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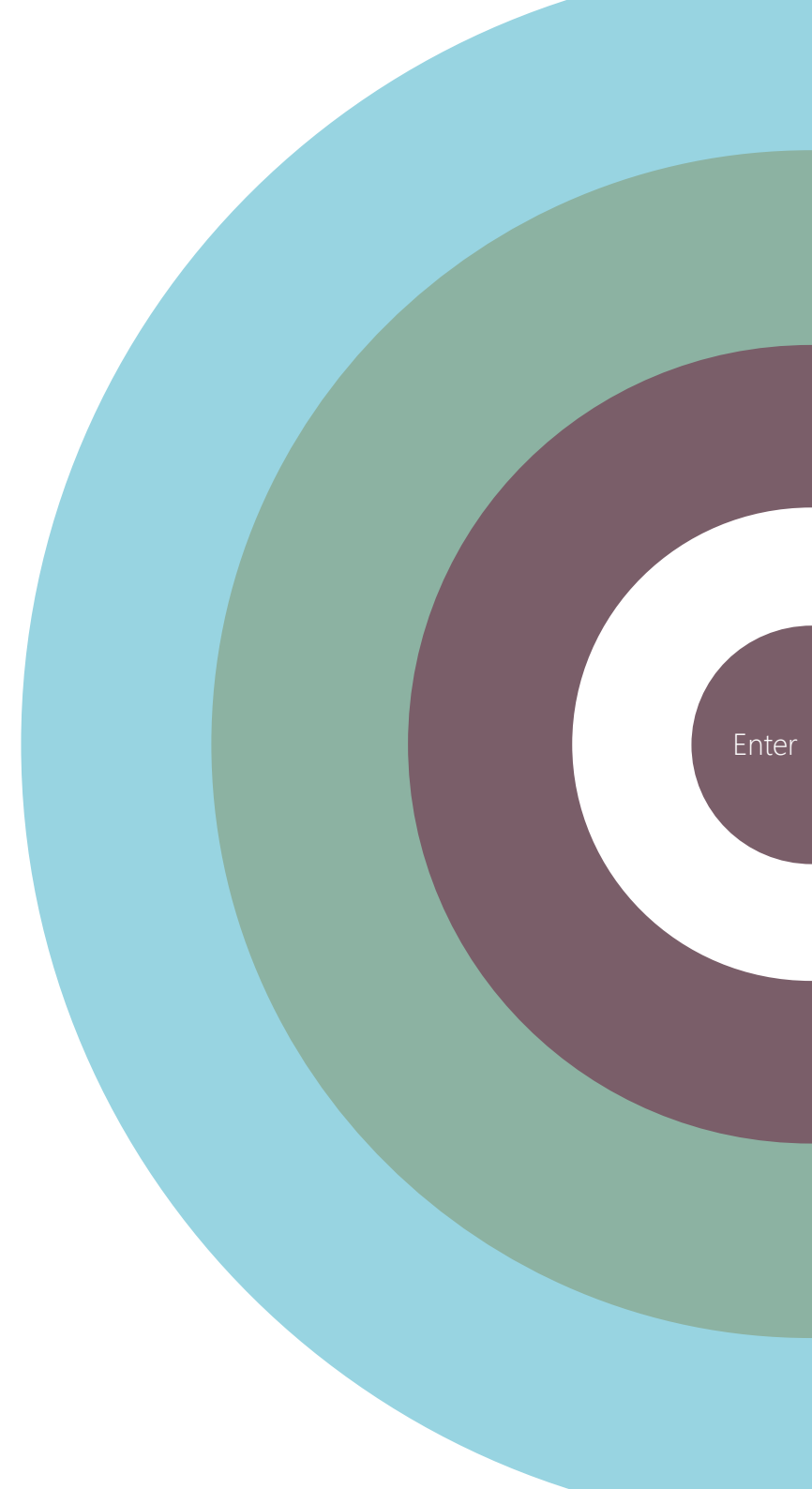
Realizing the Strategic Benefits of Unified IT Hardware, Software, SaaS, Cloud & ITSM

Supporting the single platform approach while benefitting from best-of-breed solutions

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# Why leading ITSM Solutions are not fit for ITAM and SAM

If your organizations' strategy is to consolidate vendors and move to a single unified platform for your IT Service Management (ITSM), then it's tempting to also purchase an IT Asset Management (ITAM) & Software Asset Management (SAM) solution on the ITSM platform simply on face-value. However, for many, this 'easy' approach turns out to be anything but easy in practice, and can quickly become a costly and frustrating strategic error. And so from Certero's industry-leading experience of implementing ITAM & SAM solutions and from helping large enterprises that have gone down the ITSM route and experienced the pain, here's what we believe you need to consider before jumping in.

Although there are logical benefits to moving to a unified ITSM platform, you should proceed with caution and ensure that the technical capabilities of the ITAM & SAM tools within the Service Desk are fit-for-purpose... after all, ITAM solutions are what discovers and pulls in your asset inventory information into your platform. They are your 'eyes and ears' over your estate—the asset intelligence that informs your understanding of what you've got, where you're up to and what you can do. Therefore, the many purposes that this information serves can be far-reaching and, these purposes are likely to increase over time and with new ways of working.

The reality is, that ITAM & SAM tools created by ITSM providers are typically designed for very simple, linear purposes, such as populating a CMDB and are not best-of-breed IT Asset Management solutions in their own right. Far from it; they're not core functions for ITSM vendors - they're add-ons and were never created to achieve the same levels of depth, detail or to serve multiple purposes as an industry-leading combined ITAM & SAM solution.
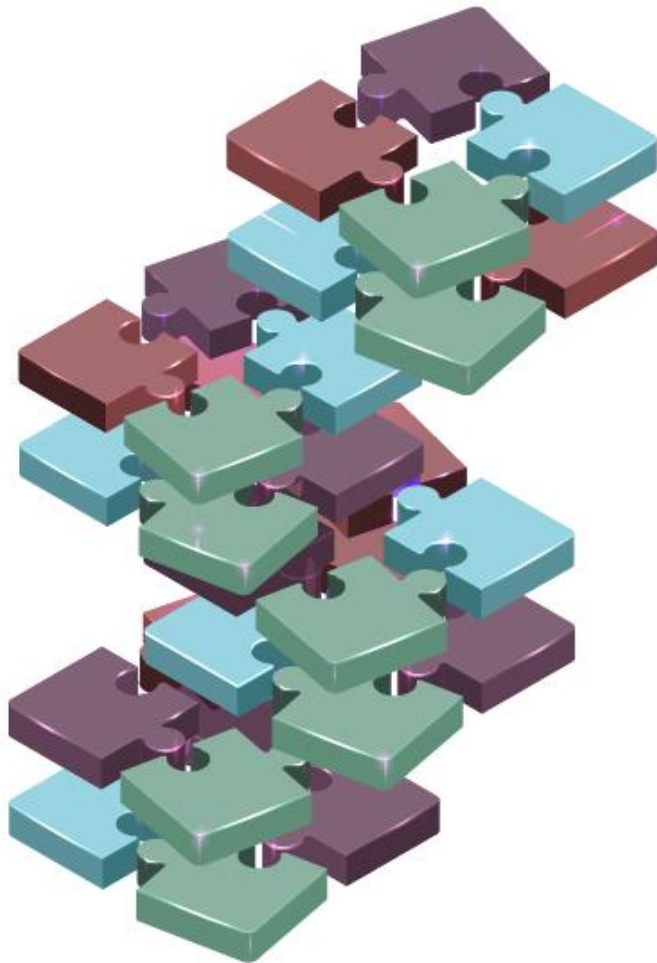
However, at face value, this is not how they are positioned by ITSM vendors for obvious reasons. ITAM & SAM are very much secondary concerns, often glossed-over they are not critical elements to the accuracy and efficacy of your platform or your *understanding* of IT your estate, capability and readiness. Thinking of the importance of strong IT asset intelligence - how readily you can access it and what you will need to *do* with it to report, measure, secure, improve and accurately check what's actually happening across your IT estate, entirely re-frames the narrative of what inventor information is for—the many purposes. This narrative is therefore strategically critical and getting it right will transform IT operations. Underestimating it however, can lead to having an expensive but superb ITSM capability in theory, populated with bad information in practice.

If ITAM & SAM components are inaccurate or sub-standard, then unfortunately, the foundations of the entire ITSM platform is compromised. The dream of a single platform can quickly become a house of cards or in worse – a house of horror. You end up over-invested, throwing bad money after good, at developers and consultants to try and fix fundamental issues.

Logically, if you're putting all your eggs in one basket with a single platform, then it MUST provide a solid understanding of your IT estate – otherwise, you're compounding problems, not solutions. Unfortunately, this a common error that executives make when there is a disconnect between the business-level drive to invest in a single platform and the technical understating of what that solution is really capable of doing. This is not helped at all by ITSM vendors evident lack of appreciation of many of the complexities surrounding IT asset intelligence and most notably, software licensing. Technical evaluation and best-of-breed comparison really are necessary, as is understanding your capability and resources to actually use all of this technology to derive business value.

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The Challenges You Can Expect

It's essential to properly evaluate and understand the depth, detail and availability of IT asset information that you need, across the many operations that need it. For example, consider that these functions will all need to reference the same IT asset intelligence to share a common, unified understanding:

- **Technical Support**—do they have clear and full visibility of user's machines? Do they have ready access to the detail they need to diagnose issues? Investigate changes?

- **IT Asset Management**—is absolutely all IT hardware discovered? Can you map out your infrastructure or see where assets have moved?

- **Security**—do you have complete visibility of all software deployed across the estate? Is software automatically recognized with correct versions and editions? Can you say with certainty that known risks are eliminated?

- **Leadership**—can you check on the status of a roll-out or upgrade and see precisely what's happening right now? Is everyone communicating and making decisions on the same information? Who's accountable?

- **Finance**—do you have visibility of what's needed? What's used, what's available, what's wasted and what it all costs?

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Spotting the Red-Flags

Discovering shortcomings is clearly better if done sooner rather than later, and so here are some of the warning signs to look out for:

- Challenges importing data into a CMDB

- Gaps in asset visibility

- Gaps in understanding of deployed software

- Gaps in identifying and managing vulnerabilities and risks

- Lack of required asset detail

- Lack of automation

- Unavoidable manual reporting and lack of ability to easily share live information

- Difficulties getting the precise answers you need from data

Each of these issues point to a significant compromise further down the line and can result in limited business value being achieved from your ITSM solution. Being able to trust information is critical to managing IT with confidence, agility and autonomy, especially as the business' insatiable appetite for competitive advantage drives digital transformation ever further.

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What does ITSM with good asset data look like?

At the buying stage, it's important to ask yourself: should the unification strategy be prioritized above product ability and suitability for my organization? Are the two really mutually exclusive, or is there a way to combine the best ITAM/SAM with the best ITSM and maximize the value of both? What *should* success look like?

Testing and evaluating takes time but ultimately, not as much time as investing in the wrong foundations for your platform. Therefore, we strongly suggest that the best use of time to get an objective view of what good ITSM and data looks like, is to test a **best-of-breed ITAM, SAM, SaaS and Cloud solution that can integrate with your ITSM platform.** This way, you can still progress with your unified ITSM platform strategy, but you're making sure that the whole solution is able to hit the mark.

Certero is often brought in to help organizations that have gone through the many months of pain struggling with ITSM inventory tools and we have some **user cases** demonstrating how this situation can be fixed.

The principal is simple, by combining two best-of-breed platforms that act as a single solution. One a vendor and expert in ITSM and one an expert in ITAM, SAM, SaaS and Cloud.

A great example of this is integrating Certero ITAM & SAM with ServiceNow. ServiceNow is a class-leading cloud-based ITSM solution with great expertise and experience in ITSM, but ITAM and SAM isn't their core business. Organizations can benefit from a more advanced solution that can offer greater accuracy, depth and automation and Certero integration provides just that, plus headroom to grow and evolve with a cloud-hosted ITAM & SAM platform capable of true enterprise-wide scope.

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How does the Certero – ServiceNow integration work?

Whether you're in the buying stage with your service desk vendor or if you've already gone down the route of using integrated ITAM /SAM tools and have hit-upon problems with visibility and achieving good quality data, Certero can quickly get you back on track.

Through a dedicated API you can share the IT asset intelligence gathered by Certero in to your ITSM solution, strengthening its visibility, accuracy and processes beyond the obvious population of a CMDB. With all IT asset data consolidated in to a single data source in Certero and that intelligence feeding ServiceNow, your organization can be in-line with the single solution approach, while enjoying the benefits of having truly ground-breaking IT asset intelligence at your fingertips.

Certero centralizes complex asset data, cleanses it and enriches it, removing noise and enabling limitless reporting possibilities through an intuitive UI. The result being a common understating of your entire IT estate and a highly-effective way to communicate information in real-time through dashboards.

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How could this work in the real world?

Imagine having a cleansed, centralized view of your IT estate at an enterprise level, such as with [Certero for Enterprise ITAM](#), that gathers advanced and granular inventory information that you can drill-down into easily. With this approach you are never removed from the underlying data but are still able to sculpt and transform the data into meaningful information easily, that is the difference that Certero can make and it's the perfect foundation to power your ITSM.

Certero sets the bar in the way it enables users to visualize and communicate insights from complex data, driving informed decision making, trust and greater autonomy.

As Certero is live, it's easy to share live views and reports, removing need to export information and resort to communicating with information that's incomplete or immediately out of date. The depth and detail of Certero is also exemplary. Imagine a single view of your entire IT estate – everything, everywhere (including assets off the corporate network). All hardware, software, licensing, Cloud, SaaS, infrastructure, everything with an IP address, even down to the level of print toner levels. You may not require all of this insight every day, but it is immediately available when you do need it. For common tasks, limitless user dashboards can be created to give you exactly what you need and ensure that availability of information is not blocking the progress of your operations.

Certero becomes the way that organizations can check and balance their IT operations, supporting countless tasks and agendas – often described as the 'single-source of the truth' and 'our measure of success and failure' by customers, as everything is visible through the solution.

Now combine this powerful wealth of data with your ITSM Solution, such as with the Certero & ServiceNow API. You could create a policy to automatically order that printer ink when the ink level reaches 20%. Understand what software you use and what you don't need to order. Optimize your cloud costs and empower service desk staff with a full 360-degree view of a user – all assigned devices, licenses, costs and usage. See change, predict and prevent failures. Support tough decisions with sound evidence. If you want to really understand what's going on, get the ITAM & SAM elements right, make great data available and the resulting processes will all benefit.

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What if we don't want to manage SAM and prefer to outsource?

No problem, Certero are unique in that we also offer 'Technology-led Services', utilizing best of breed solutions. This is the answer to keeping all of the beneficial information and insight that IT Hardware, Software, SaaS and Cloud optimization provides, without having to retain the overhead of skills and resources in-house.

Certero's technology-led SAM services are delivered using the Certero Platform, so you always have ownership of your asset data.

Whether it's full visibility and understanding of your licensing costs and risks of software used (and not used) across your estate, or multi-Cloud costs, resources utilization and governance – Certero has you covered with the specialist knowledge and expertise to control costs and maximize the value of your technology investments.

Why Certero?

A Gartner Peer Insights 'Customer's Choice' winner for three consecutive years and with the highest customer success and satisfaction rates in the industry, Certero are dedicated to leading the innovation of ITAM and SAM solutions and providing unparalleled support to customers.

With Certero you can rest assured you have a future-proofed IT Hardware, Software, SaaS and Cloud Asset Management solution with dedicated investment and vision to support your journey. You also have all the help you need if you need it – our global team of ITAM & SAM experts are standing by.

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