



WHITEPAPER

ITAM 2.0 - The Key to Managing IT Costs and Maintaining Business Agility

Lansweeper

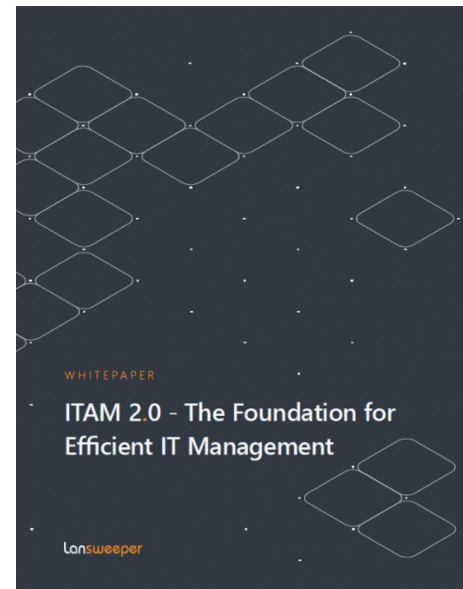
The IT Cost Balancing Act

Every organization is looking for ways to reduce IT costs. However, short-sighted cost-cutting measures often fail to contribute to long-term success. Balance is essential—how can you contain costs while still ensuring security and providing the business with the necessary agility to innovate and compete?

As discussed in our white paper, "ITAM 2.0 - The Foundation for Efficient IT Management," the rapidly increasing number of IT assets in today's IT environments presents a significant challenge. If IT loses sight of the assets they have and the assets they're adding, chaos will surely ensue.

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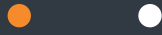
the companion white paper:



ITAM 2.0 gives you powerful visibility into your entire IT estate. After all, you need to know what you have, in order to manage it in a cost-effective way. Otherwise, you won't know how to make cost cutting optimizations without impacting business continuity.

In this whitepaper, we'll discuss:

- A framework for balancing cost and agility
- Developing a holistic approach to IT inventory management
- 5 powerful ways to reduce IT costs



CHAPTER 1

How ITAM 2.0 Enables Big Opportunities for IT Cost Optimization

The unprecedented global economic impact of COVID-19 has forced CIOs to find innovative ways to manage and control costs, all while supporting organizational goals for digital transformation. Walking this tightrope requires striking a balance between short-term IT cost-cutting and long-term IT cost optimization.

A [recent Gartner report](#) examined the dilemma that infrastructure and operations leaders face, and cautioned organizations to avoid "knee-jerk" reactions by focusing on short-sighted cost-cutting. Reactive measures such as implementing a hiring freeze or cutting training programs may save money now but may have detrimental impacts on the organization over time, putting them at a disadvantage for sustained resilience.

CIOs Must Balance Cost and Agility

Organizations that continue to invest strategically in IT during tough times, and forge a strong CIO and CEO relationship, are more likely to come out on top. Often, the potential benefit of long-term cost optimization justifies additional short-term investments in IT. Still, in communicating their cost optimization strategy effectively to C-suite executives, CIOs must demonstrate that a proactive approach won't jeopardize business continuity or innovation.

However, as the number of IT assets continues to explode, CIOs will need to find a balance between containing costs and providing the business with enough agility to innovate and compete. While agility will be mission-critical, it will lead to chaos if IT loses sight of the assets they have and the assets they're adding. Maintaining an overview of your IT estate during a fast-tracked digital transformation process is key to optimizing costs. **This is where ITAM comes in.**

All Assets, Any Use Case

The ITAM Forum suggests the cost-cutting benefits of ITAM must become a *de facto* business practice and discipline, and can be leveraged in recession planning to help save jobs and maintain growth, reducing global IT spend with 5%, which equates to over \$67.7 billion of potential savings from ITAM alone. A focus on minimizing asset-related investments and optimizing cloud spend can help alleviate immediate financial pressures.



"ITAM has a proven ability to cut costs, enhance security, reduce risks, and boost company agility. All of these attributes are particularly beneficial in a global recession, where any financial savings made through ITAM can be used to prevent cuts elsewhere, in particular the workforce which will be the real engine for growth post-recession."

Martin Thompson
Founder, ITAM Forum

As a practical example, ensuring billed resources such as software licenses or cloud servers are being utilized—and shutting them down if they're not—can eliminate unnecessary overhead with no impact to business continuity.

But before you can eliminate waste and optimize your current infrastructure, you need to know what's there. Without visibility into the entire IT estate, you won't know how to make cost cutting optimizations without disturbing business continuity. To put it simply: You need to know what you have in order to manage it in a cost-effective way.

While ITAM is often associated with a specific scenario such as license compliance, it's actually **the foundation for a broad range of activities**, including cloud migration, ITSM, cybersecurity and more. In all of these use cases, knowing what software and hardware resources comprise the IT infrastructure is the essential starting point. Without that data, taking action around any IT use case is impossible.

The typical way of collecting data is per use case: IT needs to identify potential vulnerabilities to strengthen its cybersecurity posture, or there's an organization-wide software update that needs to be rolled out to all laptops, for example. Each time, a new ad-hoc inventory is collected, requiring dedicated resources. Although much of the data may overlap, not one of these scenario specific inventories is complete, and when a new IT scenario comes up, the process begins again. Creating a usable IT inventory for every new scenario consumes a tremendous amount of time and effort on the part of IT, hurting the ROI of the specific project in case, or makes focusing on innovation or other revenue-generating activities difficult.

\$67.7B

Potential annual global savings
generated by ITAM, per the ITAM Forum



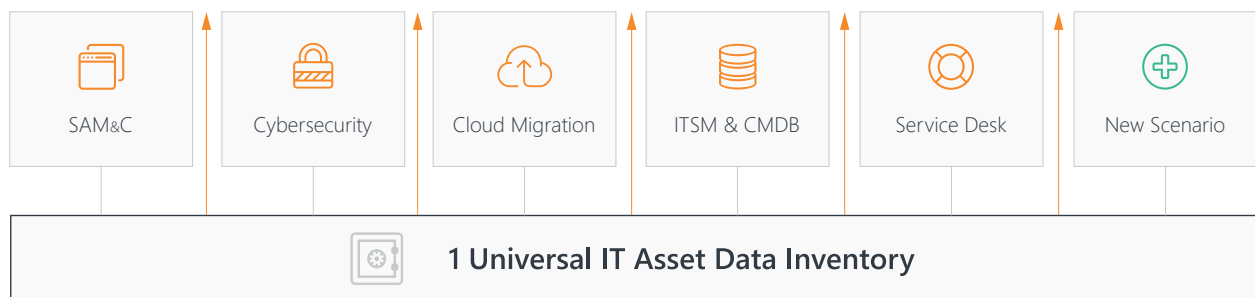
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effective way.

Wouldn't it make more sense to begin with a single system of record that keeps an accurate, up-to-date inventory of all software and hardware assets that comprise the entire IT estate? In this model, all of the necessary data for any use case is **available, accurate and readily accessible**. There's no duplication or rework needed, so IT can be much more efficient and cost-effective in responding to the needs of the business.

Approaching ITAM Holistically

With a complete system of record for all of your IT assets—software, hardware, mobile devices, virtual machines, servers and more—you gain visibility into your entire IT estate and have accurate, complete data to support multiple business scenarios. This holistic approach to ITAM leads to substantial cost savings, while enabling IT teams to act more quickly and efficiently, since the necessary data is already there.

ITAM 2.0: A Scenario-Independent Approach



Learn more about our ITAM 2.0 Strategy

With a dedicated ITAM 2.0 solution such as Lansweeper, organizations can leverage this holistic approach to create and maintain an always-accurate IT inventory, reducing costs and empowering decision-makers to make informed tactical and strategic decisions for their organizations.

Read our dedicated [ITAM 2.0 Vision Whitepaper](#) to explore this concept in depth.



"Our approach is to build and maintain a single source of truth on the IT asset inventory. It is the baseline for recurring processes, projects of all kinds, and rapid action when needed. Creating a new inventory every time a new IT-specific use case is introduced is an enormous waste of time and resources."

Maarten Saeys
CPO, Lansweeper

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CHAPTER 2

5 Ways Lansweeper Helps with IT Cost Reductions

As organizations adopt new technologies and assets to support digital transformation initiatives, and as technology spending increases, ITAM 2.0 solutions can offer significant and measurable IT cost reductions. Organizations can reduce waste, and identify and eliminate hidden costs—all while increasing IT performance and security with an advanced IT discovery and inventory solution as the foundation. In the ITAM 2.0 approach, all of the necessary data to support any IT scenario is readily available to deliver IT cost reductions for multiple business scenarios. This holistic approach to ITAM leads to substantial IT cost savings, while enabling IT teams to more quickly and efficiently address any issues.

To put this theory into practice, we have gathered 5 ways Lansweeper can help optimize strategies for IT cost reductions.

1 Eliminate Manual Processes

Historically, the process of tracking IT assets has been mostly manual, involving extensive spreadsheets with outdated network information and mapping. Manual processes lead to inaccurate reporting on device-specific hardware and unmanaged software, which not only complicates spend management, but can be disastrous to an organization's productivity, compliance and, ultimately, their bottom line. A dedicated ITAM 2.0 solution can **eliminate costly manual processes with automatic scanning, alerting and reporting features** to increase accuracy and productivity.



Brothers of Charity



Case in Point:

The Belgian chapter of the Brothers of Charity nonprofit has 14,000 employees spread across 27 locations and manages over 24,000 IT assets.

Frank De Bree, Central Head of IT at Brothers of Charity, estimated that before implementing Lansweeper, his IT staff was spending half a workday, on average, entering asset information in proprietary tracking software manually.

"We didn't have a system in place capable of performing an IT asset inventory, so the team did it all by hand," De Bree noted. "Doing so took up a huge chunk of our time."

See how Lansweeper helped Brothers of Charity automate its IT inventory processes.

[Click & Read the case study]



2 Strengthen Cyber Security

With more than 5 billion records compromised last year, data breaches cost US organizations more than \$1.2 trillion in 2019 alone.

Lansweeper's credo for cyber security is: **You can't protect what you can't see.** Forgotten or missed assets may be running outdated software or even malware, creating security vulnerabilities that can lead to huge financial losses and compromised data.

 Herman Miller

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Case in Point:

Herman Miller is a global design and manufacturing company with 8,000 employees and more than 20,000 IT assets.

Kristopher Russo, Information Security Architect for Herman Miller, noted that the company's manufacturing organization is a complex environment with multiple locations and subsidiaries through mergers and acquisitions, making IT visibility and incident response extremely challenging.

Herman Miller implemented Lansweeper for cyber security, which increased visibility into its complex IT environment. The IT organization benefits from more than 100 custom Lansweeper reports that they use to keep the CIO informed at all times.

"Lansweeper delivers detailed information about a security incident in minutes, providing incredible time savings and helping us to minimize or eliminate potential damage," said Russo. manage it in a cost-effective way.

[Click & Read the case study]



3 Maximize Infrastructure Visibility

Tracking the lifecycle of IT assets provides CIOs and IT professionals with critical data for financial, inventory, contractual and risk-management strategies. A solution that features ITAM as a core functionality can automatically and accurately update IT Inventories, which helps decision-makers understand workflows and determine which assets need to be purchased, redistributed or discontinued. It also allows system administrators more time for high-level analysis, and helps identify and reduce the impact of fraud, as ITAM tools keep track of each transaction and the networks, devices and users involved.



Case in Point:

Cerner is a global provider of health information technology solutions with 28,000 + employees and more than 250,000 IT assets.

Cerner Corporation provides outsourced IT services for 28 hospitals. Since 2016, the company has trusted Lansweeper to gain insights into not only the number of assets in the environments they manage, but required patches, updates, fixes and other necessary maintenance tasks, helping to better allocate staffing and control costs.

"I knew Lansweeper would provide us with the data about installed systems and software," said Phil Blankenstein, IT Manager, "so we would be able to manage IT costs and ensure our clients are getting maximum value from their infrastructure."

[Click & Read the case study]



4 Streamline Reporting

Lansweeper's ability to easily access relevant data reduces reporting hassles and eliminates human error. Time spent on compiling detailed reports for business units or regulatory bodies, and retrieving data for security investigations is drastically reduced, giving IT staff **more time to spend on other mission-critical activities.**



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Case in Point:

The Chamber of Commerce of North Rhine-Westphalia

The Chamber of Commerce of North Rhine-Westphalia has 200+ employees and more than 1400 IT assets.

Prior to implanting Lansweeper, The Chamber of Commerce of North Rhine-Westphalia faced numerous challenges developing an accurate view of its networked devices and license counts for auditing purposes.

Lansweeper has proved to be a very convenient source of information for the Chamber of Commerce of North Rhine-Westphalia, making it simple to keep track of assets from multiple points of view: hardware, software and life cycle.

"Lansweeper only required a modest investment, but still, the software allows the IT team to save a lot of time," observed Klaus Hillebrands, IT Manager.

[Click & Read the case study]



5 Develop a Single Source of Truth

Particularly in complex, distributed IT environments, it can be difficult to identify, monitor and secure network assets. Lansweeper is **purpose-built to solve this challenge**, rapidly identifying assets and providing actionable insights into security threats.



Case in Point:

Imprivata is a healthcare IT security company with 500+ employees and more than 8,000 IT assets.

Historically, the highly distributed nature of Imprivata's network has made it challenging to identify and protect the company's assets. In 2018, they turned to Lansweeper for help.

"Compared with other solutions we evaluated, Lansweeper provided the widest coverage across all types of devices," said Jesse Myers, Director, Worldwide IT Infrastructure and SaaS Operations for Imprivata. "The speed of deployment and immediate ROI were impressive."

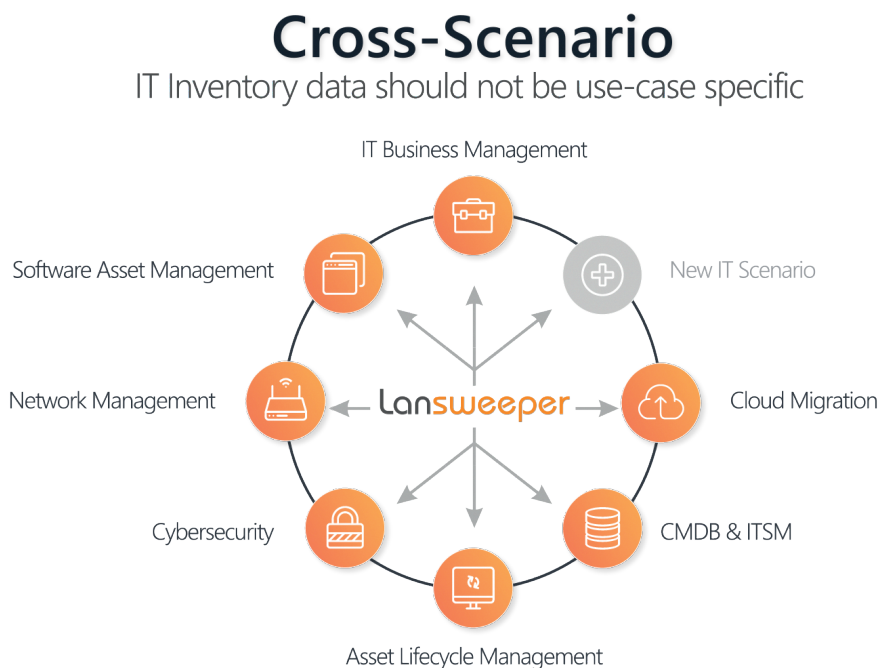
Learn how Lansweeper is helping Imprivata solve its current IT challenges—and plan for the future with confidence.

[Click & Read the case study]



The Best Solution for Satisfying Business Needs and the Bottom Line

ITAM 2.0 is a proven way to create and maintain the delicate balance between cost and business agility. We've identified five ways your organization may be able to reduce IT costs, but in the end, there is simply no substitute for creating and maintaining an accurate inventory of all IT assets across your IT estate. When you have achieved that, you will reduce IT costs.



"It's essential that companies have and are able to maintain a centralized, complete view of their IT Assets; or they will become liabilities to an organization's security posture and ultimate financial success"

Roel Decneut
CMO, Lansweeper

Know Your IT!

**You can't manage and protect what you don't know you have.
IT is most agile with a reliable asset inventory on-hand.**

- Future proof approach to ITAM
- Agentless discovery
- Aggregating data across IT systems
- Cloud based for scalability and accessibility
- Leverage data for any IT scenario or use case
- Ability to integrate with other applications and services

**For more information about Lansweeper,
visit www.lansweeper.com.**

Lansweeper