



# THE LOOKING GLASS

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## Review of 2007 Gartner IT and Software Asset Management Summit

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On June 3-6, the Gartner Group held its 15<sup>th</sup> annual IT and Software Asset Management Summit, in Nashville, Tennessee. Based on the level of repeat participation, it was very evident that this event has become an annual tradition for many organizations and vendors.

We attended this conference for the third consecutive year and will share highlights to help companies determine if this is an event that should not be missed.

### Who Attended, and Why

This year approximately 700 end-users, many from large corporations, attended the Gartner summit. Participation appeared to have remained constant from 2006 to 2007. The end-users were primarily existing IT or Software Asset Managers or who had been in their roles for a few years or managers who had recently been assigned IT Asset Management (ITAM) responsibilities. The experienced managers attended the conference to understand trends and how they need to prepare their organizations for impending shifts in the industry, while the new managers used the conference for general education. Additionally, end-users benefited from meeting the vendors to learn more about their products and services.

### Format

The summit began on Sunday with pre-conference workshops and tutorials followed by the actual start on Monday morning. Keynote speakers kicked-off each day followed by track sessions, analyst roundtables and solution provider presentations.

What has become habitual with each year, the keynotes provided both valuable content as well as entertainment. Gartner's Alexa Bona and Jack Heine opened up the conference with discussion of key issues facing IT Asset Managers and how ITAM is evolving as a discipline. Andy Kyte, Vice President and Gartner Fellow, presented his memorable *Strategic Vendor Management*, which is a discipline he has focused on to encourage IT organizations to take vendor management more seriously and devote more budget and resource towards managing suppliers. The non-IT speaker of opening day was Bill Geist, Emmy award-winning correspondent and commentator of "CBS Sunday Morning." He admitted that he knew nothing about IT, however his comedic delivery charged up the audience for their afternoon round of ITAM sessions.

The four tracks that attendees could follow consisted of ITAM Fundamentals, Hardware and Software Procurement Best Practices, Futures and Management. The sessions were delivered largely by Gartner analysts.

Gartner also offered analyst/user roundtables where participants were required to sign up in advance. The roundtables provided end-users the ability to interface with leading Gartner research analysts, in small groups, and benefit from their subject matter expertise. Gartner also provided "Breakfast with the Analysts" one morning, where attendees could sit at any table to speak with a particular analyst.

The sponsors gave Solution Provider sessions, however the content leaned towards marketing their products and services. Vendors also promoted their wares during the Solution Showcase Receptions during lunch on the first two days of the conference and at the Sponsor Hospitality Suites event.

## Themes

Here are some major themes that were presented by Gartner analysts and outside speakers during the conference.

- Being an IT Asset Manager is going to be increasingly challenging in the future.
- These five factors will toughen up IT Asset Managers in 2007-2008:
  - Technology changes
  - Pressure to reduce IT expenditures
  - Increased software audits (30% of the audience had been audited)
  - ITAM tool vendor consolidation
  - Confusion regarding licensing due to lack of standardization
- These are the issues that IT Asset Managers are the least equipped to handle:
  - SOAs will force an ITAM revolution as applications become more modular, agile and dynamic
  - Software audits, their financial impact and time commitment
  - SaaS with its remote delivery model and pricing based on usage
  - Managing virtual resources pulling ITAM in different directions
  - The rising "Green" business trend
    - At the World Economic Forum in January 2007, climate change was voted the most important shift that will affect business, technology, society and the global economy
  - Consolidation of software vendor acquisitions will impact IT organizations
- How is ITAM evolving as a discipline?
  - The old ITAM is IT asset tracking.
  - The new ITAM is:
    - Technology migration
    - Contract management
    - TCO analysis
    - Vendor management
    - Portfolio management

- ITAM has evolved from data provider to decision-support
- To sell ITAM through the organization:
  - Select projects based on available resources and the ability to succeed
  - Track, document and communicate all savings associated with the ITAM program
  - Ensure there is a visionary on the team who can continue to move the program forward
- By 2010, best-in-class ITAM programs in Fortune 1000 companies will concentrate on future planning and analytics, rather than on inventory and tracking.

## Sponsors

This year there were 22 sponsors/vendors, down from 26 last year, that exhibited in the Solution Provider Showcase, and several that sponsored Hospitality Suites. Contributing factors to this decline in sponsorship were consolidation in the industry since the last conference, as well as the large expense of being a sponsor. The vendor products covered all aspects of ITAM from asset discovery, software license metering, inventory, asset repository to recycling and disposal of assets.

Here is the list of sponsors, in alphabetical order:

ABC-LanLicensor, ASAP Software, Attachmate, BDNA, Cascade Asset Management, Centennial Software, CSI Leasing, Express Metrix, Hewlett Packard, IBM Tivoli, Intechra, Iron Mountain Digital, LanDesk Software, LaSalle Solutions, ManageSoft, Microsoft, NextPhase, Novell, PS'SOFT, Supreme Asset Management & Recovery, Symantec (Altiris), TechTurn

## Fees

The conference registration fee was \$1,795 per person for early bird registration (up to 2 months before the start of the conference) and \$1,995 for late registration. Gartner clients and sponsors may have received complimentary registration.

## Feedback

This conference was very well-received. There was energy in the room and a lot of excitement generated around the ITAM discipline. End-users had the opportunity to network with peers, rub elbows with knowledgeable industry analysts and meet vendors who could provide them with the tools they require to automate their ITAM programs.

Although the education was invaluable, the greatest benefit of this conference was the networking opportunity. People met at breakfast, lunch, the Solution Provider Showcase and the Hospitality Suites and formed lasting professional relationships that will help them achieve their goals of raising their ITAM program to a level where it provides true business value.

## Should My Company Attend in 2008?

How can you determine if your company should attend next year's conference? If your goal is to learn about IT industry trends that will impact your ITAM program, to become more educated on the current and future states of the ITAM discipline, to meet the major vendors in this space and to network with peer organizations, then the Gartner IT and Software Asset Management Summit is a good choice.

If your goal is to come away with techniques and processes for how to accomplish specific tasks to improve your ITAM program, then the annual IAITAM (International Association of IT Asset Managers) conference, which can be found at [www.iaitam.com](http://www.iaitam.com), may be a better venue.

Next year the Gartner IT and Software Asset Management Summit will take place in Los Angeles, California with the date to be determined.

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## Upcoming Events:



itSMF USA Fusion '07  
September 16-19, 2007  
Charlotte, NC



IAITAM 2007 Annual Conference and Exposition  
November 7-9, 2007  
Rancho Mirage, CA (Palm Springs)  
Rancho Las Palmas Resort & Spa



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