

Why Should You See > Beyond Traditional ITAM in 2023?

Let's Look at The Current State of ITAM Spending

Software and services spending is the **second biggest expenditure** after staff wages for businesses in 2023.

95%

of leaders believe there is room for improving the way that business spends on IT. *

5.5%

Gartner® forecasts worldwide IT spending to grow **5.5% to \$4.6 trillion** in 2023.

54%

of all businesses report they are evaluating IT investments more carefully from a business value perspective. *

snow 

ITAM
review

*Crayon: Managing IT spend in 2023 global survey.

People often overlook ITAM's importance, but efficient ITAM is the key to short- and long-term cost optimization, innovation and growth opportunities for organizations investing so much in new technology.

Savings made within software spend can be significant, but only if you're getting a true picture of your entire IT estate. **Visibility into "traditional" IT assets isn't enough.**

Your organization needs ITAM tooling that keeps up with all your assets and sees beyond on-premises hardware and software licenses and data center storage. You need **visibility of sanctioned and unsanctioned assets** wherever they might be — whether they're in the **cloud**, running on **virtual machines**, inside **containers**, operating in a central office or working on a remote device.

Choosing a Sustainable ITAM Tool With Visibility Into the Cloud and Beyond

To meet the unique needs and complexities of a hybrid IT landscape, IT leaders should focus on three fundamental areas.

Tools

- Choose a unified solution for the whole business with normalized, easy-to-read data that all teams can access and understand
- Cover as many on-premises, SaaS and Cloud assets as possible
- Be ready for future technologies such as containers, IoT and open-source tools

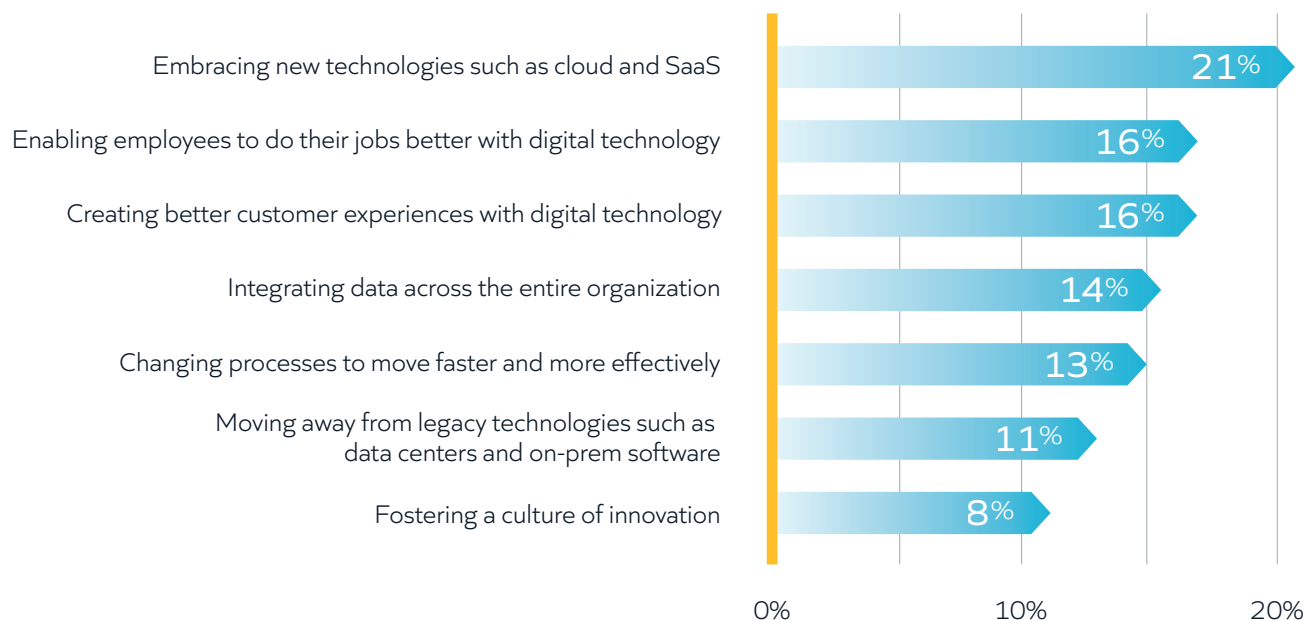
Processes

- A modern IT environment must be hybrid and agile; so should processes enabled within a modern ITAM tool
- Reporting accurate, timely and actionable data to stakeholders makes ITAM integral to the wider organization and should be a fundamental part of your ITAM tooling

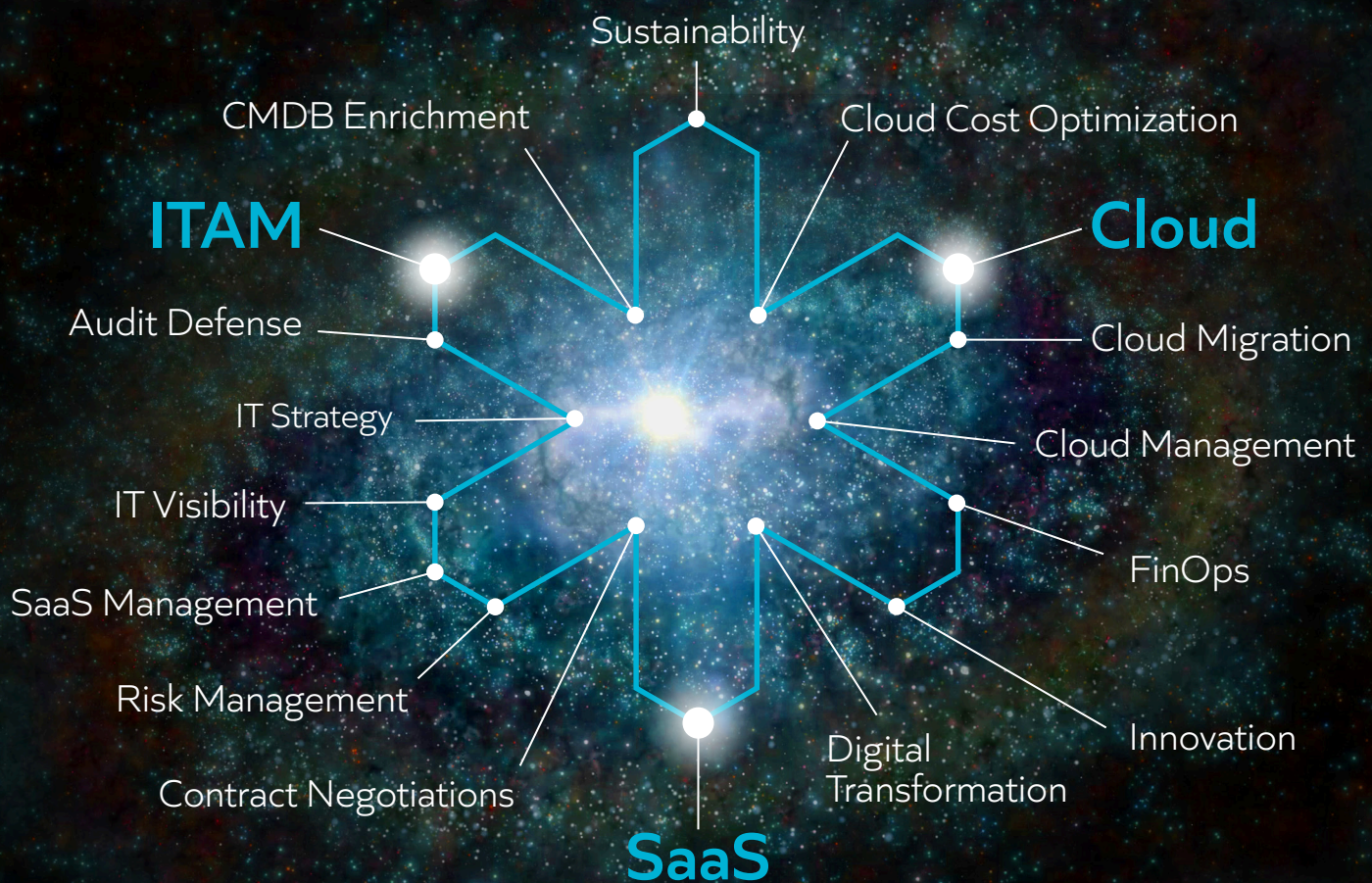
Stakeholder engagement

- Widen the scope of who interacts with and benefits from ITAM data
 - Security
 - FinOps
 - Sustainability
 - CMDB
- The more stakeholders you support, the more visible and strategically important ITAM becomes to the business
- With data that underpins other teams (such as Security, Procurement and Finance), your ITAM tool will demonstrate the business-critical nature of effective ITAM
- The success of ITAM drives the success of other business areas and builds your team's brand within the organization

What do you believe is the most important component of digital transformation for your organization?*



*2023 IT Priorities Report, 1,000 IT leaders surveyed



Ready to step into the future of ITAM?

See Beyond today's ITAM and realize cumulative gains within your IT environment with this curated series of essential resources from Snow Software.

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Snow Software is changing the way organizations understand and manage their technology consumption. Our Technology Intelligence platform provides comprehensive visibility and contextual insight across software, SaaS, hardware and cloud. With Snow, IT leaders can effectively optimize resources, enhance performance and enable operational agility in a hybrid world.

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