

CA IT Asset Manager

Managing Hardware and Software Assets Better

Executive Summary

Challenge

The complexity of today's fast-changing IT environment and the drive toward digital transformation with ever present cyber security threats present challenges to IT. The proliferation of mobile devices, virtualization, and cloud-based deployment options goes way beyond traditional approaches of simply managing the financial, contractual, and operational aspects of your IT hardware and software assets. Unfortunately, most organizations are ill-equipped to manage these investments; they rely on spreadsheets or homegrown databases to track assets, especially software licenses and their utilization. The consequences can be costly, especially when failure to maintain control over these assets results in expensive compliance audits, financial penalties and business disruption.

Opportunity

Clearer insight and transparency into your IT hardware and software asset environment enables you to better conduct the business of IT from both a financial and risk perspective. A clearer understanding not only helps you better allocate those resources to reduce costs, it can also help you research assets that might be cyber security threats, thus helping to reduce IT and business risk. It can also help you gain control of the increased complexities associated with mobile, virtual, and cloud-based assets associated with digital transformation efforts.

Benefit

CA IT Asset Manager (CA ITAM) goes beyond just getting control of your hardware and software assets and effectively managing them; it enables you to optimize those assets and helps you research potential vulnerabilities in your asset base. CA ITAM holistically manages IT hardware and software assets from acquisition to disposal. It determines what assets are available and in use, and it brings simplicity and accuracy to license reporting and audit responses. Optional simulation capabilities help optimize your licenses in the context of software usage, available license options and dynamic infrastructure environments, resulting in potential cost savings and better planning and forecasting.

1 Challenges

With IT being asked to do more for less, effectively managing IT assets is increasingly more difficult. You are presented with challenges on many fronts that represent greater risk and impact, and thus demand effective IT asset management.

1.1 Digital Transformation: Dynamic and Increasingly Complex IT Environments

Extensive virtualization and cloud deployments are driving IT organizations to rapidly provision and manage complex business services as the foundation for business growth and competitive advantage. Changes occur on an inconsistent and almost instant basis. Organizations have historically managed and attempted to optimize assets and licenses with static data and reports. This reactionary or static approach is ineffective in optimizing today's assets and planning for the future.

1.2 Changing Business Models and Strategies

Due to competitive pressures, business models and strategies are in constant flux. In addition, software vendors offer many different and complex licensing models, making it challenging to determine the best licensing strategy in the context of your organization's current and planned asset needs. These realities require a near-real-time and dynamic approach to optimizing your hardware and software assets, today and in the future, that is not possible without sophisticated automation. Managing at the rapid pace of change in these environments potentially opens the business up to more risk and vulnerability, requiring greater insight and transparency across your IT business landscape.

1.3 Cyber Security and Vulnerability

With the increased use of virtual and cloud-sourced assets comes the increased threat of cyber attacks that leverage your IT assets as a vehicle for access and proliferation. You must have a precise understanding of what is in your environment and what shouldn't be. And when a breach does occur, you need a quick way to easily and effectively research compromised assets; immediate transparency and accuracy are paramount to a rapid response to mitigate business disruption.

1.4 Lack of Transparency

IT managers, as well as finance and procurement professionals, need to maintain an accurate view of your IT assets and financial and contractual elements needed to improve service, mitigate risk, and support compliance initiatives. It is difficult to aggregate all these aspects into a single view, and almost impossible to obtain all the necessary information.

1.5 Complete Asset Lifecycle

Due to an inability to track assets throughout their entire lifecycle, it is difficult to efficiently allocate existing assets and licenses, causing many to rely on costly manual fulfillment methods and asset inventories. You have disparate pools of unleveraged assets in one area and overwhelming demand in others. The result is over-purchasing of assets. Furthermore, business consumers typically don't have visibility into what assets are currently assigned to them.

1.6 Cost Pressures

You must optimize your IT investments and resources in the face of margin pressures by exposing the true costs of delivering and supporting IT services. Fully controlling asset-related costs is one way to address this, as the cost management benefits of an IT asset management strategy can have significant impact on the business. However, without a complete understanding of your IT asset base from a financial, contractual and compliance perspective, or a means to optimize license models and supporting infrastructure, this is virtually impossible.

2 Opportunities

A properly implemented asset management strategy and solution can not only address these challenges, it can drive business and personal success and indirectly provide your organization with a competitive advantage. A portfolio-level view of your entire IT asset cost base can help facilitate budgeting and forecasting decisions, improve contract negotiations, reduce capital expenditures, reduce audit and compliance risks and costs, alleviate the complexities of digital transformation, and help in resolving cyber threats. IT asset management is an essential element in your overall IT management and business strategy, providing the visibility and control to deliver real business value.

CA ITAM is designed to help you to meet these challenges and exploit them as opportunities. It is expressly designed to address the needs of large enterprises and service providers as part of a comprehensive management solution for helping optimize IT assets and reduce IT and business risk. CA ITAM enables the end-to-end management of IT hardware and software assets supporting IT services, from requisition to retirement. It helps provide the financial visibility, control, and optimization of those investments to meet the challenges and deliver tangible benefits.

3 Capabilities

CA ITAM addresses the needs of service providers and large enterprises in conjunction with our comprehensive CA Service Management solution by leveraging deep integration, common multitenancy, and common reporting. The following sections describe the key features of CA ITAM.

3.1 Financial Management

CA ITAM provides a deep understanding of the financial impact of your asset base and asset usage patterns by tracking and categorizing asset-related expenses, including historical, current, and projected costs. This enables you to decide what costs are relevant to your business and facilitates more informed decision making regarding hosting new services internally versus subscribing to services from external service providers. These capabilities also enable you to more confidently price shared services that are either consumed by multiple business units internally or sold externally if your organization is a service provider. Capabilities to track one-time or recurring asset and contractual costs can simplify planning and budgeting and can help ensure accurate vendor invoices. Further, automated notifications are provided for maintenance renewal dates, cancellation deadlines, payment due dates, and lease expiration dates.

3.2 Vendor Management

Take control of your vendor relationships by understanding their interdependencies and intricacies. CA ITAM lets you compile detailed information about each vendor, including contact information and the vendor's relationships to other vendors. You can leverage your buying power with more complete information about the total amount spent and what you will spend with a vendor during a given year.

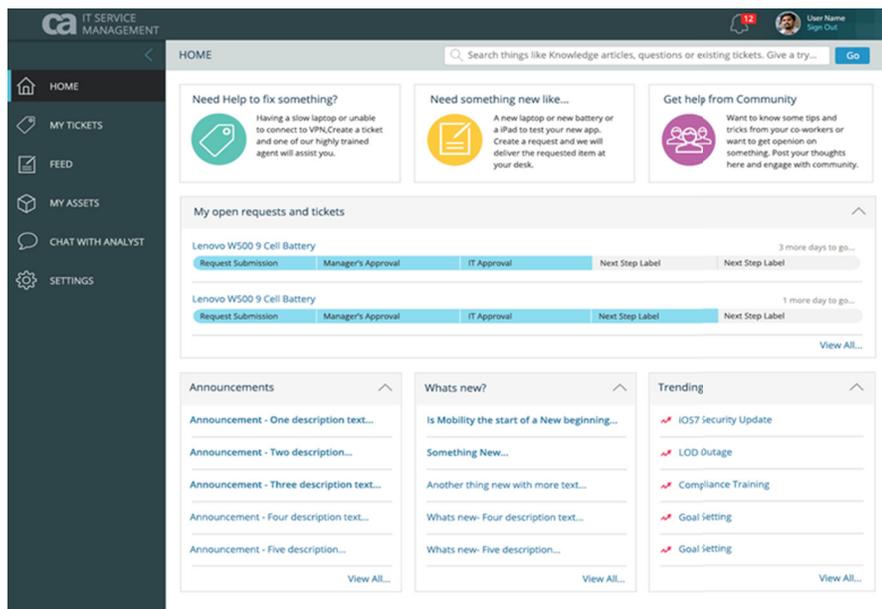
3.3 Contract Management

Making contract information easily accessible enables you to properly administer the terms of an agreement. CA ITAM helps you manage documents that are relevant to your business. You can leverage existing templates or create your own contract templates to standardize on terms and conditions for easy reporting and analysis. You can link images to contract profiles, enabling quick access to the original document. And you are able to relate all the pertinent agreements, detailed terms and conditions, and costs associated with vendor contracts to better understand the entire deal at a glance.

3.4 End User Self-Service

Self-service provides a single place to view and take action on all IT resources available to business consumers. You can see what assets are assigned to you, request new assets and services, ask questions and collaborate with other domain experts, report and resolve issues related to your assets, and search internal and external knowledge sources.

Figure 1: Asset self-service is available with a browser or mobile devices.



3.5 Software Discovery, Reconciliation and Use; Digital Transformation and Cyber Security

Integration with your existing discovery tools and procurement systems enables you to sift through massive amounts of information. The master software catalog within CA ITAM automates the time-consuming and error-prone task of manually recognizing licensable software, gathering purchased software licenses, and compiling product use rights. This information can be automatically reconciled, creating a more complete and accurate inventory. The solution then helps track which of these licenses are in use and which licenses are available. This enables you to pool available licenses across the department or organization to improve the utilization of assets. You are better able to match this availability with incoming demand to reduce the over-purchasing of licenses. This helps you understand the IT asset complexities introduced by digital transformation efforts. Furthermore, you can more easily research existing assets, identify and research new assets, and understand relationships between assets, all in the context of cyber threats and attacks.

3.6 Software Cost Analysis

Understanding the financial impact of your license base enables you to decide what costs are relevant to your organization and to allocate those costs accordingly. CA ITAM tracks and categorizes specified software-related expenses, including historical, current, and projected costs, to help you analyze their financial impact. Costs can be allocated on a pro-rata basis to their respective projects and organizational units, providing transparency and cost allocation based on actual use—resulting in greater acceptance for internal prices and cost allocation.

3.7 Compliance Auditing and Reporting

CA ITAM helps you understand and report on software compliance. A dynamic, personalized dashboard displays results that are critical for better decision support and provides key indicators for the highest audit risks, the most expensive licenses, the most important publishers, and the largest contracts. In cases where your organization is audited, CA ITAM can help significantly reduce the effort necessary to report and negotiate with the license vendor, as well as reduce your chances of owing a compliance fine.

Figure 2: The CA ITAM software license compliance dashboard.



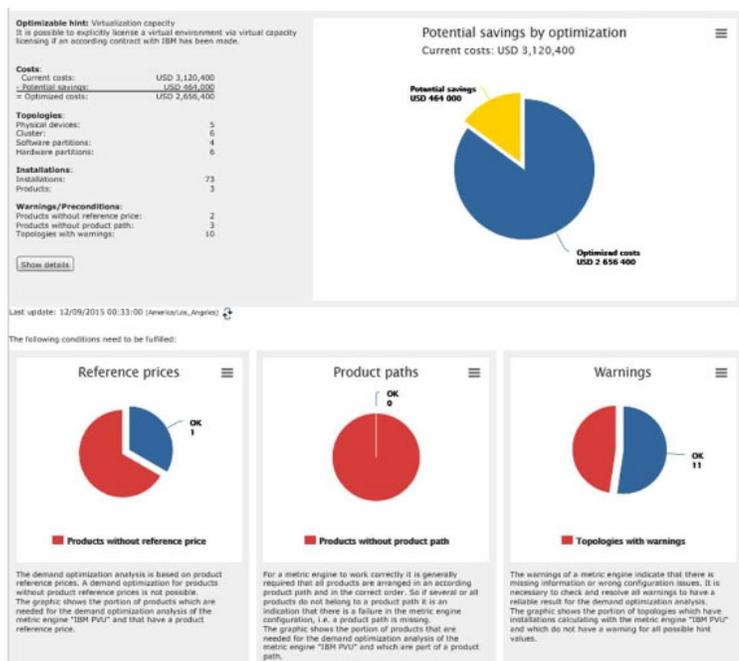
3.8 Simulation and Optimization

What if you could investigate planned changes in the infrastructure and their impact on license demand, simulate alternative license models to identify optimal licensing strategies, and simulate licensing conditions for various servers, virtual servers and clusters? With CA ITAM's Optimization and Simulation Module, license management can become an active, strategic component of your enterprise architecture, IT contract and procurement planning, and IT portfolio management.

An interactive topology graph can deliver concrete answers to business questions by identifying monetary benefits. There are three key components to this capability:

- **Optimization and demand analysis.** Demonstrate potential and realized cost savings over time, provide comprehensive analysis of license costs, identify data requirements to achieve higher optimization, and notify of high risk situations.
- **Demand optimization.** Compare available license metric alternatives for server products, simulate licensing conditions for servers, virtual servers, and clusters, compare financial impact of licensing options, and analyze potential cost savings.
- **Contract and license optimization.** Compare available license metric alternatives based on the licenses owned, analyze license compatibility with current operational environments, assign licenses to servers for increased business value, provide compliance comparisons, and simulate alternative contract models.

Figure 3: The CA ITAM software license optimization dashboard.



3.9 Integrations

CA ITAM integrates with management solutions including CA Client Automation and CA Service Management to provide broad asset lifecycle management. This creates twofold capabilities encompassing both service desk functional processes and CMDB/asset data linkage, enabling your organization to leverage asset data to improve the delivery of operational IT services to your users. This integration also supports better change management decisions by facilitating a more comprehensive set of information when performing impact and risk assessment.

4 Benefits

4.1 Reduce Costs

Comprehensive asset lifecycle management with financial, vendor, contract and license management can provide visibility into and control of your IT asset estate, even with the complexities introduced by digital transformation efforts. This helps you identify what you are paying in hardware and software fees and be better prepared for upcoming contract renewals and vendor negotiations. With accurate software license management, you can better plan your software licensing needs, manage software compliance, and prepare effective and reliable audit responses. This can lower the risk of noncompliance penalties. Organizations that implement CA ITAM might be able to reduce the cost of software compliance fines by between 45 and 55 percent.¹

1. CA Managed Solutions Center of Excellence’s Business Analysis Team. The percentage reductions identified are estimated cost reductions achieved by our existing installed customers and were determined by interviews with these customers conducted by CA. These results are tied directly to our existing customers’ real operational environments and planned implementations and might not be indicative of the cost savings achievable by new or existing customers in the future.

4.2 Maximize Value of Existing Assets

With CA ITAM, you can better understand which assets are being used and which are available. You can more effectively reallocate assets where they are needed and retire assets that no longer bring value to the business. As a result, over-purchasing and IT overhead can be reduced. For example, CA Technologies saved \$30 million over 10 years through greater control of global IT hardware assets by using CA ITAM.²

Specific to [software asset management](#), better software identification, understanding and aggregating product use rights, and more efficient pooling and distribution of available licenses can result in a reduction of costs that are earmarked for software acquisition. Organizations that implement CA ITAM might be able to reduce software over-purchasing costs by between 50 and 70 percent.¹

4.3 Reduce Business Risk and Assist in Cyber Security

With CA ITAM's powerful software license management bringing together and reconciling assets from diverse discovery sources, you can better manage software compliance and prepare effective and reliable audit responses. This can lower the risk of damage to IT's and your organization's reputation. Further, this aggregated view of your assets can lead to better understanding and analysis of assets involved in or vulnerable to cyber attacks; it can also assist in researching assets recently added to the environment or not being used that could be targets for future cyber attacks.

4.4 Streamline Efficiency and Responsiveness

CA ITAM provides a self-service catalog and automation to streamline review, approval, and fulfillment processes for hardware and software requests. This gives employees faster access to assets required to perform their jobs, with fewer people involved in the process. It can also streamline the management of contracts, leases, and maintenance agreements by simplifying and automating the tedious manual tasks associated with contractual paperwork. You can also be more proactive with vendors by identifying duplicate contracts, negotiating better deals, and examining the accuracy of vendor invoices. Organizations that implement CA ITAM might be able to reduce invoicing errors of IT assets by between 40 and 60 percent.¹

4.5 Increase Business Satisfaction

CA ITAM includes integrated self-service capabilities, giving business users a single view into IT resources they can request or currently consume. Users can view and take action on the IT resources available to them, making it easier for them to understand, request and manage their assets. In addition, automated review, approval and fulfillment processes for hardware and software assets improve service delivery consistency and can result in quicker response/fulfillment. These factors build user confidence and satisfaction with IT.

2. "CA Technologies Saves \$30 Million Through Greater Control of Global IT Assets,"; CA World 2017 presentation.

5 Conclusion

There are significant and growing challenges associated with optimally managing your IT assets in a world of increasing IT complexity driven by digital transformation efforts. No one wants to be in charge when a software audit uncovers out-of-compliance assets and penalties accrue, or when a cyber attack disrupts the business. A proper IT asset management strategy and solution can help you:

- Better prepare for vendor software audits
- Comply with your license agreements
- More optimally allocate your IT assets and their costs
- Better align your IT assets, infrastructure and services
- More effectively plan and budget for the future
- Minimize risk and exposure associated with audits and cyber attacks

CA ITAM is an enterprise-proven solution that can help you accomplish these goals, reducing both personal and business risk of improper management of your IT assets. CA Technologies and its CA ITAM customers have realized proven results, and so can you.

Learn how CA ITAM can help you optimize your hardware and software assets: www.ca.com/itam

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