software Asset Management), software rationalization and avoiding unknown software (shadow IT). Software assets are the moving parts on any IT estate and so, must be continuously monitored and reviewed. An enterprise-level ITAM / SAM solution will provide much of the automation and intelligence required to make software easily understandable.

SaaS & Cloud

ITAM tracks the cost and usage of Software as a Service (SaaS) investments. Other 'cloud' resources like Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) are significantly different management challenges and would be managed through a FinOps process.

What is an IT Asset Repository?

- An IT Asset Repository is a 'single source of the truth' information source, that you can readily access to get any information you need on any aspect of your IT estate.
- Service Desk tools often have a 'Change Management Database (CMDB)', but these are typically poorly defined; limited to specific support purposes and lacking the depth, detail and ability to mine and manipulate data for broader IT asset intelligence.
- Certero creates a single, complete IT Asset Repository by continuously discovering and maintaining a live, full inventory of all IT hardware, software, SaaS and Cloud assets - without limiting the purposes for which that information can be used. So, you can use Certero to populate your Service Desk CMDB, whilst still having centralized intelligence within Certero that can be readily accessed to support informed decision-making for any purpose you wish; software licensing, tech support, cyber security, audits, financial management, refreshes or projects etc.
- Certero discovers everything with an IP address and removes the need to manually manipulate data outside of the solution. You can create any 'view' you wish through dashboard reports, share intelligence and communicate information in meaningful ways, with the ability to drill down into reports to access the underlying data if needed. This all results in being able to access clear answers to questions quicker, improving decision-making and agility.

Why Do You Need ITAM?

Security

If you can't see devices, how can you ensure they are protected? You can't manage what you can't see.

Government Directives

Guidelines such as NIST are increasingly shaping the way we need to manage devices, understand all software deployed and be able to identify vulnerabilities.

Improving Utilization and Eliminating Waste

When deciding to buy new IT hardware and software, you need to understand what you already have, what you actually use and what you really need.

Stay in Control of Rapid Change

Whether it's constantly changing software licensing rules, internal movers and leavers, business growth, mergers, acquisitions or technology refreshes, your IT environment is constantly changing. You need to be able to see in real-time what is going on, everywhere.

Improve Budgeting

Creating a financial inventory of IT assets enables you to better understand costs throughout the asset lifecycle.

Manage Remote Devices

With an influx of remote users working from home or anywhere, it's important to know exactly where your devices are and whether they comply with corporate governance processes.

Better Planning

If a company emergency or security risk becomes apparent, ITAM is your eyes and ears to your entire IT estate. How strong your ITAM is determines how quickly can you get a complete view of your IT estate and start planning remediation actions or back-up plans.

Is ITAM Right for My Organization?

ITAM helps you become informed, so you can focus on:

- **Maintain Control** - Make sure that the IT assets you've invested in are accounted for, whether on-premises, out in the field or in employees' homes.
- **Protect the Business From Financial Risk** - If unmanaged, software licensing will easily get out of control and you're at the mercy of software vendors who often have the right to request an audit at any time; resulting in significant, unbudgeted expenditure and potential legal/reputational risk.
- **Reduce Costs** - Knowing what you have and what you really use and need, helps to reduce wasting investment on assets that deliver no value. Software is a prime example – as much as 30% of software purchased is unused and 50% of SaaS subscriptions are wasted.
- **Access Information Needed to Make Safe Decisions** - If you're relying on manual data exports, static information, or data silos, you're juggling spreadsheets or having to rely on guesswork, then you're working around unnecessary barriers to information and it's slowing you down.
- **Keep Up With the Pace of Change** - Business transformation is accelerating and IT should be at the forefront. Agility is key and Certero for Enterprise ITAM will put you in an informed position to take control.
- **Serve Users Better** - When a support issue arises, time-to-resolution is much quicker when your support staff know everything they need to know about a user. Certero for Enterprise ITAM gives you an immediate 365-degree view of a user and all assigned devices, usage, changes and licenses. All the information is in one place.
- **Eliminate 'Shadow IT'** - This happens when IT assets are purchased without the knowledge of IT and is particularly problematic with the cloud. ITAM and CAM make IT the authority on what's used and where supporting stakeholders and financial accountability.

The ITAM Business Case

The justification for ITAM has changed significantly in recent years, especially as many organizations have some version of an ITAM capability already and the pace of change and transformation within businesses has accelerated. IT is no longer a back-office function but is now much closer to how businesses generate revenue.

This has made IT agility a major advantage to businesses that have invested in gaining data-driven insight. ITAM provides that data for IT teams, so the business case is all about eliminating the old inefficiencies and legacy ITAM tools that limit access to information are part of that old problem, not the new solution. Here's why modernization and unification will help:

Remove Legacy

Old ITAM tools are expensive, especially if you're running several different toolsets – replace these with a single unified solution and reduce costs.

Save Time

Implementing a new ITAM solution takes just a few days with Certero; it has the quickest implementation time in the industry, especially as a SaaS solution. The time it will save you on a daily basis however is huge – free your team's access to information.

Protect Yourself

Old discovery tools and inventory capabilities within Service Desk solutions lack the sophistication to reliably identify software, so you can never know for certain if you're sat on security risk. Certero will see and identify all software across your IT estate, so you know exactly what's out there and can take immediate action to mitigate risk.

The ITAM Business Case

Guard Against Financial Risk

Get your software licensing strategy in place and make sure there are no unpleasant surprises and disruptions. If you don't have skills, simply switch-on services capability and see for yourself the cost-optimization progress being made through Certero.

Don't Hold on to Legacy Technical Debt

If you've invested a lot in an old ITAM tool but it's now holding you back, there's no need to invest even more. Modernizing and opening-up information for your team, moving to using live data for decision making and getting the big-picture understanding that a unified ITAM solution brings, will all pay for itself.

Remove Dependence on Expensive Consultancy Services

Unifying ITAM into one solution cuts out complexity, with fewer toolsets to maintain, learn and have to work around. If you need help through consultancy services, Certero can provide that too – efficiently and in total harmony with the technology.

Invest in Continuous Improvement

The information that Certero will give you drives improvement and transformation, enabling you to act quicker and be more agile.

How Can Certero Help?

Single Pane of Glass

Covering all platforms and vendors Certero is a total platform solution that gives you single-pane-of-glass visibility and control of your entire enterprise IT infrastructure.

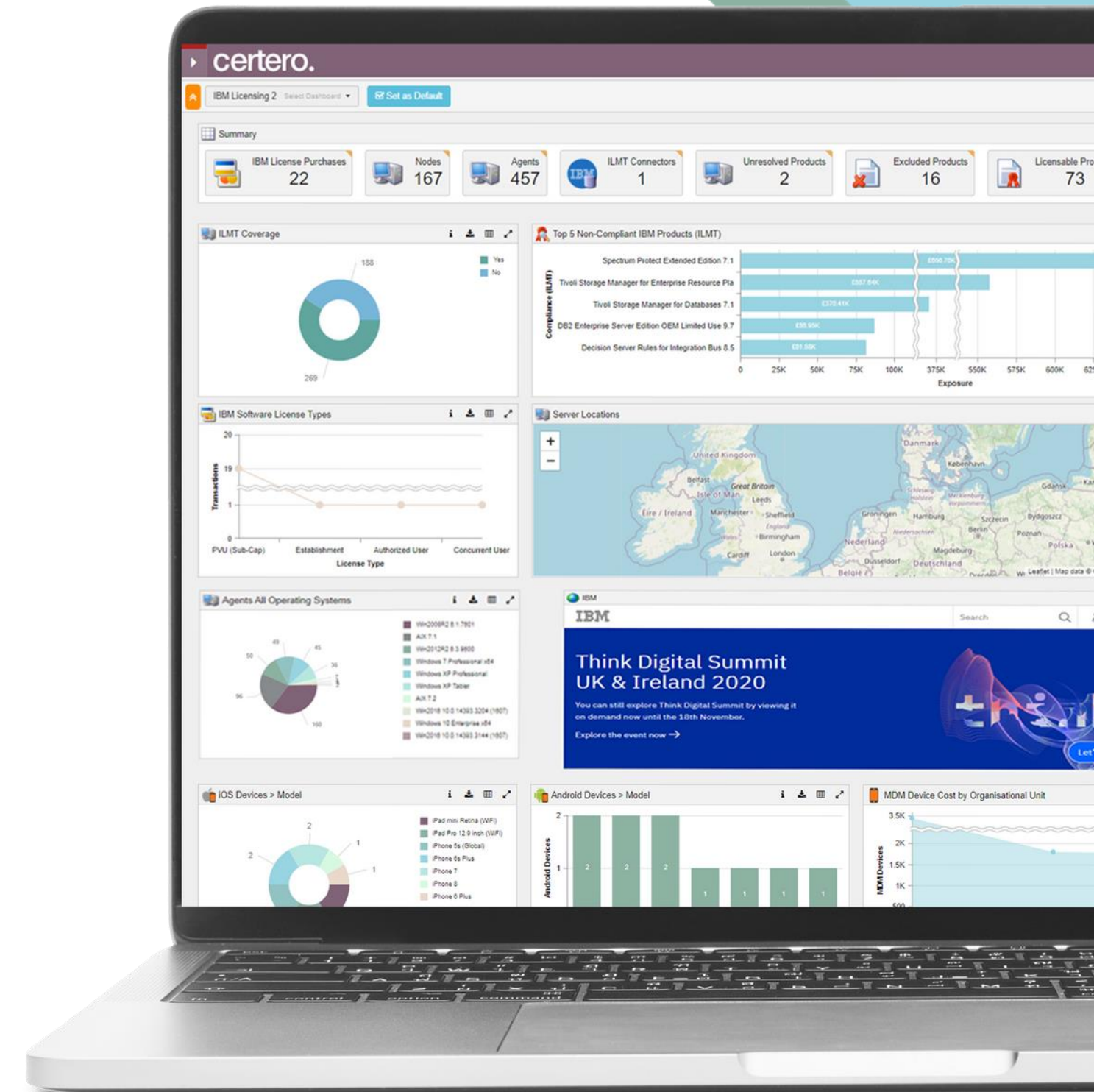
Managing End-user devices

Whether they're mobiles, desktops, laptops, or remote users working from home, on or off your corporate network. Certero can keep track of all of it for you.

Managing Infrastructure

Certero gives you visibility and the ultimate depth and detail including physical and virtualized servers, data centers and public cloud IaaS & PaaS (AWS, Azure and Google Cloud).

So, whenever you need to know what hardware and software you have out there, where it is, precisely what it is, what's changed or who's using it. Certero is the only solution you need.





Certero's Software Recognition Database (SRDB)

SRDB automates the identification of all software discovered – so you know what precise software versions and editions you have deployed. This is extremely useful for Cybersecurity, as it means you can quickly identify any software with a vulnerability and Certero can even send out a patch or update, identifying and mitigating security risks quickly.

With Certero, you can control software licensing costs through Software Asset Management (SAM)

The solution automates complex software license management processes, using 'pre-canned' intelligence on software vendor licensing rules for major vendors, including Microsoft, Adobe, Oracle, SAP and IBM. You can manage any software vendor licensing through Certero, including eliminating over-spending on SaaS applications.

As much as 50% of SaaS applications are unused!
Contact Certero to discover how much you could save...

Certero is a Unified Platform

No matter which products you choose, they all simply work perfectly together as one solution, hosted for you as secure SaaS Solution, sharing a common User Interface (UI) and dashboard-style reporting.

You can 'turn on' any Certero solutions you wish whether ITAM, SAM, SaaS, Cloud Management, Enterprise App-Store – eliminating the overheads of implementing new toolsets to manage your IT – just use Certero and save money.

Flexible Deployment

The Certero Platform is available however you want it: on-premises or delivered as a securely hosted and maintained, fully-featured SaaS solution.



Dynamic Reporting Through Single UI / UX

All your IT asset intelligence is in one place

Live Information

Data can easily be exported into spreadsheets without wasting time or relying on outdated static reports.

Business doesn't stand still, so Certero reports on live information.



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Certero is the number one, highest-rated SAM solution provider in the world – just take a look at [Gartner's Peer Insights](#).