

Wisdom EMEA 2022

15th & 16th June | Twickenham Stadium, London

The 10x ITAM Manager

Alex Cojocaru, CEO - Licenseware

A bit about myself ...

- My first IT job was in licensing
- Been active in the industry for 11 years
- ITAM clicked with me because I like order



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The first open app ecosystem for IT asset management

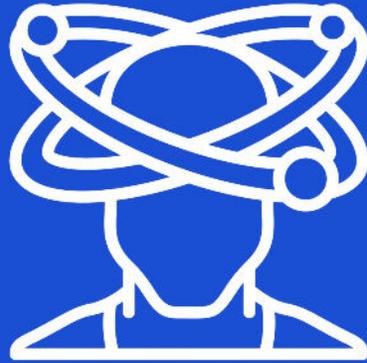
- On-demand, modular [apps](#)
- Public SDK – anyone can build [apps](#)
- Open platform - integrate with other [apps](#)
- Like AWS, for IT asset management



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The 10x ITAM Manager



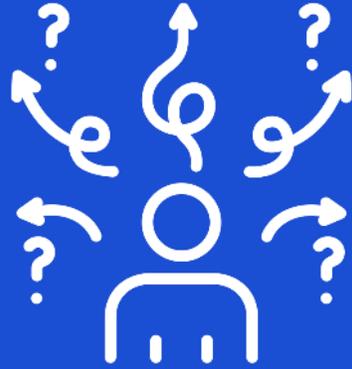
A 10x developer is ten times more **effective** than the average developer on a team.

Tom DeMarco and Tim Lister - "Coding War Games"



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Why is this concept relevant in the
ITAM space?



License Consultants
charge more per hour than
Software Engineers



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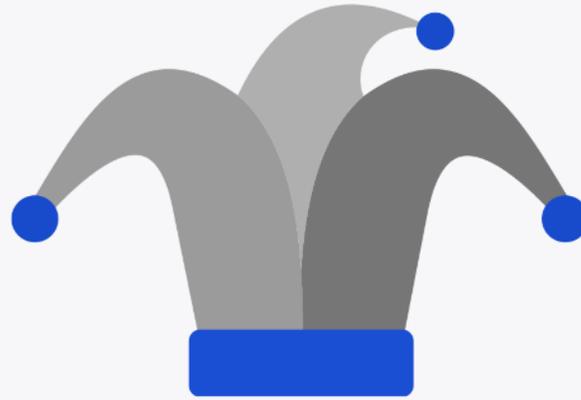
SAM & ITAM tools are typically high-priced



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A fool
with a
tool is still
a fool



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Bad outcomes



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ITAM 1.0



ITAM 2.0



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ITAM 1.0

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Data Specific

Manual or Semi-Automated

Snapshot in time

Hard to Scale

ITAM 2.0

• REC

• LIVE

Data Agnostic

Automated

Near Real-time Intelligence

Scalable



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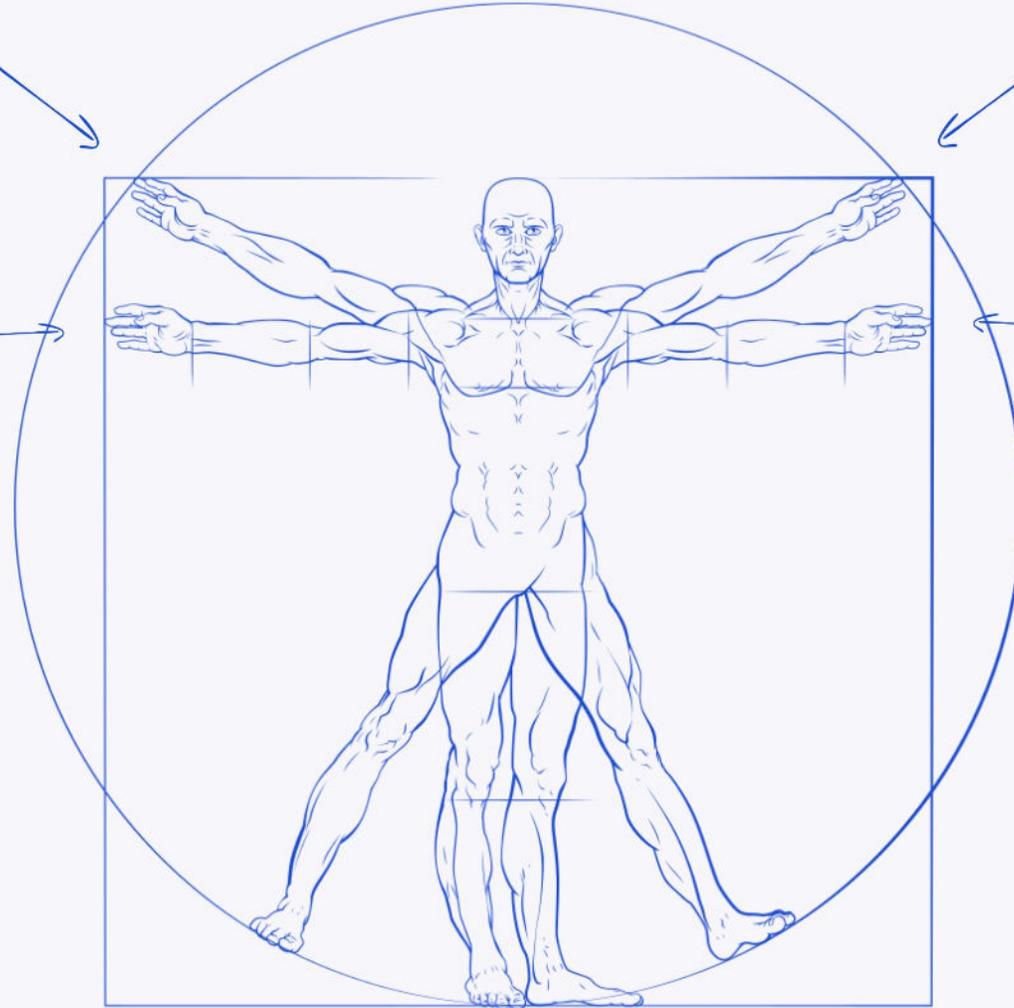
Does the 10x ITAM Manager
exist?

inquisitive side

governance side

technical side

political side



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The inquisitive side

- What is the history of licensing?
- How do vendors manipulate the market?
- Is there a logic behind licensing rules?



The governance side

- Understand and frame the problem accordingly
- Design efficient processes and policies
- Iterate and improve



The technical side

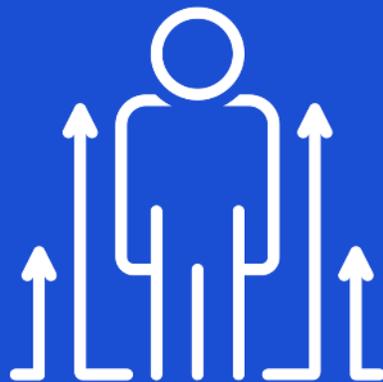
- Data engineering skills, beyond Excel
- Deep understanding of IT and its role
- Automation is your friend, it's not replacing you



The political side

- Negotiate, and navigate the political side
- Create a strong professional network
- Talk the talk and walk the walk





How do we make the most of
10x ITAM Managers?

- Identify skill gaps and blockers
- Train periodically
- Use the right tools, and try out new tech



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- Give autonomy and challenging work
- Develop them to be future leaders
- Set them up for success



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**Get a mentor,
Be a mentor**

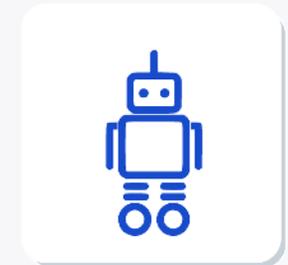
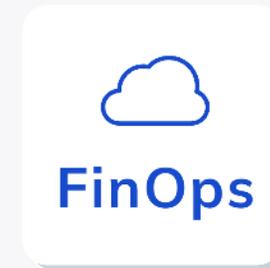


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The 10x ITAM Manager is a **mindset** that enables you and your organisation to remain relevant in the fast paced world of IT



Stay relevant

