

Gartner IT Financial, Procurement & Asset Management Summit 2012

10 – 11 October | London, UK | gartner.com/eu/itam



Rethinking the Economics of IT

Trip report

The Gartner IT Financial, Procurement & Asset Management Summit 2012 was held on the 10 – 11 October at the Park Plaza Westminster Bridge Hotel, London. This report summarizes and provides highlights from the event.

A Note from the Summit Chair

This year's summit proved that IT asset management is more important than ever for both maintaining and managing the value of your assets. This is particularly true as the boundaries between your organization, its service providers, contractors and employee's assets continue to blur.

However, traditional IT asset inventory and procurement practices have become outmoded in a world of cloud services and bring your own device. New process controls are needed – and are in fact already emerging in enterprise app stores - as well as better contracts and vendor management, but clients need to prioritize effort to achieve tangible results!

This year's **IT Financial, Procurement & Asset Management Summit** emphasized that for IT procurement, negotiating agreements with internal customers is a growing challenge. In addition, it is becoming even more crucial to close the reality gap between what IT suppliers sell and deliver while preventing uninformed, unilateral decision-making. We need to improve how we resolve the real trade-offs between conflicting price sensitivities and the growing demand for better IT.

Above all, the 2012 summit clearly highlighted that it is up to IT financial managers to create the economic conditions for success within their organization. This requires breaking down the imaginary divisions and silos across and between business and IT in order to really focus on value. This summit has also demonstrated that the alignment of cost with value is currently seen by many EMEA organizations as their greatest challenge.

As we move towards 2013, its clear that today's IT services aren't just enabling business, they're in fact defining the competitive advantage where IT finance, procurement and asset management play a truly pivotal role!



Stewart Buchanan
Research Vice President
Gartner



SAVE THE DATE

Gartner IT Financial, Procurement & Asset Management Summit 2013 will be held 11 – 12 September at the Park Plaza Westminster, London, UK.

Be sure to check gartner.com/eu/itam often for updates on our 2013 summit!

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Key Take-Aways

- 1 The push for new models and flexible service is on the rise.** There is an increased focus on IT industrialization (processes, tools, SaaS, on-demand, etc.) and there is a growing interest in new providers and approaches. However it remains important to avoid cannibalization and commoditization.
- 2 There is a growing parallel focus on the requirement to fund new solutions for business growth and reducing IT cost.** Organizations are struggling to find the balance between reducing cost and risk while increasing business value. The design of new offerings must achieve both objectives.
- 3 Don't let vendor audits fall through the cracks.** It's a natural mistake to ease up on internal audit processes after having been audited by certain vendors. However, it's wrong to assume those same vendors won't audit again and therefore, processes often don't tighten as they should! In addition, it's clear that when being audited people rarely follow a standard audit management process or properly close the audit. This summit begins and continues the training journey for attendees to strengthen their audit-readiness.
- 4 Building a business case and budget concern for an ITAM/SAM program is still a struggle.** Delegates reported at the 2012 Summit that they are still having difficulty in convincing their organization that an ITAM/SAM program is necessary to manage liabilities and drive business value from assets. Working with and learning from Gartner analysts at the summit helps them learn to engage their colleagues better and sell the idea in the right way, to the right people.
- 5 The business case for cloud must be driven by the organization.** Creating a vision and strategy for cloud must have a sharp focus on the holistic financial view, including all upfront and ongoing costs. Demand management must remain robust in order to ensure continued funding for usage. More importantly, don't overlook risk mitigation when developing your business case.
- 6 The rapid proliferation of mobile devices – including bring your own device (BYOD) – poses a new and significant threat to IT asset disposition (ITAD) policies and corporate social responsibility.** This will remain a challenge and material risk for all organizations. You must clearly identify your critical requirements and selection criteria in order to deploy an efficient and effective ITAD process. This should then ensure you know what is important and help you evaluate your threshold for risk. After all, the ITAD process is all about brand protection – not just IT Asset efficiency – and those costs pale in comparison to that of a single security or environmental breach.

“ Great collection of effective advice on how to deal with suppliers and business people. ”

Domenico Adamo,
Director,
Banca d'Italia



Keynote Addresses

Opening Keynote: Rethinking the Economics of IT

The world is shifting quickly around us; the optimum way to fund, consume and manage IT is changing at an astonishing pace. Cloud computing, virtualization, the proliferation of “bring your own device” (BYOD) and the emergence of megavendors are sweeping away traditional best practices and rewriting the rules for procurement, pricing, contracts and budgeting. During this dynamic session, Stewart Buchanan helped us to understand the dramatic impact of these fast-moving trends and how critical they truly are to the success of IT in our organization. Stewart outlined that we need better, up-to-the-minute information on what is possible and achievable in order to make and execute the right management decisions.



Stewart Buchanan
*Research Vice President,
Gartner*

Winning Gold and Coaching Others to Win

Tim Foster shared his experience of the total personal commitment needed to become a medal winner, in a world where the difference between winning and losing can be a small fraction of second. Like highly trained athletes, organizations struggling through a difficult economy, must become more flexible and innovative, using IT to create greater opportunity and improve their competitive edge. Tim also highlighted that massive investment in processes and technology is required to take a promising athlete and give them the training and confidence they need to reach the medals podium. Each medal costs many millions of pounds in training and investment, just as it would for an organization to reach the level of success for which they aim. Tim doesn't regret any of the investment he made. It was a long road, but through dedication and commitment, he won. Drawing on his experiences, attendees left with renewed inspiration and drive for success.



Tim Foster MBE
*Olympic medallist and
Coach*

Legal and Regulatory Issues of Software Licensing In and Out of the Cloud

During this presentation, Robert Bond took us on a journey from regulatory compliance through to practical advice on data security issues. The size of penalties for data protection failure can be eye-watering! Robert's expertise in this field, and the creativity with which he explains the issues and gives advice, truly stands out. Attendees left this session with a real sense of having learned something innovative and with genuine tips and actionable advice that they would be implementing back in the office come Monday morning!



Robert Bond
*Solicitor & Notary,
Speechly Bircham LLP*

Closing Keynote: Economics Rethought – Now We Know How to Win!

Our organizations need the financial stamina and staying power to ‘win gold’ in a difficult economy. IT powers both the brain and muscle of our organization and must perform at the highest level to win. During the closing keynote, Frances and Stewart outlined how we must drive continuous improvement through teamwork across IT financial, procurement and asset management. The only way to compete for the deepest discounts and best contract terms is through better planning, preparation and training. Likewise, by eliminating wasteful mistakes and audit failures, we make better informed decisions on the utilization of IT assets. In short, we win by demanding the best and being the best at everything we do!



Stewart Buchanan
*Research Vice President,
Gartner*



Frances O'Brien
*Vice President,
Gartner*

Top Rated Sessions

- **(CNC3) Contract Negotiation Clinic: Negotiating with SAP Contract Negotiation Clinic**
Alexa Bona
- **(CNC1) Contract Negotiation Clinic: Negotiating with IBM**
JoAnn Rosenberger
- **(B5) Negotiating with IBM and Protecting Your Software Investments**
JoAnn Rosenberger
- **(B1) A Procurement Guide to Contracting for the Cloud**
Alexa Bona
- **(A4) Trends That Will Increase Software Costs**
Alexa Bona
- **(T3) Tutorial: How to Establish Software Asset Management**
Victoria Barber
- **(B4) The Art of Negotiating with Microsoft**
Frances O'Brien
- **(A6) A CFO's Guide to the Changing Role of ITAM**
Victoria Barber
- **(C1) Audit Management For The Megavendors: Oracle, Microsoft & IBM**
Victoria Barber, Jane Disbrow, JoAnn Rosenberger
- **(CNC4) Contract Negotiation Clinic: Microsoft**
Frances O'Brien

Top-of-Mind Concerns (What Attendees Asked About)

- IT Asset Management
- Cost Optimization
- IT Procurement
- Contract Negotiations
- Emerging Trends
- The Economics of IT
- IT Financial Management

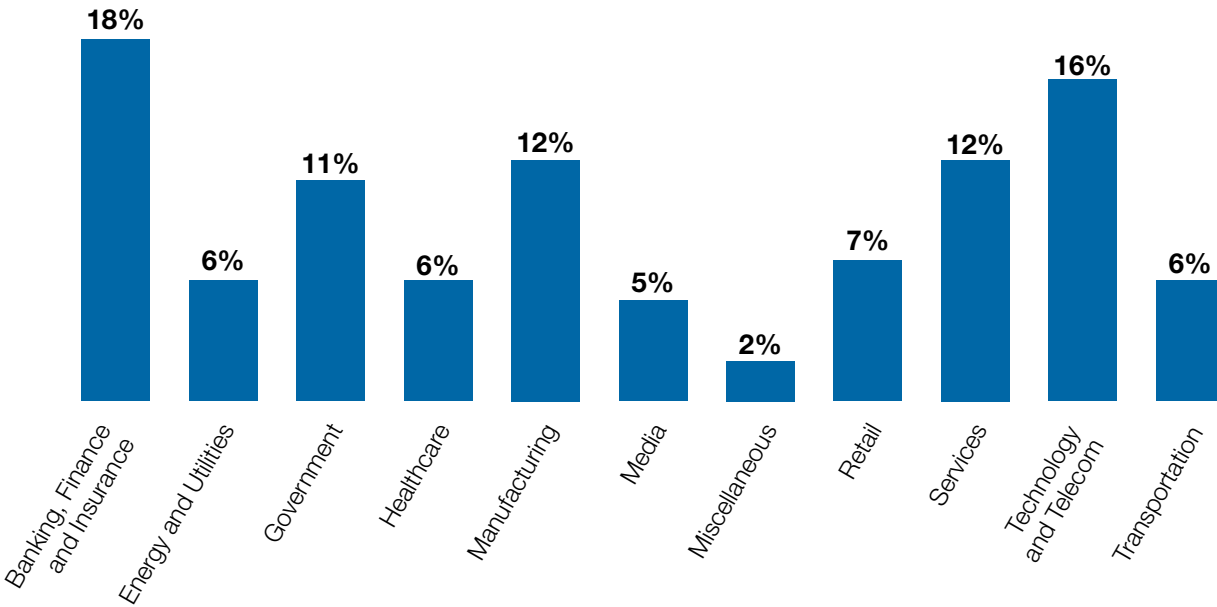
“Very good mix of useful presentations and excellent networking opportunities.”

Iain Brown, IT Asset Manager, Aviva PLC

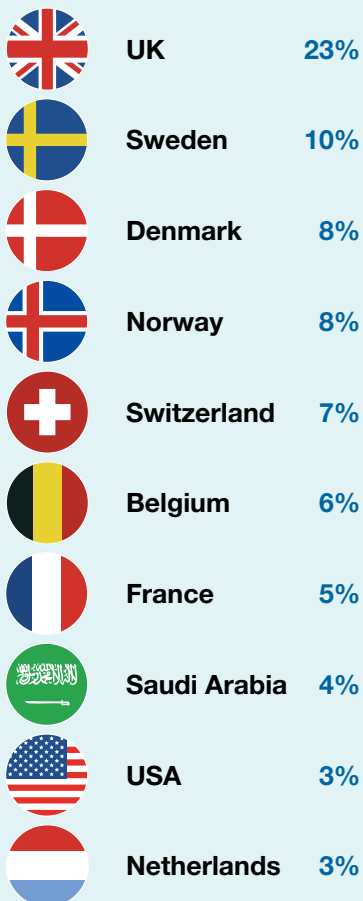


Snapshot of attendees

INDUSTRY SECTOR

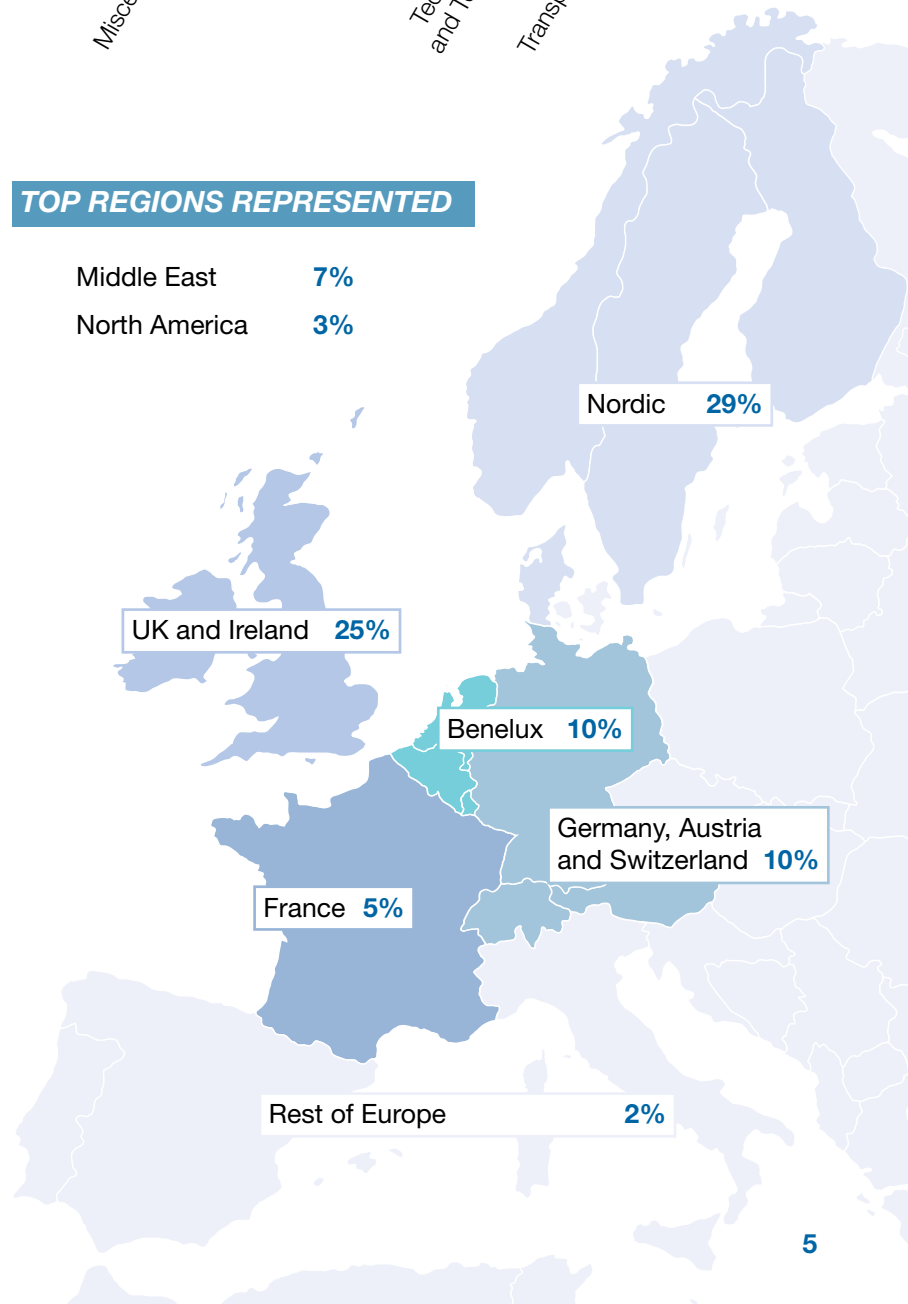


TOP COUNTRIES REPRESENTED



TOP REGIONS REPRESENTED

Middle East 7%
North America 3%



Thank you to our 2012 Sponsors

Premier



Platinum



Silver



“ The Gartner events team are professional, hardworking and organized – three key characteristics for delivering a smooth and well executed event. As the Marketing Manager I found the pre-event ‘ERC Portal’ to be very helpful and combined with timely conference calls and reminder emails, ensured all deadlines were hit and nothing was left to chance. The two day ITAM event went smoothly, everything was on time and any small issues were resolved quickly – the team’s dedication to customer service stood out and sets the foundation for an ever improving exhibition.

Alex Ashley-Roberts, Marketing Manager, License Dashboard (Sponsor/Exhibitor)

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Post-Event Resources

Customizable post-event worksheet

Take a moment to complete your own post-event trip report, a valuable resource for future reference and a great way to share with colleagues what you learned. Click here to access the trip report worksheet.

Learn more with relevant research

Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research notes. Select Gartner research is available on demand at gartner.com.



Free to attendees

At the conclusion of the conference, our Web-based Gartner Events On Demand is available to full-conference attendees online — FREE — for one year, post-event. Streaming content, synchronized to speaker slides, captures every analyst-led presentation, including Gartner keynotes and select solution provider sessions.

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“The most efficient comprehensive overview of IT procurement in 2 days!”

Sandrine Segers,
Procurement,
Eurocontrol

2013 DATES ANNOUNCED!

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11 – 12 September 2013

Park Plaza Westminster, London, UK