

# Gartner IT Financial, Procurement & Asset Management Summit 2013

11 – 12 September | London, UK | [gartner.com/eu/itam](http://gartner.com/eu/itam)

## Creative Destruction: Destroy Legacy Costs, Create New Value

### TRIP REPORT

The Gartner IT Financial, Procurement & Asset Management Summit 2013 was held on 11 – 12 September at the Park Plaza Westminster Bridge in London, UK. This report summarizes and provides highlights from the event.

#### Overview

The Nexus of Forces — the convergence of social, mobile information and cloud — is transforming the way we buy and consume IT in ways no one anticipated. Over 250 IT finance, procurement, asset and vendor management professionals came together for two days of recommendations, strategies, and tactics to apply as soon as they returned to the office.

Many attendees met one-on-one with a Gartner analyst gaining deeper insight into their specific challenges. This year also saw additional opportunities to learn from colleagues through peer-driven analyst-user roundtables, topic-based networking roundtables, end-user case studies and a peer-led workshop.

Now in its third year, and our largest Gartner IT Financial, Procurement & Asset Management Summit to date, there was an unparalleled energy felt throughout the course of the event.

The Park Plaza Westminster Bridge, London, UK



Stewart Buchanan speaking at the Gartner IT Financial, Procurement & Asset Management Summit 2013



### SAVE THE DATE

The **Gartner IT Financial, Procurement & Asset Management Summit 2014** will be held 17 – 18 September at the Lancaster London.

Be sure to bookmark [gartner.com/eu/itam](http://gartner.com/eu/itam) and check back often for 2014 updates.

### TABLE OF CONTENTS

- 2 Key Takeaways
- 3 Keynote Sessions
- 4 Top 10 Most-Attended Sessions
- 5 Attendee Snapshot
- 6 Sponsors
- 7 Post Event Resources

## Key Takeaways

**Turn the ship slowly.** Use proactive IT cost management and transparency to stay relevant. Assess your current strengths and financial skills to better align with business goals and changes in technology. Remember to make expectations explicit and measurable.

**ITAM takes time, dedicated resources and funding.** Put a life cycle planning process in place to evaluate opportunities. Collaborate with internal auditors to understand their requirements and proactively address and reduce risk.

**There is no one tool for IT asset management. And tools alone won't solve the problem.** Issues and processes must be coordinated in order for the tools to be effective. Normalize data prior to implementing any IT asset management tools to ensure that only "clean" data is being leveraged.

**Procurement should be engaged early on.** Determine the impact of technology trends on IT procurement and develop appropriate engagement models for specific sourcing situations. Lead IT procurement transformation through collaboration with stakeholders. Don't forget to review and optimize your IT procurement engagement model every 12-18 months.

**IT cost optimization should be an ongoing discipline.** The CIO should be in charge of IT cost management as optimizations should be an ongoing initiative. Continue to harvest the low-hanging fruit as it constantly replenishes. Revisit failed, delayed, or abandoned initiatives or opportunities to maximize your time and benefit.

**BYOD is here to stay, but it is not for every employee.** Create formal policies that define acceptable BYOD use and incorporate them into governance and use policies. Evaluate the effect that BYOD will have on software licensing costs and compliance and negotiate for blanket license coverage if possible and cost effective.

**Be pragmatic and judicious on the journey to the cloud.** Cloud computing requires new people, processes, business management, and funding strategies. Ensure that you have locked in maximum pricing on renewal of cloud agreements and that you are clear about what is included in the agreement. Watch out for hidden or ambiguous costs!

**Audit activity will continue to accelerate.** Put processes in place for managing audits using a team approach and collaborate with stakeholders and experts. Manage the vendor relationship and ensure the audit is formally closed to avoid additional costs.

**Know what is important to each vendor.** Define and document the intended role of IT vendor management to identify any gaps or overlap within the organization. Assess current capabilities as you may find many "pockets of best practices". Cost is important, but focus on the issues that may give you strategic importance to the vendor.

**Dedicate a team for negotiating highly complex deals.** IBM licensing requires adequate resources to understand programs and prerequisites to move to the next level of pricing. Microsoft SA revenue and EA renewals are key, as is revenue derived from strategic products. Oracle generally has flexibility on discounts, but limits on changes to terms and conditions. Optimize SAP license fees by proactively defining and managing usage, and negotiating exchange rights for unused licenses.



This is a great eye-opener in terms of what my organization should be focusing on in the next few years in order to sustain its competitive edge in the market. ”

Makhabu Gxoyiya,  
Head: Finance,  
ITS Centurion

## Keynote Sessions

### Seeing Differently

#### Beau Lotto

Attendee takeaways:

- Innovation defined as ‘applied novelty’ must combine creativity with process and efficiency
- In an uncertain world creativity is paramount to process, and increasingly so in our world
- We must embrace the engine (and obstacle) of uncertainty to break through barriers and come to true innovation

### Creative Destruction

#### Stewart Buchanan

Attendee takeaways:

- Organizations need to find newer, more attractive alternatives as legacy IT costs become uncompetitive or unsustainable
- Explore new ways of doing things that make better financial sense
- If we fail to adapt to change, increases in vendor costs will be the least of our worries

### Maintaining Balance

#### Stewart Buchanan

Attendee takeaways:

- We must manage existing costs and risks and get better value from existing vendors
- The greatest challenge is to keep accounts and strategies in balance
- The key to success in the related disciplines of financial, procurement asset and vendor management is lifecycle management — working together so we know when and how to drive change for the better

Beau Lotto, guest keynote speaker



Beau Lotto  
Founder, Lottolab



Stewart Buchanan  
Research VP, Gartner

“  
Excellent event.  
It covered not  
just the technical  
details but also  
in depth data  
points around  
financial, vendor  
and IT asset  
management.”

Rajiv Nandwani  
Vice President IT,  
Tata Communications

## Top-of-mind concerns (what attendees asked about)

- Legacy cost optimization to sustain new IT spending
- Avoiding IT procurement bypass by digital enterprise leaders
- Effective techniques for managing the mega-vendors
- Strategies for controlling mobile/BYOD costs and risks
- The latest developments IT product and cloud service contract negotiation
- Keeping IT asset management controls up with new technology use
- Successful IT financial management approaches to drive business value

## Top 10 most-attended sessions

- 1. IT Asset Management in a Virtualized World**  
*Patricia Adams*
- 2. Case Study: Software Asset Management – Department of Social Protection, Dublin – The Journey**  
*Terry Reddy, Software Asset Management Team, Department of Social Protection*
- 3. To the Point: Managing the Mega Vendors: Microsoft**  
*Gayla Sullivan*
- 4. Procure Software Licenses with Confidence**  
*Stephen Waugh, License Dashboard*
- 5. Spend Less on IT, Drive More Value: How Best-in-Class Organizations Do It**  
*Jim McGittigan*
- 6. To the Point: The Six Pillars of Running IT as a Business**  
*Jim McGittigan*
- 7. To the Point: Spend IT Wisely: Segment the “Run” Costs to Drive More Value From IT**  
*Sanil Solanki*
- 8. To the Point: Budget for and Chargeback Real Software Costs to Drive Efficiency**  
*Victoria Barber*
- 9. To the Point: IT Budgeting Best Practices**  
*Jim McGittigan*
- 10. IT Procurement Guide to Cloud Sourcing and Contracting**  
*Alexa Bona*



This is a great opportunity to listen to what is happening to other organizations, how they deal with audits, licensing problems and new licenses. ”

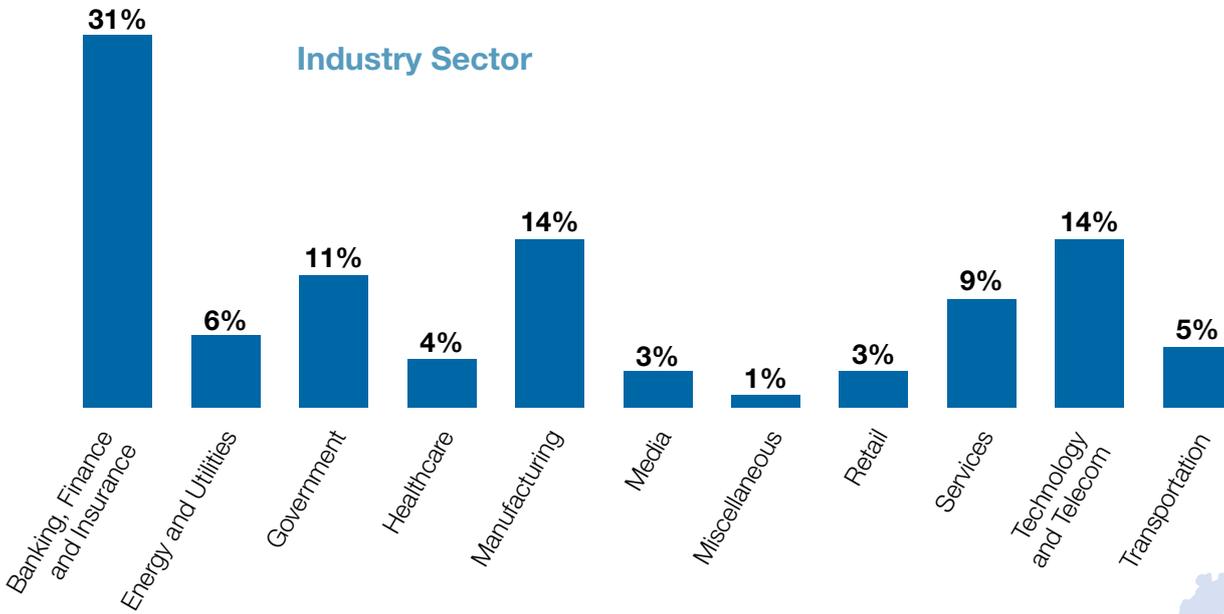
Christina Stephanido  
IT Analyst, CYTA



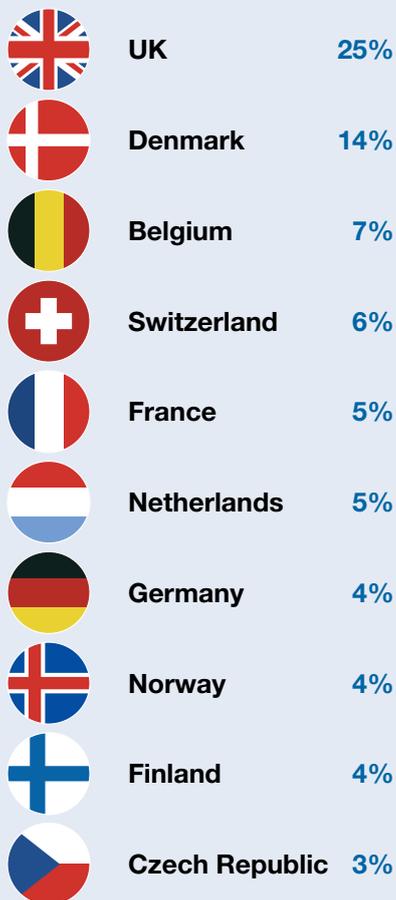
Once again, a quality event, up-to-date information on latest trends. First class presenters and good range of leading suppliers. ”

Carolyn Howarth  
IT Procurement Specialist,  
DLA Piper UK LLP

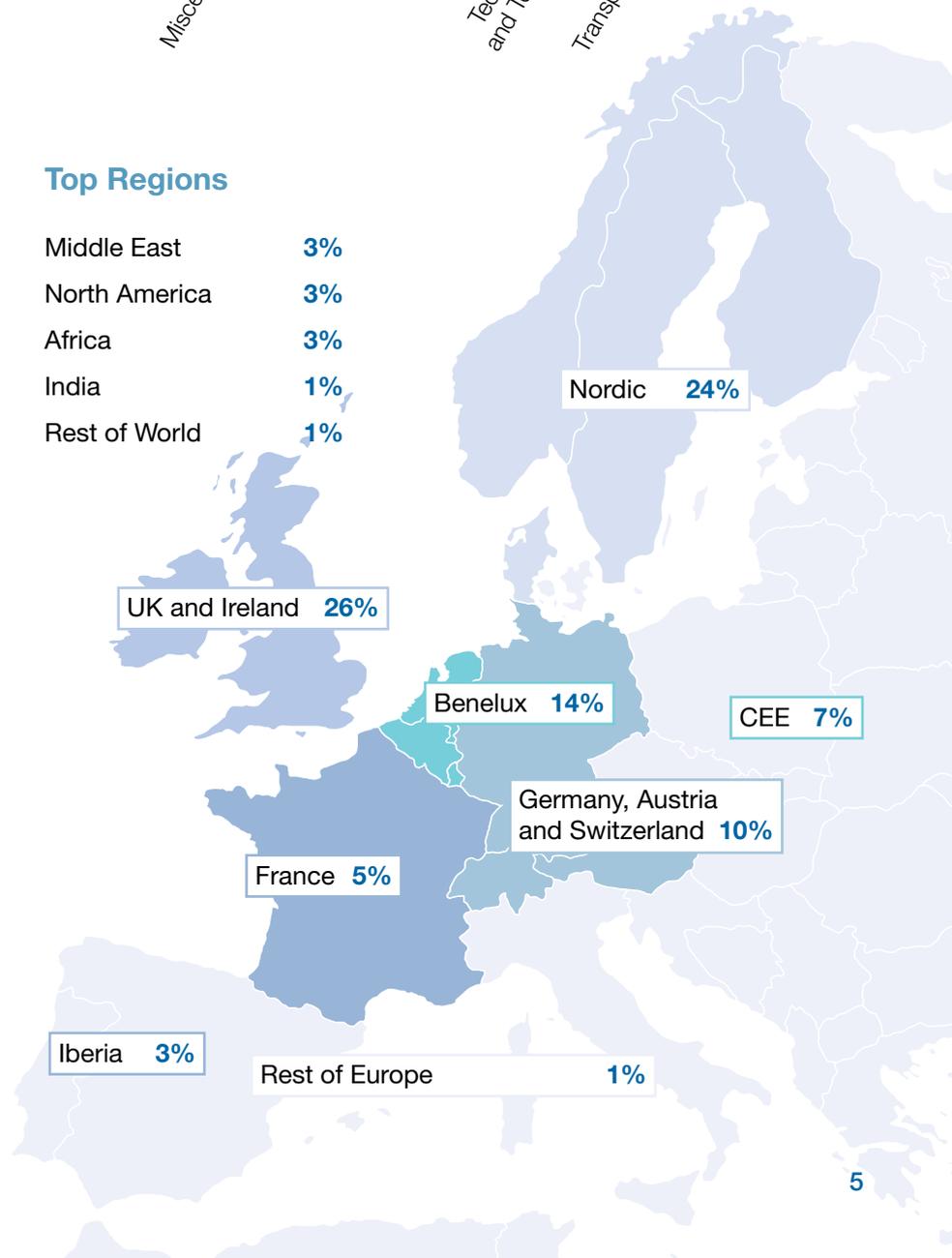
## Attendee Snapshot



## Top Countries



## Top Regions



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## Thank you to our Sponsors

Throughout the conference, the show floor buzzed with activity as attendees met with solution providers to discuss the latest innovations, services and product offerings. Many thanks to our Sponsors for helping make the 2013 summit a lively, informative and rewarding experience.

### Premier



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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.

### 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](http://gartner.com).



“ An opportunity to hear from experts in their field about how to make effective changes in your organization. ”

Daniel Sardena, SMT Project Manager, NHS Central Eastern CSU

## ITAM EVENTS AROUND THE GLOBE

### Gartner IT Financial Procurement & Asset Management Summit 2014

8 – 10 September | Orlando, FL

### Gartner Outsourcing & Strategic Partnerships Summit 2014

10 – 12 September | Orlando, FL

### Gartner IT Financial Procurement & Asset Management Summit 2014

17 – 18 September | London, UK

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