

## **Delivering Optimal IT Costs Is the Focus of the Upcoming IT Finance, Procurement and Asset Management Summit**

**William R. Snyder, Jack Heine**

This spotlight summarizes some of the research Gartner will present at its 2009 IT Financial Procurement and Asset Management Summit in November. Gartner insight will help summit attendees to optimize their investment in IT assets.

## ANALYSIS

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The support of IT asset management (ITAM) for IT financial management has never been more essential than during this period of economic uncertainty. Although there appears to be some relief on the horizon, we expect that budget and staffing in many IT organizations will remain flat or decrease even further in 2010.

Gartner's 2009 IT Financial, Procurement and Asset Management Summit in Orlando, Florida, from 9 to 11 November 2009 will help attendees build a path toward more-optimal and sustainable IT spending while also providing insight into how to do more with the same or fewer resources. The summit takes an economic perspective to deliver answers to the most pressing IT needs. This event emphasizes how to understand the finances of IT and how best to position finance, procurement and asset management programs to deliver optimal IT value to its customers.

The following collection of research provides a sneak preview of the best practices Gartner will explore at the summit.

### **Manage IT Assets From Purchase to End of Life in Order to Balance Risk and Cost**

"Five Critical Success Factors for Advanced IT Asset Management and Successful IT" by Stewart Buchanan highlights the need to develop critical competencies to effectively collect and correlate data, transform data into management information, plan asset life cycle budgets and financial impacts, report costs and support service pricing, and manage an IT asset portfolio.

### **Negotiate Software Licensing and Other Agreements for Cost-Effective Value**

"Successful Software Escrow Requires Planning and Negotiation" by Jane Disbrow explains when and how software negotiators and vendor managers should negotiate software escrow agreements to avoid common pitfalls during source code release and management.

"Mitigate Risk and Optimize Value in SAP Enterprise Agreements" by Peter Wesche and Alexa Bona explains the difference between four types of SAP Enterprise Agreements and provides guidelines to help clients to effectively plan for and negotiate flexible SAP Enterprise Agreements that deliver cost, service and business outcomes.

"It Pays to Understand the VECD License" by Michael Silver helps organizations understand the complexities and shortfalls of Microsoft's Virtual Enterprise Centralized Desktop (VECD), a licensing model formerly known as Vista Enterprise Centralized Desktop, as well as when and how they should use it.

"Toolkit: Checklist for IT Disposal Vendor-Added Services" by Jack Heine provides a comprehensive checklist that contract negotiators can use to include value-added, cost-effective services in their IT end-of-life disposal contracts.

### **Manage Vendors to Control Costs While Optimizing Value**

"How Flexible IBM, Microsoft, Oracle and SAP Have Been With Software Customers During the Economic Downturn" by Alexa Bona and others rates IBM, Microsoft, Oracle and SAP on their commercial flexibility, and highlights opportunities for clients to reduce costs when working with these vendors.

"IBM Widens the Aperture on Its Open Infrastructure Offering" by Mike Chuba and Frank DeSalvo helps clients to understand the complexity of IBM's Open Infrastructure Offering and negotiate this offering for less than they originally anticipated.

"Defining the Vendor Management Office (VMO)" by William Snyder and Christopher Ambrose defines the different types of vendor management offices (VMOs) and explains where to position the VMO within the organization to establish and coordinate a VMO for optimal results.

This year's IT Financial, Procurement and Asset Management Summit will deliver more than 32 presentations, spanning five tracks that are designed to help optimize IT costs. Eighteen of Gartner's analysts will be on-site to provide tips and techniques to help IT save money and become more productive. Attendees can also benefit from the 18 end-user sessions, which will provide a forum to share best practices and exchange ideas with peers.

Not only will attendees have the opportunity to attend presentations, network with colleagues and survey the sponsor landscape, but they can also interact with Gartner analysts through role-based sessions, analyst/user round tables and one-on-one meetings at the summit ([www.gartner.com/it/page.jsp?id=817615](http://www.gartner.com/it/page.jsp?id=817615)) to maximize their investment in IT assets through 2009 and beyond.

## **RECOMMENDED READING**

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"Spotlight: Highlights of the IT Financial Procurement and Asset Management Summit"

"Don't Overlook Opportunities to Save Costs on ITAM"

"Outsourcing Lessons Learned: Develop a Formal Vendor Management Program"

"Five Ways to Improve Investment Confidence and Return on IT Assets"

"How to Create and Use a Virtual Asset Management Team"

"Successful Software Escrow Requires Planning and Negotiation"

"Spotlight: Optimize IT Asset Management and Procurement Costs"

"Assign Software Licenses to Cut Unbudgeted Costs: Software Asset Management Best Practice"

"Is a Revitalized CA Worth Revisiting?"

"Dataquest Research Catalog: Software Applications Worldwide"

"Steps to Locate IT Hardware Assets"

"Deciding Whether to Own, Lease or License Assets in Outsourcing Deals"

"Negotiating Without Competitive Leverage: Aligning IT Procurement Best Practices With Vendor Relationship Management"

"Dataquest Insight: Assessing the Stimulus and Preparing for the Recovery in Vertical Markets"

"Dataquest Insight: Signs of Improvement for End-User Electronics Recovery"

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