

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



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



LICENSEWARE

The first open app ecosystem for IT asset management

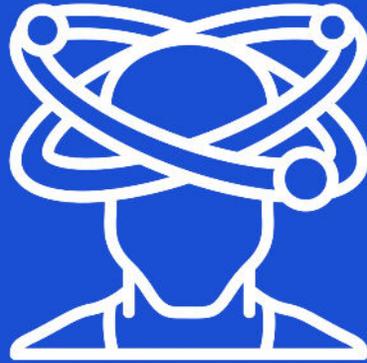
- On-demand, modular [apps](#)
- Public SDK – anyone can build [apps](#)
- Open platform - integrate with other [apps](#)
- Like AWS, for IT asset management



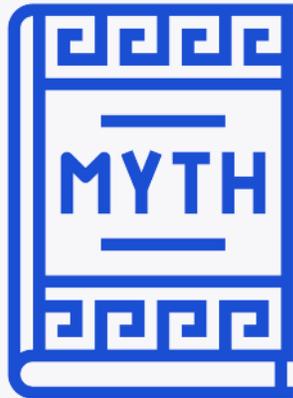
LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



The 10x ITAM Manager



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

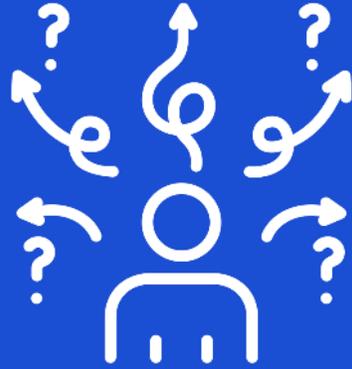
Tom DeMarco and Tim Lister - "Coding War Games"



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



Why is this concept relevant in the
ITAM space?



License Consultants
charge more per hour than
Software Engineers



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



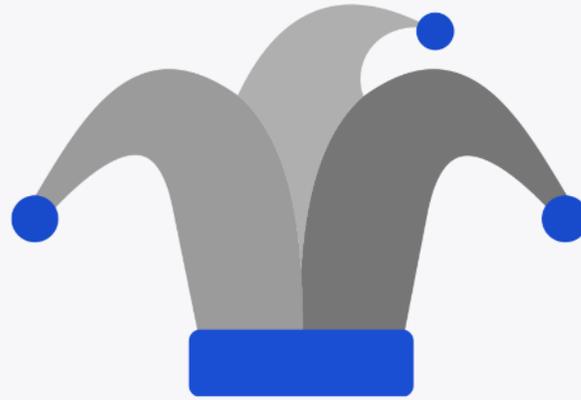
SAM & ITAM tools are typically high-priced



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



A fool
with a
tool is still
a fool



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



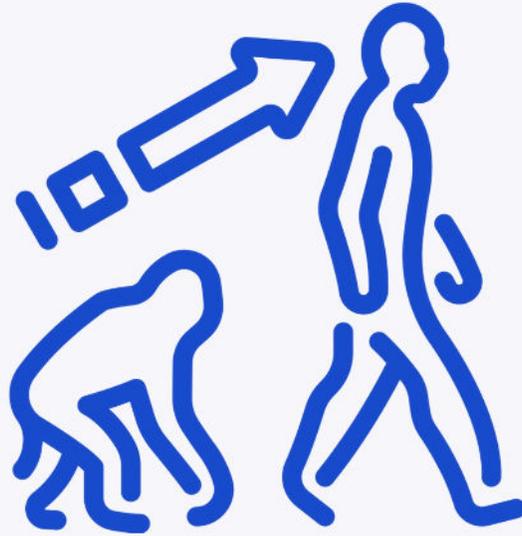
Bad outcomes



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



ITAM 1.0



ITAM 2.0



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW

ITAM 1.0

13 JUN 2020

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



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



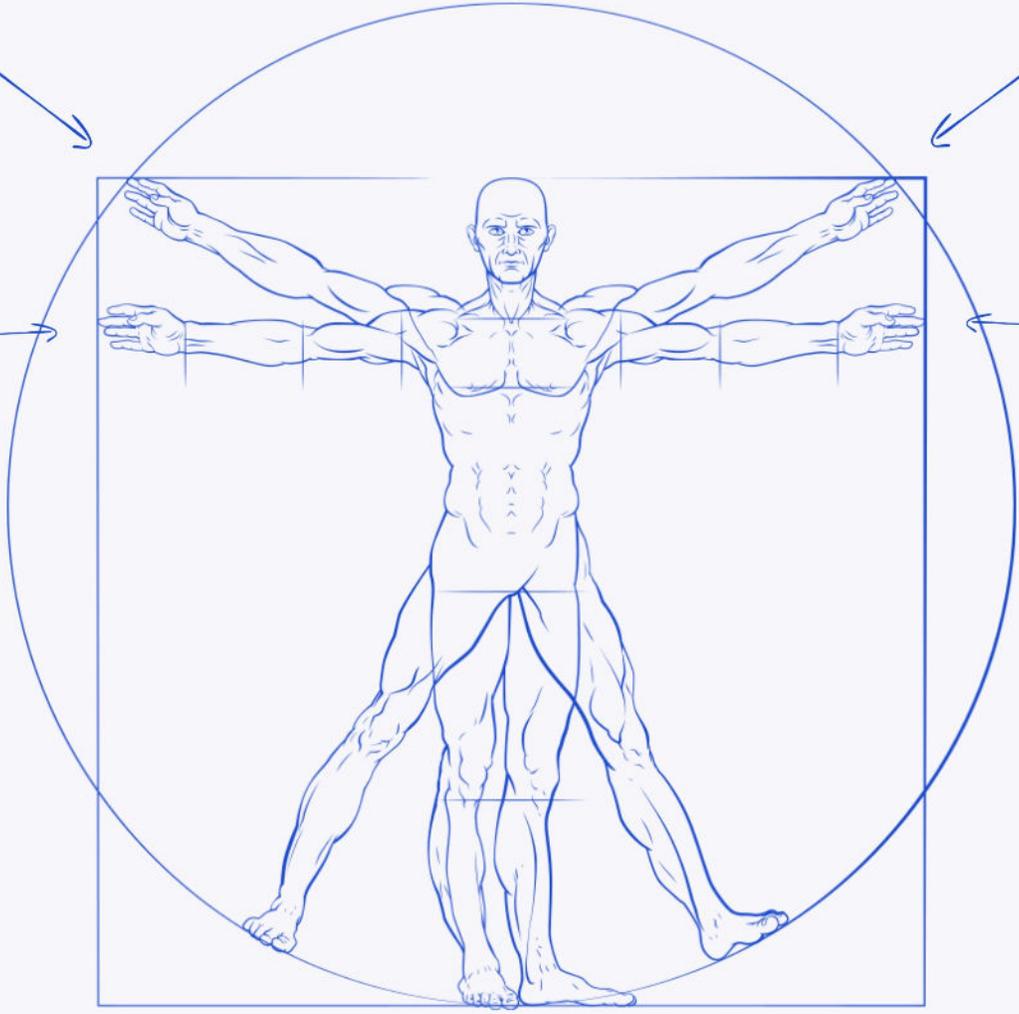
Does the 10x ITAM Manager
exist?

inquisitive side

governance side

technical side

political side



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

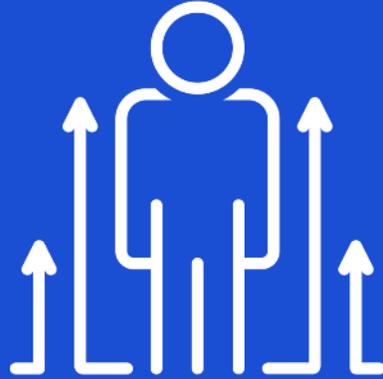
- Data engineering skills, beyond Excel
- Deep understanding of IT and its role
- Automation is your friend, it's not replacing you



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?



LICENSEWARE

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



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW

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



LICENSEWARE

wisdom
EMEA

THE
ITAM
REVIEW



**Get a mentor,
Be a mentor**



LICENSEWARE

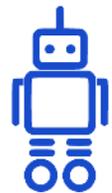
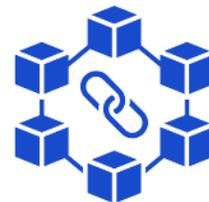
wisdom
EMEA

THE
ITAM
REVIEW

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

ITAM
3.0


FinOps



Stay relevant

