How to measure your ITAM maturity: 5 steps to success

From complex to clear: ITAM provides the visibility you need to reduce your costs and risks

With IT and cloud spending on the rise, enterprises are managing more assets than ever before.

But the larger your IT portfolio, the more complex your environment becomes. Every new asset can introduce challenges—from intricate dependencies to poor user experiences.

If your assets live in silos that IT doesn't manage, you'll have trouble tracking everything and knowing what is happening in your environment. This lack of visibility can result in higher costs, compliance violations, and security risks.

> **Organizations waste up to 36% of their IT spend.**
>
> Flexera[1]

A comprehensive IT asset management (ITAM) program can give you complete visibility into your environment. It will show you what software is installed and on which machines. You'll also see by-the-minute usage data for each application and user. You can use these insights to optimize costs and boost efficiencies.

ITAM can also help you track software and systems that users implemented without your IT team's knowledge so you can take action to avoid security and compliance risks. According to Flexera, organizations with software asset management (SAM) teams spend less time and money on publisher audits.[1]

Building an ITAM program may seem like a daunting task, and you may not know where to start. If you have an ITAM program, you may wonder if you're following best practices and driving full value from it. Here are five keys to building an impactful ITAM program:

Tip 1: Don't focus solely on cutting costs.

Many organizations start an ITAM program to cut costs. While cost savings is a key ITAM benefit, it shouldn't be your sole focus. An ITAM program can go far beyond cost savings by transforming how you purchase technology.

You can use ITAM to achieve your broader IT and business goals. For example, your ITAM team can review every potential purchase to ensure that you don't already have similar technology and licenses—helping you maintain high-performance levels and keep your licensing costs in check. They can also ensure that a purchase won't create unnecessary complexity when it comes to IT support or management.

Tip 2: Build your ITAM team.

A successful ITAM program requires more than just tools. You need a team of experts who can help you optimize your technology, licenses, and costs.

But, according to Gartner, 90% of SAM functions are under-resourced. For many organizations, hiring full-time license experts may not make financial sense.

Working with an ITAM services partner can be a cost-effective way to achieve your asset management goals. Look for a partner who understands your culture and core technologies. Their team should include former tech salespeople and auditors with years of experience optimizing software licenses for organizations like yours. You can leverage their expertise to get the best rates and terms.

[1]Flexera: 2023 State of ITAM Report

Tip 3:
Get clear on your starting point.

You can't reach your destination unless you know your starting point. To reach ITAM nirvana, you must start by measuring your current maturity level.

Determine what people, processes, data, policies, and technology you have in place. This process will show you where you lack visibility and have risks. Once you understand your gaps, you can create an action plan to address them and mature your ITAM practice.

Tip 4:
Choose your KPIs.

Measuring your ITAM maturity requires you to assess your capabilities in the following key areas:

- **Strategy and governance:** Do you have a clear ITAM vision? Have you outlined the activities needed to achieve this vision? Are you actively managing, reviewing, and updating your ITAM business case? Do you have a roadmap, and have you updated it to reflect your progress?

- **Organization:** How well have you defined the roles and responsibilities needed to achieve your ITAM goals? How often do you communicate your program's value to stakeholders? Have you identified and documented all your IT assets and vendors? Do you give users training to support your ITAM tools and processes?

- **Functional processes and controls:** How do you manage your contracts, obligations, and SLAs?

- **Lifecycle:** How effectively do you manage your software license negotiations, audits, and end-of-life?

- **Technology:** What tools are you using to identify, track, and measure cloud and software usage across your organization? How are you monitoring and measuring your IT spending and license fees? Do you have a tool to produce accurate and timely reports?

The above KPIs are a solid starting point. But you may also want to track other metrics that align with your unique business and IT goals.

Tip 5:
Get an ITAM maturity assessment.

After you've assessed your capabilities, you're ready for a gap analysis that identifies how you can improve your ITAM maturity across your key areas. With an ITAM maturity assessment, you can:

- Identify gaps in your processes, policies, training, and technology.

- Choose the most impactful ITAM activities to drive immediate and long-term ROI.

- Build a business case to grow your ITAM program.

Your assessment should also provide industry-specific benchmarks so you can compare your organization's ITAM maturity with your peers.

Next Steps

Need help getting your ITAM program off the ground? Want to make your current ITAM program more effective? A SoftwareOne ITAM maturity assessment can help.

During your comprehensive assessment, a SoftwareOne ITAM expert will help you map your organizational needs, inventory, and technology estate. Then, you will receive a custom plan to mature your ITAM program and drive the most value from it.

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