MarketScope for the IT Asset Management Repository

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IT asset management tools are continuing to show market growth, with purchases still being linked to IT service desk and PC life cycle management tools. This MarketScope reviews the ITAM solutions targeted at midsize and large enterprises.

What You Need to Know

This document was revised on 19 October 2011. For more information, see the Corrections page on gartner.com.

- IT asset management (ITAM) repositories are providing financial data to support integrated IT service management (ITSM), financial management and service portfolio management directions.
- Demand for more-robust software license entitlement management and compliance tracking is a paramount concern.
- The complexity involved in tracking virtual machine software and the rapid growth in device consumerization are forcing an immediate rethinking of how to approach ITAM.

MarketScope

Since the last ITAM repository MarketScope was published in April 2010, the technology market has, as expected, experienced changes that have impacted the adoption rate of ITAM tools. Market discontinuities might have slowed tool adoption; however, the ITAM discipline has continued its penetration. Customers have worked to leverage technologies and refined processes to support a program until the internal resources become readily available to build out an initiative. The economic slowdown of the global financial markets has impacted businesses’ willingness to invest in new toolsets, which has led to slower tool market growth.

However, the business drivers to implement an ITAM program become even more apparent during a financial crisis. This gives organizations an opportunity to focus on cost control and yield performance benefits from their assets.

Based upon data that Gartner collected from 2008 to 2010, vendors listed in this MarketScope have experienced revenue swings, some of which have been significant, such as CA Technologies, HP and Symantec-Altiris. HP’s decline of 24% from 2009 to 2010 is the greatest decline of all the vendors in this MarketScope. CA’s decline from 2008 to 2009 was followed by a recovery in 2009 to 2010, making its overall ITAM revenue still lower than its 2008 levels. Other vendors have had growth, some of which was modest (e.g., BMC Software and LANDesk Software). The total market size has declined during these three years, resulting in total market revenue of less than $400 million.

Emerging Trends

Gartner has received a steady stream of client inquiries asking how ITAM can facilitate new directions their organizations are taking or new technologies that are being implemented. On the PC side, there is increased focus on managing new device types, such as tablets and Macs, which are confronting IT organizations with challenges around policy and discovery tools. As new device types enter the organization, the question arises about whether they should be tracked and managed in an ITAM program. The rapid introduction of iPads into the organization meant that asset managers had to quickly put a policy in place around employee-owned devices, tracking and licensing them.

Typically, the decision about which assets are tracked and managed is based upon the value of the device. However, this approach does not satisfactorily address devices that are low cost, but contain business-critical data, such as memory sticks. For some organizations, the decision is based solely upon the risk and exposure associated with lost data. Regulated industries (such as financial services, healthcare, insurance) and nonregulated industries and organizations with highly sensitive data, such as government agencies, have found that detailed tracking is a necessity.

We are also seeing more employees selecting their own computing formats for work-related functions. Installing discovery and inventory agents on devices not owned by the company creates security conflicts and leads the organization toward evaluating desktop virtualization. Global organizations need to be aware that

Vendors Added or Dropped

Vendors Added or Dropped

We review and adjust our inclusion criteria for Magic Quadrants and MarketScopes as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant or MarketScope may change over time. A vendor appearing in a Magic Quadrant or MarketScope one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. This may be a reflection of a change in the market and, therefore, changed evaluation criteria, or a change of focus by a vendor.

Gartner MarketScope Defined

Gartner’s MarketScope provides specific guidance for users who are deploying, or have deployed, products or services. A Gartner MarketScope rating does not imply that the vendor meets all, few or none of the evaluation criteria. The Gartner MarketScope evaluation is based on a weighted evaluation of a vendor’s products in comparison with the evaluation criteria. Consider Gartner’s criteria as they apply to your specific requirements. Contact Gartner to discuss how this evaluation may affect your specific needs.

In the below table, the various ratings are defined:

MarketScope Rating Framework

**Strong Positive**

Is viewed as a provider of strategic products, services or solutions:

- Customers: Continue with planned investments.
- Potential customers: Consider this vendor a strong choice for strategic investments.

**Positive**

Demonstrates strength in specific areas, but execution in one or more areas may still be improving

**Neutral**

Vendors are meeting the Gartner’s criteria and may be good choices depending on your specific needs.

**Negative**

Vendors not meeting the Gartner’s criteria as they apply to your specific requirements.
On the PC client side, application virtualization and application streaming are becoming more ubiquitous. While application virtualization is still a maturing technology, it has significant potential to reduce total cost of ownership (TCO). Organizations can add this capability in conjunction with Windows 7 planning to reduce migration costs if the organization has sufficiently tested virtualization. Based upon analysis conducted in March 2011 (see “Total Cost of Ownership of Traditional Software Distribution vs. Application Virtualization, 2011 Update”), Gartner determined that a hardware virtual desktop (HVD) can reduce PC TCO by as much as 7%, of which almost one-sixth is related to software savings. Spread across thousands of PCs, this is a compelling savings opportunity that many IT organizations will likely adopt for their applications that can be virtualized. This will impact ITAM teams in many ways, including:

- Licensing models will need to evolve and, counting installations on PCs that aren’t changing quickly, licensing will become much easier. While these savings are greatest in a locked-down environment, users with administration rights have always posed a challenge to asset managers.
- If employees own the hardware, then the focus on PC hardware asset management will diminish. This could lead to head count reductions or reskilling to handle higher-level functions.

One of the benefits of HVD and application streaming is that they provide an opportunity for ITAM staff to be less reactive on licensing issues and adopt more of a proactive stance, which will free up resources to focus on higher-level functions.

Another emerging trend on the hardware side is a shift in who is managing nontraditional IT assets. In a small number of organizations, we are gradually seeing telecom assets, such as PBX switches, becoming the domain of IT asset managers. ITAM is not yet being tasked with doing full telecom asset management, with tasks like invoice auditing, but is being asked to locate and associate users with telecom devices, such as voice over IP (VoIP), since the service cost associated with the devices can be very high for organizations. By applying the same rigor that is used to track PCs and other IT assets to telecom devices, organizations can ensure that costs do not spiral out of control. To manage and track these assets requires a new set of tools and integration into the ITAM repository, which typically isn’t a connector out of the box (OOTB).

Additionally, IT and operational technology (OT) systems are converging. Business operations teams need to manage OT assets that contain embedded software running on physical systems. These teams are increasingly looking to the IT organization to provide best practices on managing these assets effectively. The groups managing these systems are usually not integrated with each other and lack a common set of tools. However, in some circumstances, it makes sense for these two groups to leverage IT processes and best practices, rather than struggle to reinvent them. To achieve this, IT process design, often based on the process framework defined by the ITIL, can easily be leveraged and extended to OT applications (see “Applying IT Asset and Configuration Management Discipline to OT”).

Software Licensing Challenges

While most of these changes so far have been hardware-related, software continues to pose the greatest challenge to asset managers, specifically the area of software license entitlement management. Audit activity by software vendors has not decreased, and an effective, cost-saving response to an audit can be a promotion-making move. The contract terms and conditions might seem straightforward and familiar at the time of negotiation, but the nuances, interpretation and complexity are hidden in the audit process. This complexity makes it difficult for organizations to consider outsourcing or using a software as a service (SaaS) solution for all their software licensing, except for the most basic license models.

Without standard licensing or software tags, organizations continue to struggle with the myriad license types, such as:

- Adobe Cumulative License Program (CLP) and Upgrade Plan
- Microsoft’s Enterprise Agreements (EA), Select Agreements, Client Access License (CAL) and Software Assurance (SA)
- IBM’s Processor Value Unit (PVU) and Resource Value Unit (RVU), full-capacity and subcapacity licensing

While trying to understand those plans, many organizations are also trying to make sense of data about IBM licensing from the free IBM Licensing Metric Tool (ILMT); and let’s not forget the complexity in counting Oracle’s Enterprise Options. Since traditional ITAM tools have been slow to address the entitlement problem by specifically targeting software license management vendors — such as Aspera GmbH, Eracent, Flexera Software and Snow Software — are coming in to plug the holes. To resolve some of the issues, organizations require detailed articulation of terms and conditions upfront in the contracting process, otherwise responding to an audit can be a drawn out ordeal.

One approach to cost savings has been to review the existing software portfolio to determine if there are application redundancies that can be eliminated in an effort to create organization standards. As much as organizations are determined to prevent this from happening, it is a cycle that is difficult to control. Application standards are put in place and then, over time, the requirements are relaxed and organizations gradually get requests for more-specialized software that can provide functionality that the existing application can’t deliver. If the business has control of its IT budget, it will purchase the application and then ask IT to manage and support it.

To support the standardization efforts and align IT with the business, its customers, users or partners need to know what services IT can supply and the cost of those services. The first and most-critical step to yield benefits is to define the portfolio of IT services. Use relationship managers to seek out business goals, requirements and service quality expectations, then define IT services based on these needs. Begin with business-oriented descriptions of IT services, focusing on business result outcomes. Validate that the services areas may still be developing or inconsistent with other areas of performance:

- Customers: Continue planned investments.
- Potential customers: Consider this vendor a viable choice for strategic or tactical investments, while planning for known limitations.

Promising

Shows potential in specific areas; however, execution is inconsistent:

- Customers: Consider the short- and long-term impact of possible changes in status.
- Potential customers: Plan for and be aware of issues and opportunities related to the evolution and maturity of this vendor.

Caution

Faces challenges in one or more areas.

- Customers: Understand challenges in relevant areas, and develop contingency plans based on risk tolerance and possible business impact.
- Potential customers: Account for the vendor’s challenges as part of due diligence.

Strong Negative

Has difficulty responding to problems in multiple areas.

- Customers: Execute risk mitigation plans and contingency options.
- Potential customers: Consider this vendor only for tactical investment with short-term, rapid payback.
offered are required by business-unit customers and are of sufficient quality to meet their needs. The SLAs that IT offers need to be an accurate reflection of the cost to supply and support the service, and include costs for overhead (such as shared services), and to maintain and upgrade the technology infrastructure. Working in conjunction with IT asset managers, companies can assess the cost to deliver these services and the vendor contracts that support the assets to determine if IT operations staff can achieve the specified service levels at a realistic cost. The cost to deliver those services should not be a "ballpark" number, but should be based on accurate cost information and account for depreciation. Once the services have been established and the business understands the costs, IT enters the infrastructure components that comprise that service into the configuration management database (CMDB). This creates a top-down approach to understanding the services, while the population of discovered inventory data will provide a bottom-up view.

Another trend in evidence since the previous MarketScope was published is that what continues to influence an organization's tool selection is its satisfaction with the existing IT service desk (ITSD) tool, adjacent product sets and/or adoption of an incumbent vendor's service management strategy. This preference toward a suite-based approach has not changed in the past five years. IT organizations continue to link ITSD buying decisions with ITAM, since the two toolsets are often integrated as a first step in the implementation process, possibly even on the same platform, as is the case with BMC Software, CA Technologies and IBM. Customers want to deal with one vendor for service and support, as well as leverage familiarity with interfaces and integration programming. While not as pervasive a trend, other buyers based their selection criteria on their satisfaction with their PC life cycle configuration vendor (e.g., Symantec-Altris or LANDesk Software) and, once again, wanted to leverage the relationship for service and support, or better pricing.

Given the close alignment between ITAM and ITSD, another customer buying pattern is emerging around SaaS. With the rapid adoption of SaaS ITSD in SaaS implementations, ITAM will inevitably follow. No matter what name you use to describe it — outsourced, hosted, managed service provider — the alternative approaches to IT delivery and management, of which SaaS is the most apparent version, are becoming more widespread as a means to push costs to operating expense budget, rather than to the capital expense budget. For toolsets that are commoditized, a SaaS approach allows for some minor customization; however, in environments where there are complex licensing models and software agreements, the customization might not be worth the cost savings. It is critical to understand the economic propositions that SaaS offers, compared with traditional on-premises software, and the specific vendor's approach and flexibility. Heterogeneity creates tremendous amounts of development, testing, support and maintenance costs, and these costs hinder adoption. Examples of vendors that offer ITAM in a SaaS model are BMC Software, HP and ServiceNow.

Integration with project and portfolio management (PPM) and enterprise architecture tools is slowly becoming a priority for more advanced ITAM tools. While ITAM/ITAM is a suite (see "The Next Phase for Mature ITAM Programs"), yet few are mature enough to take advantage of these links. To fully realize the benefits of ITAM integration, integrative processes and workflows are needed across the domains. The tool integration is one piece of the solution. A mature organization will have the ITAM staff to analyze the data and act as a liaison with the appropriate planning teams early in the process. BMC Software, CA Technologies and HP offer integrations with their portfolio management tools, though these integrations are not bidirectional in all cases. Recognizing the value of the financial management view that comes from PPM, several vendors have attempted to approach this from a slightly different angle. VMware recently acquired Digital Fuel, and ServiceNow has a partnership with Atlassian to broaden their financial capabilities. For the most part, the ITAM vendors have not emphasized enhancing the IT financial management capabilities. Niche tools from ComSci and other vendors mentioned thus far have emerged to address this market need.

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Market/Market Segment Description

ITAM is the centralized management of the financial (e.g., purchase price, depreciation cycle), contractual (e.g., terms and conditions, purchased entitlements) and basic configuration data of IT assets in an organization. The number of device types and scope of the project may differ greatly by organization, but the primary goal is to begin tracking and monitoring what is happening to the assets throughout their life cycles. ITAM is often confused with the day-to-day management of the configuration of that asset, the financial management of assets that are on the fixed asset register or maintaining an inventory of deployed assets.

The ITAM repository market is bound by the tools that manage and integrate financial, physical and contractual data throughout the IT asset life cycle, from requisitioning an asset to the retirement and disposal of hardware or software assets. Core attributes include the capability to capture and maintain asset costs, depreciation, chargeback, contract terms and conditions, vendor service levels, asset maintenance, ownership, and entitlements associated with inventory components and configuration items (such as PCs, network devices, servers, storage or software components) necessary for the effective management and optimization of IT asset performance. In addition, it's critical that the ITAM repositories integrate with adjacent toolsets, within IT operations and outside (e.g., service desk/request, autodiscovery/inventory, PC life cycle configuration management, HR and ERP) to deliver a more holistic view of asset performance over its life cycle. Target buyers range from IT operations managers solving operational asset management efficiency and effectiveness problems, to financial managers requiring cost and portfolio data to provide asset-related information to senior-level executives of IT organizations.

Vendor products are slowly evolving from focusing on reporting data to providing better analysis of that data, which will enable better, more-efficient decisions, rather than merely improving reports with better graphics. This can be characterized as moving from "What do I have?" to "What insight can ITAM provide to improve IT business decisions?" Data analysis and scenario modeling increase the value of the ITAM to the enterprise, because this level of detail can't be found in any financial tools. Providing this information is critical to IT success, because most IT organizations have a poor understanding of the cost drivers that make IT "too expensive."

Given the intersections and integrations with ITSM products, such as ITSD and PC configuration tools needed to achieve a centralized view of the environment, vendors will need to offer tight integrations with adjacent toolsets. If these integrations or adapters don't exist, then customers need to recognize their role in building
and maintaining them, with the vendor potentially turning that work into a product with the next release. Even taking a suite-based approach, within a single vendor’s toolset, does not guarantee that the integrations will be adequate. The combination of tighter integration and better financial information provide the chance for IT to identify opportunities for IT asset portfolio efficiencies and to align costs more directly with customers that are driving down costs.

When choosing an ITAM repository, most IT operations customers say one of the top priorities is to look for how tightly integrated the repository is with adjacent toolsets. The three primary toolsets with which ITAM repositories will integrate in new implementations besides inventory and software usage, are ITSD, change management, and purchasing and configuration management. ITSD Level 1 support often requires access to inventory data, while Level 2 and Level 3 require access to contract and service-level information. Having bidirectional integration among these toolsets is essential, because changes to pertinent information can occur in any tool. On the other hand, purchasing tools typically are a one-way integration with the ITAM repository. As new hardware and software assets are purchased, data is populated into the ITAM repository and treated as individual items for asset tracking.

As ITAM implementations mature, change and configuration management processes and tools become integral to successful inventory and license management. Technicians installing software on PCs must verify that a user is entitled to the software and that licenses are available for deployment. Integration with PC life cycle tools is a requirement, especially if they're the source of autodiscovery/inventory data (see "Magic Quadrant for PC Configuration Life Cycle Management Tools").

New Vendors

In this MarketScope, we've added new vendors because they are beginning to make more customer shortlists or they have added new functionality that has made them more competitive, and, therefore, more appealing to small or midsize businesses (SMBs) or to the lower end of large organizations. Vendors that were previously not in the ITAM repository MarketScope are ServiceNow and VMware. VMware acquired its ITAM solutions, while ServiceNow built its solution organically on its SaaS platform. These vendors might not be as feature-rich as the other vendors' solutions, but their customers are adding the ITAM tool because it is integrated with an ITSD.

The needs of SMBs, which we generally categorize as companies with fewer than 5,000 PCs under management, can be vastly different from those of large organizations. There are many reasons why an SMB may not want to consider one of the enterprise vendors included in this MarketScope. SMBs may not be able to afford the purchase price, the cost to maintain a large suite, or the customization/implementation costs. They may not want to tackle the complexity of rolling out a full ITAM program, but prefer to focus on software license compliance or hardware asset management only. The problems SMBs face are more reactive (i.e., software license compliance, technology update or leasing) and don't require extensive back-end integration with other toolsets or expensive ERP systems. However, workflows and processes are necessary functions.

The large enterprise-class vendors (BMC Software, CA Technologies, HP and IBM) focus on delivering comprehensive suites around their CMDBs. Smaller vendors offer viable alternatives to SMBs that can't afford the cost of replacing all pieces composing an ITSM strategy, or to companies that may have a best-of-breed approach to tools or that want to adopt an alternative delivery model, such as SaaS. Furthermore, SMBs don't want to be treated as "just another customer with a complaint" when it comes to support problems, which is the reaction they may encounter from a larger vendor.

Accordingly, SMBs have turned to vendors that may not have a complete set of modules, but their purchase prices and implementation service costs may be low. These vendors may not offer as much ITAM functionality depth in areas such as financial management or decision modeling as other, more-focused vendors. However, these vendors will likely still be attractive to Gartner clients that are not considered large. Several players in the ITAM market didn't qualify for this MarketScope based on limited repository capabilities or they were not showing up on Gartner client shortlists. Customers looking to solve specific problems (such as software license entitlement management tools for expensive design, manufacturing or scientific applications) or that want to only focus on their licensing issues with SAP or Oracle will find that several additional players may have suitable tools. For organizations that fit this description, we recommend augmenting the vendors listed in this MarketScope with Flexera Software, Snow Software and Aspera GmbH.

Inclusion and Exclusion Criteria

Vendors must have an ITAM repository offering to support the most often seen requirements of midsize and large enterprise environments with more than 3,000 employees, as demonstrated by customer references. The inclusion criteria encompass these eight requirements:

- Software entitlement controls
- Asset catalog/service request
- Software license and hardware asset management
- Integration capability
- Financial management
- Workflow automation
- Decision modeling
- Relationship mapping

The vendor's customer references must have at least four of these criteria in production. The vendor must generate sufficient client interest and inquiry to be noticed by Gartner analysts.

ERP players (for example, SAP and Oracle) aren't included in this research. Although products from these vendors can be modified and customized to perform ITAM, most customers find they aren't designed OOTB to manage the more-granular information (especially for software asset management data) required to effectively
manage the more-granular information (especially for software asset management data) required to effectively manage IT assets. In addition, the integrations with autodiscovery/inventory and the ITSD aren’t as evolved as in ITAM-specific repositories. We find that customers often integrate ITAM systems with ERP products to ensure that the information is consistent with corporate financials and is integrated with the purchase order process.

Other tool categories that aren’t directly evaluated in this MarketScope are autodiscovery/inventory products and software usage products. However, these tools often are a data feed into an ITAM repository, and are essential to understanding what assets are deployed in the environment. Because these products don’t offer capabilities in the area of financial or contractual management, they aren’t included.

Most configuration management tools that are primarily focused on PC life cycle management also provide autodiscovery/inventory capabilities, but most of them don’t offer complete ITAM functionality, as described in the eight functional inclusion criteria.

Rating for Overall Market/Market Segment

Overall Market Rating: Promising

As more organizations implement ITIL and build service-based IT organizations, knowing the cost and financial data behind those services is making ITAM a “must have,” so that organizations can understand the cost and maintenance issues related to the assets supporting IT business services (see Table 1). As a result, we expect market penetration for centralized ITAM repositories to increase significantly, from approximately 45% today to 70% during the next five years.

Evaluation Criteria

Table 1. Evaluation Criteria

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Comment</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Understanding</td>
<td>Capability of the vendor to understand buyers' wants and needs, and to translate them into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance these with their added vision.</td>
<td>high</td>
</tr>
<tr>
<td>Offering (Product) Strategy</td>
<td>The vendor’s approach to product development and delivery emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.</td>
<td>high</td>
</tr>
<tr>
<td>Business Model</td>
<td>The soundness and logic of the vendor’s underlying business proposition.</td>
<td>standard</td>
</tr>
<tr>
<td>Innovation</td>
<td>Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.</td>
<td>high</td>
</tr>
<tr>
<td>Product/Service</td>
<td>The vendor offers core goods and services that compete in/serve the defined market. This includes current product/service capabilities, quality, feature sets and skills, whether offered natively or through OEM agreements/partnerships, as defined in the market definition and detailed in the subcriteria.</td>
<td>high</td>
</tr>
<tr>
<td>Overall Viability (Business Unit, Financial, Strategy, Organization)</td>
<td>Viability includes an assessment of the organization's overall financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, offering the product and advancing the state of the art in the organization's portfolio of products.</td>
<td>standard</td>
</tr>
<tr>
<td>Customer Experience</td>
<td>Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes how customers receive technical support or account support. This also can include ancillary tools, customer support programs (and the quality thereof), the availability of user groups, SLAs and so on.</td>
<td>standard</td>
</tr>
</tbody>
</table>

Source: Gartner (October 2011)

Figure 1. MarketScope for the IT Asset Management Repository
Vendor Product/Service Analysis

ASG-PS'Soft

In December 2008, PS'Soft merged with BDNA. A little over two years later, in April 2011, ASG acquired PS'Soft. The merger between the two companies appears to be more synergistic than the one with BDNA, because they are targeting similar market segments. We expect that ASG's ownership will not negatively affect ASG-PS'Soft and will add some necessary capabilities to the ASG product line. Even though there has been some ownership uncertainty, the development road map for ITAM Next Generation (ITNG) has not stalled. The current release, 3.1, came out in July 2011 following the major release, 3.0, in April 2011. New functionality that enables easier mass updates of data and usage-based chargeback has improved the financial management capabilities by improving chargeback and adding an invoice simulation feature, but it still requires additional enhancements. ASG-PS'Soft continues to be challenged to build its market presence outside the EMEA market, though a few more North American customers have been added. With only a small North American presence, it will take several years for ASG-PS'Soft to build significant business to sustain its investment. The global preferred provider relationship with Microsoft does not appear to still be in place, as Provance has built an ITAM solution on the Microsoft service desk platform.

EMEA companies looking for ITAM feature/functionality should consider this product set as an option for ITAM functionality.

Strengths

- Applied the United Nations Standard Products and Services Code (UNSPSC) for defining an asset taxonomy to the product
- Tight Microsoft Configuration Manager/SCSM integration
- A cost-effective solution for price-sensitive organizations

Cautions

- Limited U.S. presence; installed base primarily in Europe
- Limited financial capabilities
- Microsoft global preferred provider relationship does not appear to be adding value.

Rating: Promising

Axios Systems

Axios offers its ITAM capability as part of its main product, Assyst. A suite-based ITSM approach to product development differs from other vendors because Axios’ ITAM offering is generally sold with the ITSD. In the Assyst product suite 4, product positioning blurs the line between ITAM and CMDB functionality, with the visualization of discovered data being stored in the ITAM module and not in a separate configuration repository. It is clear that the ITIL definition of service and asset configuration management (SACM) is guiding the product direction. While it claims complete life cycle management, the focus is on delivering a broad ITSM suite with service catalog, service-level management, incident, problem and change management, and CMDB as an on-premises or SaaS solution. This can benefit companies that want one-stop shopping. With service and support coming from one vendor, integration issues are greatly diminished due to the organic development of the modules. ITAM capabilities have not been the core of Axios’ ITSM offering, and this is evident in the area of IT financial management (specifically, budgeting and forecasting capabilities). Axios has limited ability to model technology or business decisions to determine changes to costs, assets or vendors.

Axios can provide an effective solution for organizations seeking an integrated ITSM suite, with limited ITAM capability.

Strengths

- Fully integrated suite that is also available on SaaS platform
- Strong presence in EMEA
- Strong client feedback loop helps with new releases

Cautions

- ITAM not typically sold stand-alone
- Contract capabilities lack depth for software tracking
- Lacks strong decision support and analytics

Rating: Promising

BMC Software

The current release of BMC's Remedy Asset Management module is v.7.6.04, which is part of the ITSM and IT
The current release of BMC's Remedy Asset Management module is v.7.6.04, which is part of the ITSM and IT Business Management (ITBM) suite. Due to the suite's underlying Action Request System (ARS) architecture, it is unusual for a customer to have Remedy Asset Management without having at least one of the other modules, most commonly incident and problem management. As customers mature their business service management (BSM) strategies, CMDB and change management implementations, these modules often create the need for ITAM capability. While this release is only a minor one, BMC has added much needed new functionality that addresses pain points associated with complex licensing and software entitlement management. Since ITAM is built upon Atrium CMDB, the CMDB is the central location for viewing the inventory details about all the organization's assets, thereby creating a single view. To populate the CMDB with inventory data, BMC has an agentless tool, Atrium Discovery and Dependency Mapping (ADDM), for customers to choose from within the BMC product set. Gartner has seen customers often opt to use a third-party inventory tool when software license management and entitlement data is a necessity.

Overall, BMC has made progress with its ITAM module, and we expect continued focus and investment in the technology and the corollary ITBM Suite.

Strengths

- Common underlying foundation layer
- Data integration with Atrium CMDB means inventory is stored centrally
- Good integration with complementary product sets within Remedy

Cautions

- No longer investing in an agent-based inventory tool
- ITBM is not on ARS, though integrated one way
- Software license entitlement functionality needs expansion

Rating: Positive

CA Technologies

CA Technologies' IT Asset Manager tool has three components under a single license: Software Compliance Manager, Asset Portfolio Management and CA Business Intelligence dashboard reporting. The current release is R12.6, which runs on CA's common integration platform across its ITSM solutions. CA has made several enhancements to the tool in this release, though we have been unable to locate users on this release to validate the performance of the new functionality, due to its recent release date. A fairly straightforward embedded ITIL-based workflow is intended to help daily users who need a reference point in the tool to understand the simple and complex ITAM processes. A new user interface with a tab structure is designed to make navigation easier, and the addition of drop-down lists require fewer keystrokes to enter data. The change, which will be of interest to large organizations, is the addition of multitenancy. However, multitenancy is not available across all the modules; and without OOTB predefined roles and the associated security levels, this change is of limited use. CA Business Intelligence dashboard reporting provides reports to understand what is happening in the environment.

CA has been downgraded to Positive. Medium and the low end of large organizations that are price sensitive will find the CA tool will meet most of their OOTB needs; but for larger organizations, its lack of complex licensing models will be a limitation.

Strengths

- Embedded ITIL-based ITAM workflow
- License metric wizard enables more-efficient true-up activity
- Low-cost provider, compared with other enterprise vendors

Cautions

- No OOTB predefined roles
- Can't define a software relationship on the fly and requires manual correlation
- Limited support for complex license models in Software Compliance Manager

Rating: Positive

Eracent

The current release of Eracent's Enterprise Entitlements Management (EnterpriseEM) and Enterprise Lifecycle Management (EnterpriseLM) is v.9.7, and became generally available in August 2011. This version of EnterpriseLM improved financial management capability, and improved the association of contracts to work orders. EnterpriseEM has new modules that focus on vendors that require specialized licensing capabilities. For example, tracking IBM subcapacity and Processor Value Units (PVU) and Oracle options is standard. With an increased focus on software entitlement management, Eracent is making inroads with both of its offerings being sold simultaneously into customer sites. Eracent has a larger installed base with its Enterprise Asset Management (EnterpriseAM) autodiscovery/inventory tool, which tends to pull its other products into deals for evaluation.

The most characteristic Eracent customer will probably be a midsize business or the low end of large enterprises, which will use the product straight OOTB and won't require customization or any high-end functionality, such as portfolio management. Eracent has shown improvement in responding to market changes in the industry. Further development beyond ITAM and into financial capabilities will likely improve its overall
In the industry, further development beyond ITAM and into financial capabilities will likely improve its overall positioning in this MarketScope.

**Strengths**

- Repository is targeted more at midsize businesses and the low end of enterprises
- The native inventory tool is scalable
- Oracle detection and PVU licensing

**Cautions**

- Needs to broaden OOTB linkages to software publishers
- Lacks support for virtual machine clustering in EnterpriseEM
- Does not offer a suite of ITSM solutions

*Rating: Promising*

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**HP**

In April 2011, the current release of HP's Asset Manager, v.9.3, became generally available. HP is aligning the product version numbers across its product line, so this release is the follow-on release to v.5.2. The four modules that comprise Asset Manager are Contracts, Financial, Procurement and Software Asset Management; Connect-It is an integration engine that brings in data from third-party tools. Within the Asset Manager, the tree structure has been renamed as well, which can cause some confusion for customers that also use HP's PPM tool. While it is called "portfolio management" in Asset Manager, the capability is a definitive media library (DML) and definitive software library (DSL). Putting the naming confusion aside, HP has added enhancements to this minor release that improves multitenancy, software licensing, management of virtualized software and vendor relationship management. The multitenancy capability has experienced a modest improvement; but compared with other ITAM vendors, the difference is significant and tenants can be structured by cost centers and even older, earlier versions of Asset Manager.

Overall, HP's Asset Manager is a strong enterprise offering that provides good functionality and complementary product sets. HP's corporate direction, continuing execution against its ITAM and associated product sets will be key to remaining in the Positive category.

**Strengths**

- Software counters that track virtual, physical and subcapacity, and converts based on software OEM license terms
- Improved multitenancy
- Broad product line with adjacent capabilities

**Cautions**

- Typically, the highest-cost provider to buy, customize and maintain
- Long deployment cycles for many customers
- Market share decline

*Rating: Positive*

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**IBM**

The current release of Tivoli Asset Management for IT (TAMIT) is v.7.2.2, which contains only minor enhancements, and mostly are IBM-centric. Compared with other tools, the development cycle on this product is extremely slow, as the v.7.2 release came out in July 2009. In some ways, the TAMIT product is heavily dependent upon the corollary products in the Tivoli product line, because customers prefer to buy suites and, yet, IBM has not built out the integrations across the various solutions. For example, IBM requires organizations running subcapacity software to install the free IBM ILMT and use that discovery data during an audit. However, that tool is not integrated with IBM's TAMIT tool. TAMIT is integrated with TADd, a for-fee product, which is the discovery/inventory upgrade from ILMT. Another intriguing point about TAMIT is that IBM removed the multitenancy capability from TAMIT in v.7.2. Recognizing the value of multitenancy, especially since many installations are sold through IBM global services and hosted by them, it was restored in v.7.2.2. Gartner has not seen significant traction for the product outside the IBM installed base.

IBM was downgraded to Promising because the tool has not continued to innovate. Our previous advice still stands that we expect Tivoli's ITAM market penetration will increase during the next several years, but TAMIT will remain in catch-up mode with the market leaders and will have to focus on faster innovation cycles. The TAMIT product is overdue for a major revision in functionality if it is to maintain its current ranking.

**Strengths**

- IBM Global Services sells effectively into its installed base
- Built "launch in context" integration between Big Fix, now known as Tivoli Endpoint Manager, and TAMIT
- Integrated with toolset that can manage operational technology assets, such as power plants

**Cautions**

- Limited innovation to the product since acquisition in 2006
- Software knowledgebase toolkit focuses on IBM software, and the data is populated only through TADd
**LANDesk Software**

LANDesk Software released the current version of LANDesk Asset Lifecycle Manager (ALM) 5.0 in July 2011, bringing a modest behind-the-scenes product enhancement intended to assist larger customers with implementation. The earlier version, 4.5, lacked some back-end features, such as 64MB, that made it easier to run in large organizations. New functionality enables users to do bulk updates and create new forms. Previously, the product was coupled within the LANDesk Management Suite, so it was just a matter of turning on the ITAM functionality, not an add-on, if customers wanted ITAM. As a result, LANDesk sold successfully into its installed base. With a goal to push more into the data center, the ALM product will need to target improvements at software license entitlement tracking.

After a year of parent company uncertainty, LANDesk Software was acquired by Thoma Bravo in February 2011. Thoma Bravo is a holding company that will likely allow LANDesk to run autonomously, with a focus on profitability. Investment in ALM functionality has started to slow, even though the release number indicates a major enhancement. We expect that market penetration will slow down until additional feature/functionality is released on a regular basis.

**Strengths**

- Targeted more at the low end of large enterprises
- Visualization of asset relationships
- Active Directory synchronization and integration capabilities

**Cautions**

- Limited software entitlement functionality
- Few packaged, bidirectional integrations to adjacent toolsets beyond LANDesk Service Desk
- Data analytics capability is limited

**Provance Technologies**

Provance Technologies has two ITAM solutions available in the market. Its legacy tool was evaluated in the previous MarketScope. The newest tool is called IT Asset Management Pack v.1.2 SP-1, released in April 2010. It is built natively on the Microsoft System Center Service Manager (SCSM) product, thereby making integration a nonissue. While Provance still develops and sells its heritage product, this new solution has become its flagship product, seemingly the primary focus for development. Provance customers that are also on the Microsoft service desk platform are considering migration to the ITAM Pack. For users satisfied with SCSM’s discovery and reporting capabilities, this native integration is helpful, but customers that want discovery of non-Windows device types need an ITAM tool that can integrate with other solutions. Through its Data Management Pack, Provance can integrate and normalize data from other sources, but this requires some heavy manual work. Given the tight integration with SCSM, Provance has an unusual ability to ship updates and new functionality outside of Microsoft’s release schedule. This is extremely helpful, because the Microsoft release schedule is typically very extended, and a small, nimble company like Provance can innovate faster. One caution for large organizations is that the ITAM Pack does not support multitenancy, because it is limited by the available Microsoft functionality.

The tight integration with Microsoft will help Provance grow its installed base. Small and midsize Microsoft-centric businesses that don’t have robust software license entitlement requirements should consider Provance as an option.

**Strengths**

- Tight Microsoft System Center Configuration Manager (SCCM) integration
- Data Management Pack has connectors, normalization and integration to non-Microsoft inventory sources
- Can ship updates out of band with Microsoft’s SCSM release schedule.

**Cautions**

- Lacks ability to upload scanned bar code data
- Reconciliation across various inventory sources is manual
- Multitenancy is not possible for the SCSM ITAM Pack

**ServiceNow**

ServiceNow stormed onto the ITSD marketplace about six years ago with its SaaS for ITSD solution. It was the vendor that every other vendor was watching while the concept of SaaS started to gain traction. Since then, ServiceNow has increasingly added new modules to make a full-service ITSM tool. However, with the focus on diversification and trying to solve many problems (e.g., HR), building out its ITAM functionality has not been a focus. In an attempt to broaden its suite, thereby making it complicated for customers to displace it, ServiceNow has added financial management, HR, purchasing and other modules to its product. Customers
ServiceNow has added financial management, HR, purchasing and other modules to its product. Customers have found the flat rate, all-inclusive pricing and the regular schedule of new releases very attractive, though they may not be able to take advantage of all the new features. Running the product off-site means the company only has to supply the program staff, which leads to low overhead. Having built the entire solution organically, the combination of an agentless inventory (which requires a Java on-site server that runs within the customer’s network environment) and a CMDB all on the same architecture as the ITAM module leads to reduced support issues and ease of use.

Organizations that have invested in ServiceNow’s ITSD and are primarily focused on tracking hardware in a SaaS environment will be satisfied with the offering. Given the importance of software license management, organizations will have to do some heavy configuration to the product to track software that does not have basic licensing terms and conditions, such as per-user, per-seat license models.

**Strengths**
- Completely integrated; built on a single platform
- Pricing attractive
- SaaS only

**Cautions**
- Very basic software license management capabilities
- Lacks depth when determining compliance problems
- Development on ITAM has not been a key focus

**Rating: Caution**

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**Symantec-Altiris**

The acquisition of Altiris by Symantec occurred more than four years ago. While the Altiris Asset Management Suite (AMS) from Symantec has officially had both a major release and minor release during that time, it still requires significant work. The current release (v.7.1) became available in March 2011, with the next release scheduled for 2Q12. The most significant change to the v.7.0 platform was the integration of workflow capabilities from the T-Logic acquisition that occurred in 2009. Native workflows, which Symantec calls templates, are essential for ITSM tools that are part of a suite solution; which is functionality that Symantec needed to add to make it a contender on shortlists. However, the workflows are basic, lacking advanced OOTB processes. Another new feature is the inclusion of Microsoft’s Silverlight as the user interface (UI), giving the application a common or familiar feel. The multiple popup windows and different interfaces can make it easy to lose track of where you are in the tool. While Symantec and many other vendors tout Pink Verification and ITIL compliance, the v.7.0 module is not certified, though the v.6.0 is certified ITIL V2. With all these enhancements, Symantec has built a tool that will satisfy its installed Client Management Suite customer base.

Overall, Symantec has made enhancements that were necessary to ensure the existing configuration management system (CMS) or server management system (SMS) customers would consider it. However, there have been customer issues with the stability of the v.7.0 release, which has led to Symantec being downgraded to a Caution rating. Owing to the product release date, Gartner has not spoken with any customers that have successfully completed the implementation of v.7.1.

**Strengths**
- New UI easier to use, but it’s not available on all modules
- Sells ITAM primarily to its installed base, due to its native integration
- IT analytics is now embedded

**Cautions**
- Basic asset-related workflows
- Can’t handle complex software licensing models OOTB
- Third-party connectors are free, but are not OOTB to applications that are often early integration points, such as purchasing

**Rating: Caution**

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**USU**

USU, based in Germany, released Valuemation v.4.1 in March 2011, which follows the major v.4 release that became available in July 2010. USU has made some bold moves during the past year. In August 2011, it acquired Get-IT Service, a European consulting firm that will expand USU’s distribution channel. In December 2010, it bought a 51% share in Aspera GmbH, a German software license entitlement management company. Valuemation has several compelling enhancements that better integrate the product line, such as new configuration catalog and Business Process Modeling Notation (BPMN) engine. The configuration catalog is linked into the service catalog to populate details about assets. BPMN is no longer aligned only with incident and problem management, but offers broader process support to include service contracts, procurement and service changes. Additionally, a new software manager dashboard provides improved data quality management through rule engine and has added new rules and objects, which are OOTB. The browsers that support the Web-based client are Firefox v.3 and 4, Internet Explorer (IE) v.7 and v.8. Google Chrome and Safari are not officially supported.

USU’s market presence continues to be primarily within German companies, although its installed base has
expanded to other European geographies. Overall, USU continues to add new functionality, such as dashboard reports, to the product and tends to meet the timeline for adding new functionality on a regular basis.

**Strengths**

- Aspera GmbH's Aspera SmartTrack integrated with Valuemation
- Improved process automation
- Tool supports multitenancy, which enables location-specific data that can be rolled up centrally

**Cautions**

- Limited North American presence
- With customers preferring full-service suites, there isn't native inventory tool or PC configuration management, although there are partnerships and integrations
- Lacks a native autodiscovery/inventory tool

**Rating:** Promising

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**VMware**

VMware got a foothold in the ITAM marketplace with its acquisition of Infra, an Australian company. The product is named VMware Service Manager 9 — Asset Management and the current release is v.9, which came out in April 2010. ITAM is part of an ITSM suite that includes the typical incident, problem and change management modules. A service catalog is also available, but it does not offer predefined services OOTB that are fairly standard ITAM services, such as order new hardware/software, move request, etc. The back-end database is relational SQL or Oracle, whichever the customer prefers. The Web-based tool runs primarily on IE v.7 and higher. There is no support for Mozilla Firefox, or other browsers. From an inventory tool perspective, it integrates with many of the mainstream tools — System Center Configuration Manager (SCCM), Altiris, LANDesk, Centennial and the recently acquired Configuresoft tool, which will be the primary inventory for the solution sale.

Overall, VMware's solution has the ability to perform basic hardware and software counting, but lacks the functional depth that midsize and large organizations require. Additionally, VMware has indicated it is shifting its focus specifically on its virtualization ecosystem.

**Cautions**

- Lacks integration to many corollary toolsets, such as PPM, HR and purchasing tools
- Can't track internal software entitlements based upon employee role or job description
- Lacks a standard asset catalog

**Strengths**

- A low-cost solution for price-sensitive organizations
- Ability to track warehouse or spare parts inventory thresholds
- Basic financial management capability

**Rating:** Caution

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