USU

White Paper

Cut IT & SaaS Costs Fast: Your ITAM Buyer's Guide

A practical roadmap for CIOs, CFOs and IT leaders to drive ROI

Content

Introduction

Why You Need ITAM Now

Gartner projects global IT spending will reach **$5.43 trillion in 2025,** with software and cloud services driving much of that growth. This brings opportunity—but also complexity.

You may already have several tools managing IT assets. But without a unified approach, growth becomes uncontrolled spend, audit exposure and wasted budgets. That's where IT Asset Management (ITAM) comes in.

ITAM will help you:

- Track and manage licenses across on-prem, cloud and hybrid environments
- Ensure vendor compliance and reduce audit exposure
- Identify unused or underused software to save costs up to 30%
- Support secure, policy-compliant software usage
- Align IT resources with business goals

This guide walks you through what matters most—from defining internal needs to evaluating ITAM features—so you can **choose a solution that's right for your organization.**

20– 35% more efficient use of software through full IT transparency

30% cost savings through structured ITAM programs in the first year

40% less risk from shadow IT and unlicensed software

50% lower risk of costly audits due to back payments

Step 1: Get Stakeholders Involved Early

The most successful ITAM or SAM projects begin with clear internal alignment. That means defining your needs—not based on vendor checklists, but on what really matters to your organization.

Start by talking to these key roles:

- **License managers & application owners:**
  They're closest to software usage and compliance issues.

- **IT support & infrastructure teams:**
  They know what tools are in place and where data gaps exist.

- **CIO & enterprise architects:**
  Focused on IT strategy, scalability and long-term cost control.

- **CFO & procurement:**
  Care about accurate forecasting, contract insights and reducing waste.

- **Security & compliance teams:**
  Want to reduce shadow IT and protect data integrity.

Tip

Create a simple worksheet with 3–5 questions to gather pain points and goals from each stakeholder. Use these insights to **shape your tool requirements list.**

Download our **free ITAM Requirements Checklist** to guide stakeholder discussions.

Download free checklist

Step 2: Define the Use Cases That Matter Most

**Every company's ITAM priorities look different.
But across industries, these four use cases consistently deliver value:**

1. IT Asset Visibility

You can't manage what you can't see. Without full visibility, **companies waste ~25% of software spend.** Your ITAM solution should give you a single, centralized view of:

- On-prem installations and usage
- Virtual machines and containers
- SaaS subscriptions and user access
- Hybrid environments and cloud consumption

Look for agent and agentless discovery options, support for custom scripts and APIs, and the ability to pull from systems like SCCM, ServiceNow and Azure.

2. License Compliance

Audit risks are real—and expensive. The **average audit costs $1–5M in true-ups.** ITAM eliminates that risk. An effective ITAM solution:

- Tracks entitlements and usage by product and vendor
- Calculates product use rights (PUR) and complex metrics
- Detects shadow IT and unapproved installs
- Shows compliance risk by region, business unit or role

Integrated dashboards should make these insights clear and actionable.

3. Cost Optimization

The fastest **wins in ITAM come from cutting waste:**

- **Reharvest** unused software licenses to cut costs by 30% in year one
- **Plan renewals** based on real consumption, not assumptions
- **Analyze BYOL vs. subscription** in cloud environments

Metering tools and SSO logs can help identify low-usage software and trigger license reclamation workflows.

4. Enhanced Security

A strong ITAM platform **protects you from more than audits.** Think of shadow IT which isn't just compliance risk—it's a breach waiting to happen. An ITAM solution can help you:

- Limit access by role, region or system
- Track activity logs via SSO and authentication data
- Support GDPR and data protection requirements
- Find shadow IT using expense reports and AD logs
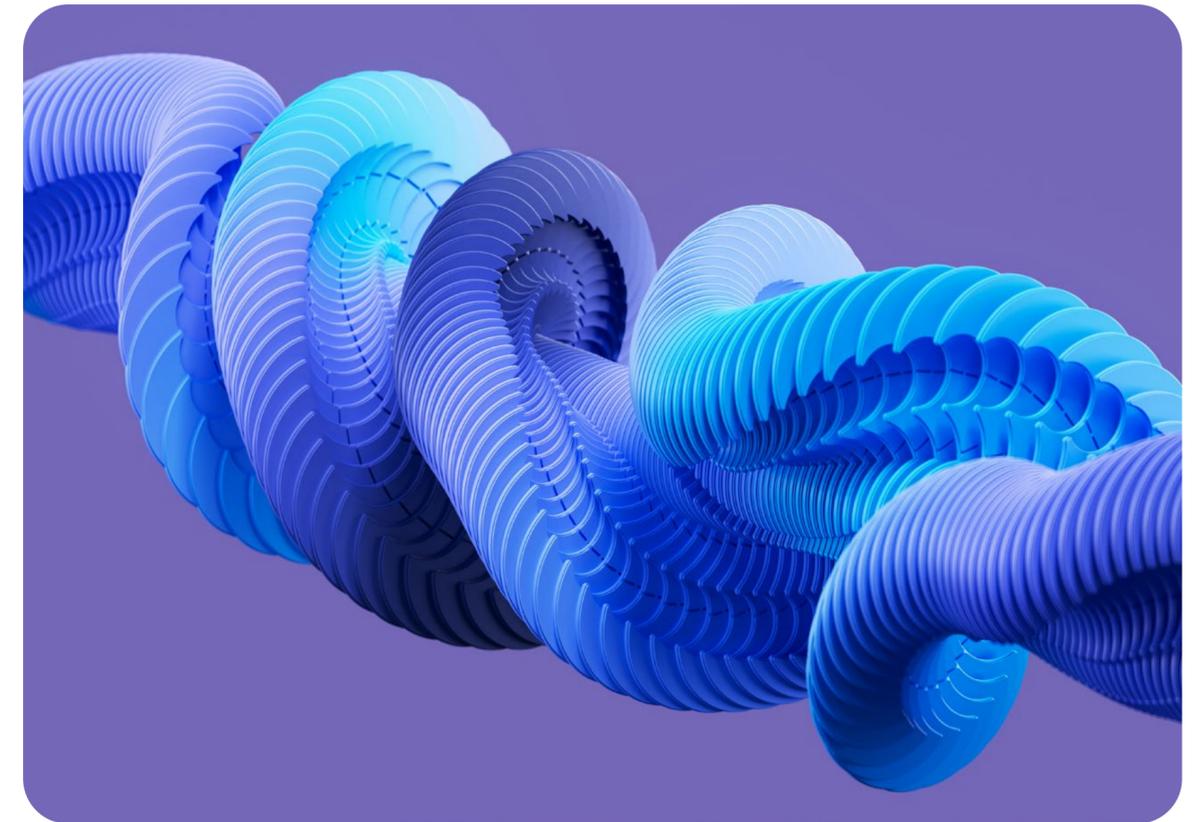
Tip

Security teams are often overlooked in ITAM planning. Bring them in early—they'll help **align license tracking with broader IT governance.** Book a free cost discovery session. See where 20–30% of your budget is wasted.

Schedule a meeting with our ITAM experts

Step 3: Evaluate the Right Features— Not Just the Flashy Ones

You'll find dozens of features across ITAM vendors. Focus on the ones that enable a seamless integration in ITSM and other IT systems, and can solve real problems.

Curious about how much SaaS waste you have?

Let's run a discovery workshop to uncover hidden expenses.

Book a free savings assessment

System Integration

Look for:

- Native APIs and out-of-the-box connectors
- Open data exchange with databases and platforms
- Seamless integration with ServiceNow, Azure and SAP—critical for enterprises
- Integration with procurement and CMDB systems

The goal? Build a data highway where information moves freely, automatically and securely.

Data Collection & Normalization

Your ITAM solution should support:

- Raw data import from discovery tools
- Agent and agentless scanning
- Normalization rules that clean and standardize product data
- Support for complex and custom license metrics

Avoid tools that require too much manual cleanup. Your time is better spent making decisions, not cleaning spreadsheets.

Cloud & SaaS Discovery

Managing SaaS and cloud usage is essential. Look for:

- Deep SaaS integration via custom APIs
- Workarounds for limited vendor access (via SSO, AD, etc.)
- License and cost mapping across Azure, AWS and Google Cloud

Step 4: Map ITAM to Financial Value and ROI

Your ITAM investment needs to pay off. Stop missing renewal deadlines that trigger auto-renewals and unnecessary costs. Instead, choose an ITAM platform that supports you with

Budget & Forecasting

Track software costs by vendor, location or business unit. Compare actual usage against forecasted needs and highlight potential savings from license reuse.

Chargeback & Cost Allocation

Let departments see what they're consuming and paying for. Track usage by cost center or geography and use the data to justify renewals, migrations or reassignments.

Contract Lifecycle Management

Track every license agreement, from enterprise contracts to SaaS subscriptions. Store procurement history, renewal dates and terms in one place.
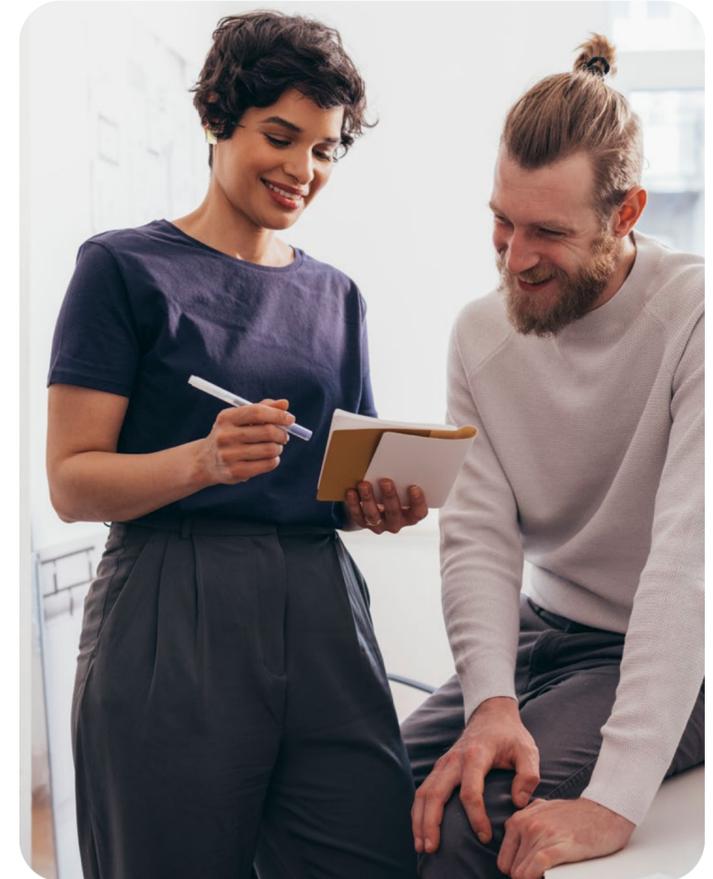
Tip

Make your financial team part of the ITAM conversation. They'll help link usage data to budgeting decisions and support your case for investment. Because CFOs and other finance leaders demand hard ROI—link every license to a cost center.

Step 5: Don't Just Buy a Tool— Build an ITAM Program

ITAM isn't plug-and-play. It's a long-term strategy that needs processes, people and support.

Not sure where to start?

We offer managed services to help you launch and grow your ITAM program— on your terms. Talk to an USU ITAM expert and start saving this quarter.

Book a meeting with an expert now

Workflow & Usability

Choose a tool that:

- Is easy to use for both admins and end users
- Supports bulk updates and group changes
- Offers customizable dashboards, KPIs and reporting

The more usable it is, the more your teams will actually adopt it.

AI & Automation

Modern ITAM platforms are using AI to:

- Analyze usage patterns
- AI cuts invoice errors by 40% and flags anomalies humans miss
- Provide chatbot access to key SAM data
- Predict renewals and EOL dates

Choose a tool provider that has already integrated AI into its processes, tools and systems. Development is still in its infancy and there is huge potential for AI-based features in IT Asset Management.

Support & Managed Services

Most enterprises fail at ITAM without expert support. Managed services ensure continuous compliance and savings. If you don't have internal bandwidth to run ITAM daily, consider enterprise support that helps you with:

- Application and interface management
- Contract and entitlement tracking
- License optimization and vendor onboarding

Conclusion

Your Roadmap to Results

The best ITAM solution isn't the one with the most features. It's the one that aligns with your business goals, reduces costs, improves compliance and supports future growth.

Here's what to do next:

1. Define your stakeholders and use cases
2. Match business needs to ITAM features—not the other way around
3. Evaluate vendor solutions with a clear requirements list
4. Run a proof of concept and check for real-world fit
5. Roll out with managed support or internal champions

An ITAM solution is more than software—it's your path to lower costs, audit protection and smarter IT spend.
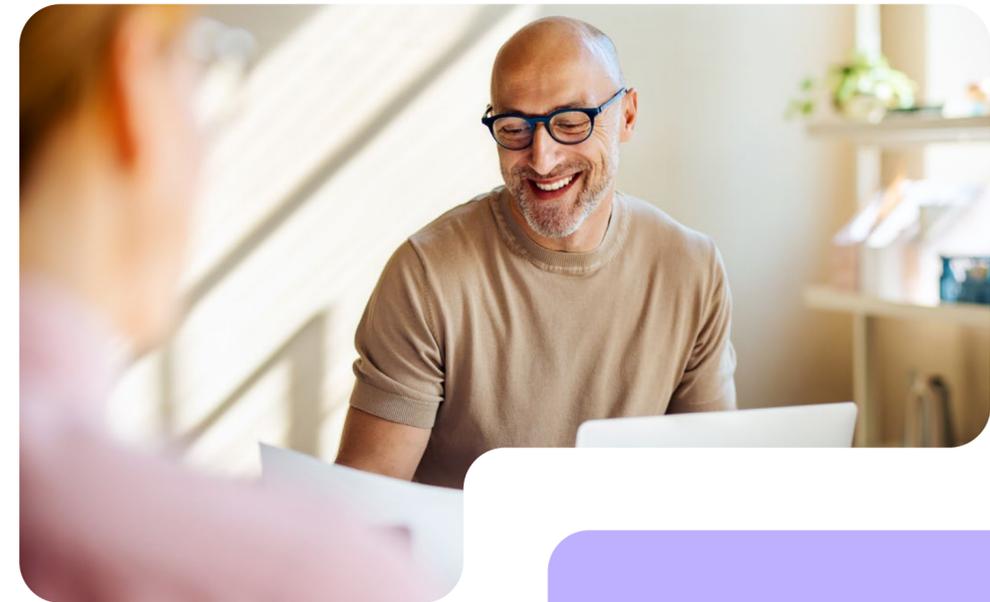
Want a personalized walkthrough or demo of USU IT Asset Management?
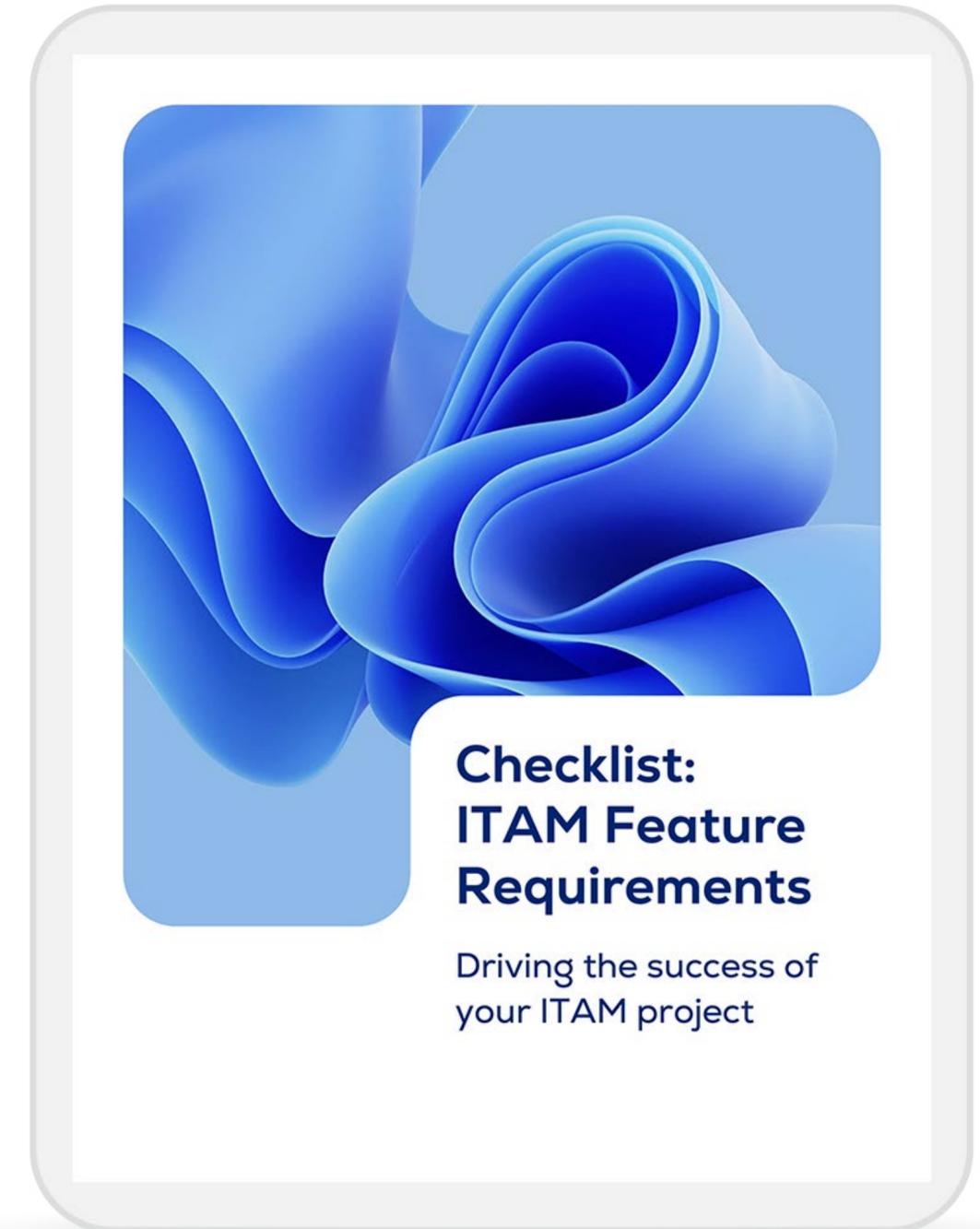
Let's build your business case together.

Book a personalized demo today

TL;DR: Requirements Checklist

To ensure success, create a list of required features that your internal research has determined your company needs in an ITAM solution. This gives you a roadmap to start researching technology and talking with tool vendors.

To get started, here is a list of features that we feel are important. Of course, you can customize this list where applicable.

Download free list

Checklist: ITAM Feature Requirements

Driving the success of your ITAM project