Vendor Landscape: IT Asset Management (ITAM)

Choosing the right tool to manage the complexity of your environment will make all the difference in gaining access to great data.

INFO~TECH
RESEARCH GROUP

Introduction

IT asset management (ITAM) has been around for 20+ years, but there are still new vendors entering the market and a wide variance of capabilities.

This Research Is Designed For:

✓ IT asset managers and IT executives who need to formalize and significantly improve how they're managing assets.

This Research Will Help You:

✓ Identify and document requirements.

✓ Select a commercial ITAM solution that is the most appropriate for your organization's size and technical environment

✓ Understand the ITAM solution vendor landscape.

✓ Plan an ITAM solution implementation that addresses common risks and opportunities.

Executive summary

Info-Tech evaluated 15 competitors in the ITAM market, including the following notable performers:

Champions:

- **Aspera** – an enterprise-level, standalone software management tool.

- **BMC Asset Core** – a mid-market solution that integrates with BMC Service Core and Remedyforce.

- **IBM Control Desk** – an enterprise-level solution that integrates with multiple IBM and competitive solutions to provide an overall view of IT operations.

- **LANDESK** – a mid-market, enterprise-level product that focuses on IT operations.

- **Scalable Software** – an enterprise-level asset management tool.

- **Snow Software** – an enterprise-level, standalone ITAM solution with a strong software focus.

Value Award:

- **ManageEngine** provides comprehensive asset management with integration to ManageEngine ITSM, desktop management and IT operations modules, at a fraction of the price of other tools.

Trend Setter Award:

- **ASG** offers IT asset management for hybrid environments who are looking to combine service and asset management with an apps store that deploys on-premises and SaaS applications seamlessly to users.

Info-Tech Insight

1. Over 1,000 executives surveyed by Info-Tech have identified asset management as significantly important to their organization.

2. Over 20,000 business stakeholders have identified 12 top services where 11 involve IT assets, yet this is one of the areas that receives the least amount of focus within many organizations.

3. Automated tools vary dramatically in capability, discovery, and ability to support your environment. Ensuring they meet the complexity needed is key to success.

4. Cooperation and engagement of anyone who is handling assets and ensuring processes are automated when appropriate will help drive accuracy of information.

5. Integration with service desk and configuration management tools can increase automation to reduce manual inputs for moves, adds, and changes in services that involve IT assets.

Market overview

How it got here

- ✓ License complexity has risen dramatically over the years, including a need to manage hybrid and SaaS environments.

- ✓ Contracts have become more complex and software vendors have increased the frequency of audits.

- ✓ Many organizations are finding issues around process, security, and regulatory requirements cannot be solved without automated and integrated asset management tools.

- ✓ Many ITAM vendors have been building connections between the service desk and asset management by improving workflow capability and communications between modules.

Where it's going

- There are still a number of vendors who have somewhat immature solutions and new vendors entering the market with basic solutions. These vendors can still provide value for primarily Windows-based environments.

- SaaS environments are now starting to be addressed with tools designed to collect data from vendors and integrate into on-premises asset repositories.

- Some vendors are starting to consolidate the CMDB and asset repositories into a single database, enabling the services team to gain access to better information for dependency mapping as well as understanding the financial and licensing side of assets. This provides an opportunity to have service data and asset management data managed by the same team.

Info-Tech Insight

ITAM tools are most effective when used in conjunction with policies and processes that will support appropriate governance, workflow, and dataflow. To fully realize these benefits, consider the Info-Tech blueprint *Implement Asset Management*. If you still need to build a business case and project charter to implement an ITAM solution, consider our project *Create an Effective Plan to Implement IT Asset Management* to gain sign-off on the project.

ITAM vendor selection / knock-out criteria: market share, mind share, and platform coverage

- Vendors included in this report provide a comprehensive, innovative, and functional solution for IT asset management.

- For this Vendor Landscape, Info-Tech focused on those vendors that offer broad and large-sized capabilities across multiple platforms and that have a strong market presence and/or reputational presence among enterprises.

Included in this Vendor Landscape:

Agiloft. Focuses on enhancing asset management processes with code-free asset management workflows.

ASG. Notable for its inventory capabilities and support for environments with heavy Citrix investments.

Aspera. A full-featured, on-premises or SaaS tool that uses a "license management as a service" approach to enterprise asset management.

BMC Asset Core. Offers asset management alongside desktop support features that fit in well with BMC's larger ecosystem of products.

BMC Remedy. Aims to provide the CIO with reliable information that can help organizations understand and optimize licensing obligations.

Cherwell. Stands apart for its laser focus on asset management and software recognition capabilities.

Eracent. Offers customers a complete, detailed lifecycle repository and license/entitlements reconciliation tool.

Flexera. Has become a pillar of excellence with its best-in-class licensing compliance and contract management.

IBM. Control Desk is prepared to handle IT assets in an increasingly distributed enterprise setting. When paired with IBM Endpoint Management, it offers a full-featured, end-to-end monitoring and management solution.

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Included in this Vendor Landscape:

LANDESK. Leverages its service management solution to start the discovery process, then adds asset management functionality with an auxiliary module.

ManageEngine. Provides an easy-to-use view into licensing compliance, and hooks in seamlessly to its larger family of desktop management products.

Samanage. A SaaS-based solution that is noted for working with its clients on identifying and implementing new asset management features.
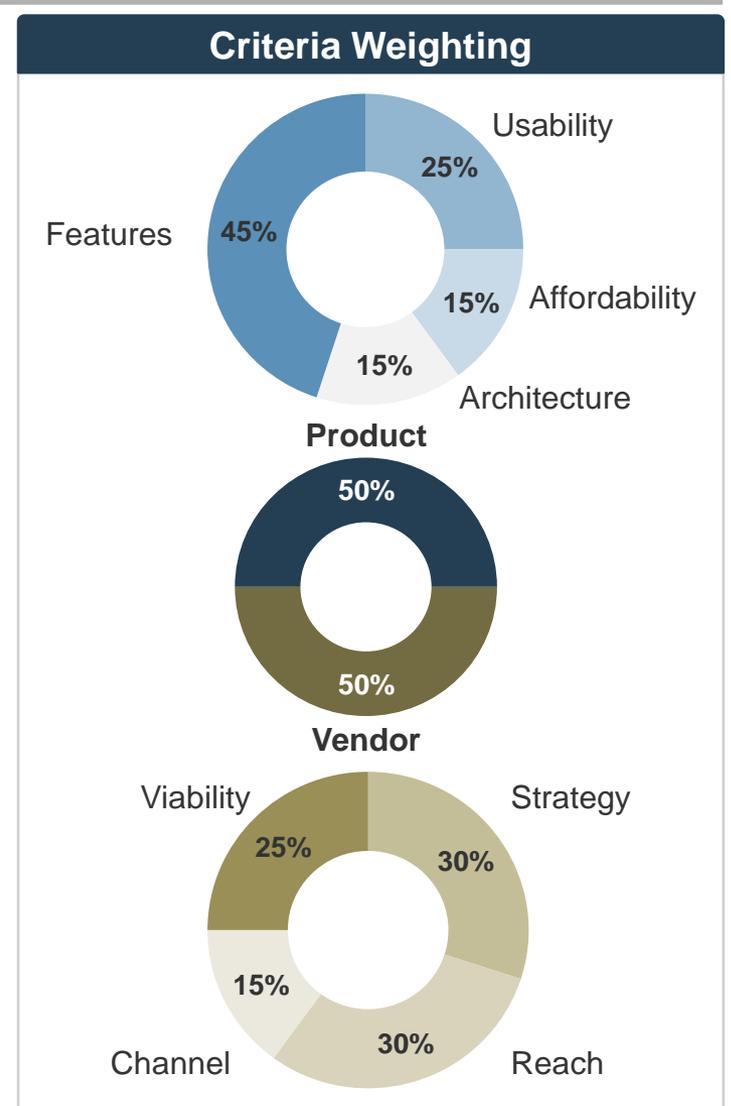
Scalable Software. Focuses on providing remarkably accurate SaaS monitoring and inventory capabilities to complement more comprehensive solutions.

Snow Software. A strong contender focused on the needs of software asset managers who are dealing with complex licensing on and off-premises.

Vector Networks. Has thought about the need for quick ROI with its mid-market customers by providing common service and asset workflows out of the box.

ITAM criteria & weighting factors

Product Evaluation Criteria

Features	The solution provides basic and advanced feature/functionality.
Usability	The end-user and administrative interfaces are intuitive and offer streamlined workflow.
Affordability	Implementing and operating the solution is affordable given the technology.
Architecture	Multiple deployment options and extensive integration capabilities are available.

Vendor Evaluation Criteria

Viability	Vendor is profitable, knowledgeable, and will be around for the long term.
Strategy	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Channel	Vendor channel strategy is appropriate and the channels themselves are strong.

Criteria Weighting

Usability 25%
Features 45%
Affordability 15%
Architecture 15%

Product

50%
50%

Vendor

Viability 25%
Strategy 30%
Reach 30%
Channel 15%

The Info-Tech ITAM Vendor Landscape

The zones of the Landscape

Champions receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

Market Pillars are established players with very strong vendor credentials, but with more average product scores.
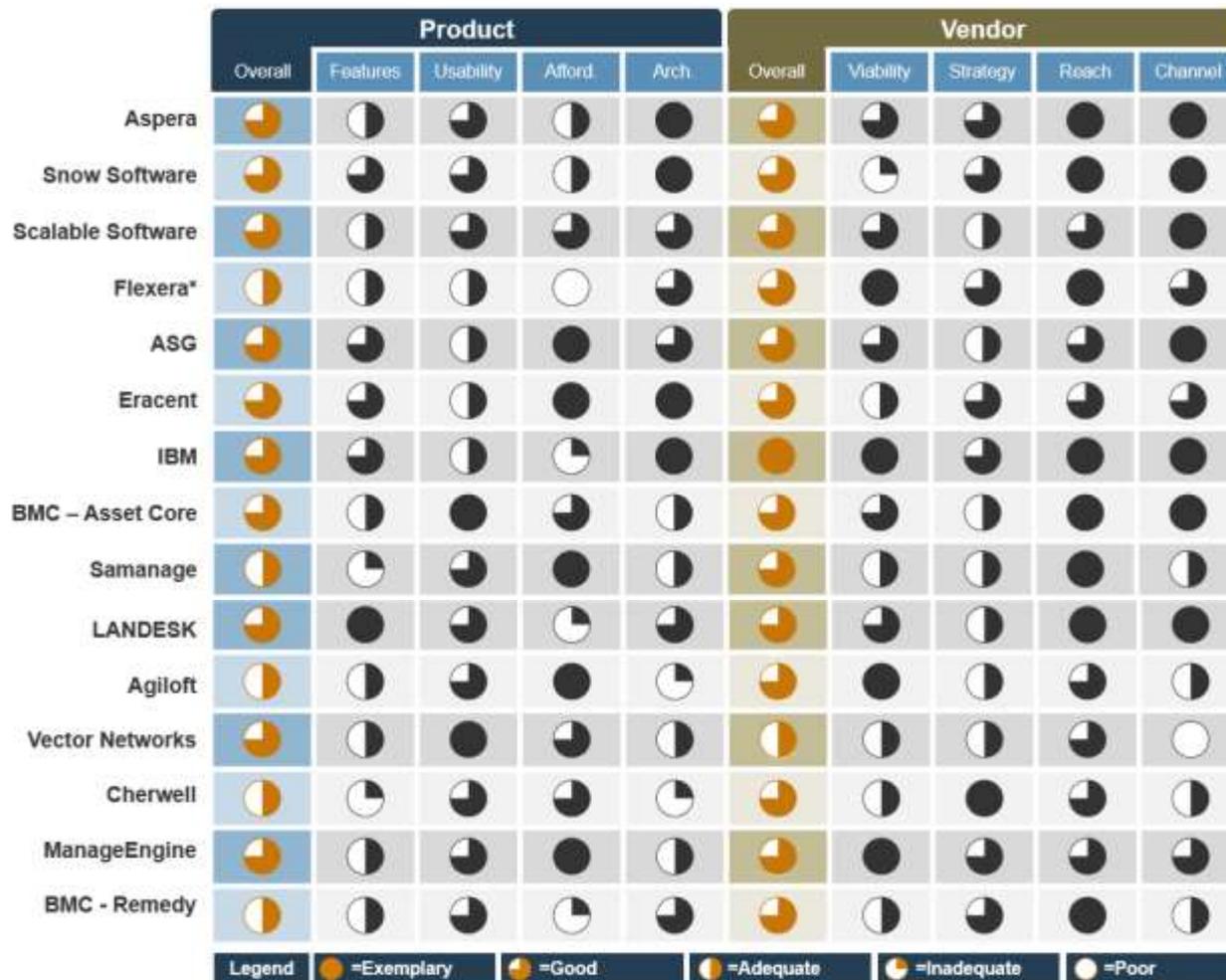
Innovators have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

Emerging Players are comparatively newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.

The Info-Tech ITAM Vendor Landscape

Balance individual strengths to find the best fit for your enterprise

	Product					Vendor				
	Overall	Features	Usability	Afford.	Arch.	Overall	Viability	Strategy	Reach	Channel
Aspera	◕	◑	◕	◑	●	◕	◕	◕	●	●
Snow Software	◕	◕	◕	◑	●	◕	◔	◕	●	●
Scalable Software	◕	◑	◕	◕	◕	◕	◕	◑	◕	●
Flexera*	◑	◑	◑	○	◕	◕	●	◕	●	◕
ASG	◕	◕	◑	●	◕	◕	◕	◑	◕	●
Eracent	◕	◕	◑	●	●	◕	◑	◕	◕	◕
IBM	◕	◕	◑	◔	●	●	●	◕	●	●
BMC – Asset Core	◕	◑	●	◕	◑	◕	◕	◑	●	●
Samanage	◑	◔	◕	●	◑	◕	◑	◑	●	◑
LANDESK	◕	●	◕	◔	◕	◕	◕	◑	●	●
Agiloft	◑	◑	◕	●	◔	◕	●	◑	◕	◑
Vector Networks	◕	◑	●	◕	◑	◑	◑	◑	◕	○
Cherwell	◑	◔	◕	◕	◔	◕	◑	●	◕	◑
ManageEngine	◕	◑	◕	●	◑	◕	●	◕	◕	◕
BMC - Remedy	◑	◑	◕	◔	◕	◕	◑	◕	●	◑

Legend	● =Exemplary	◕ =Good	◑ =Adequate	◔ =Inadequate	○ =Poor

*The vendor declined to provide pricing and publicly available pricing could not be found.

The Info-Tech ITAM Value Index

What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point.** It **does not** indicate vendor ranking.

Vendors that score high offer more **bang for the buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

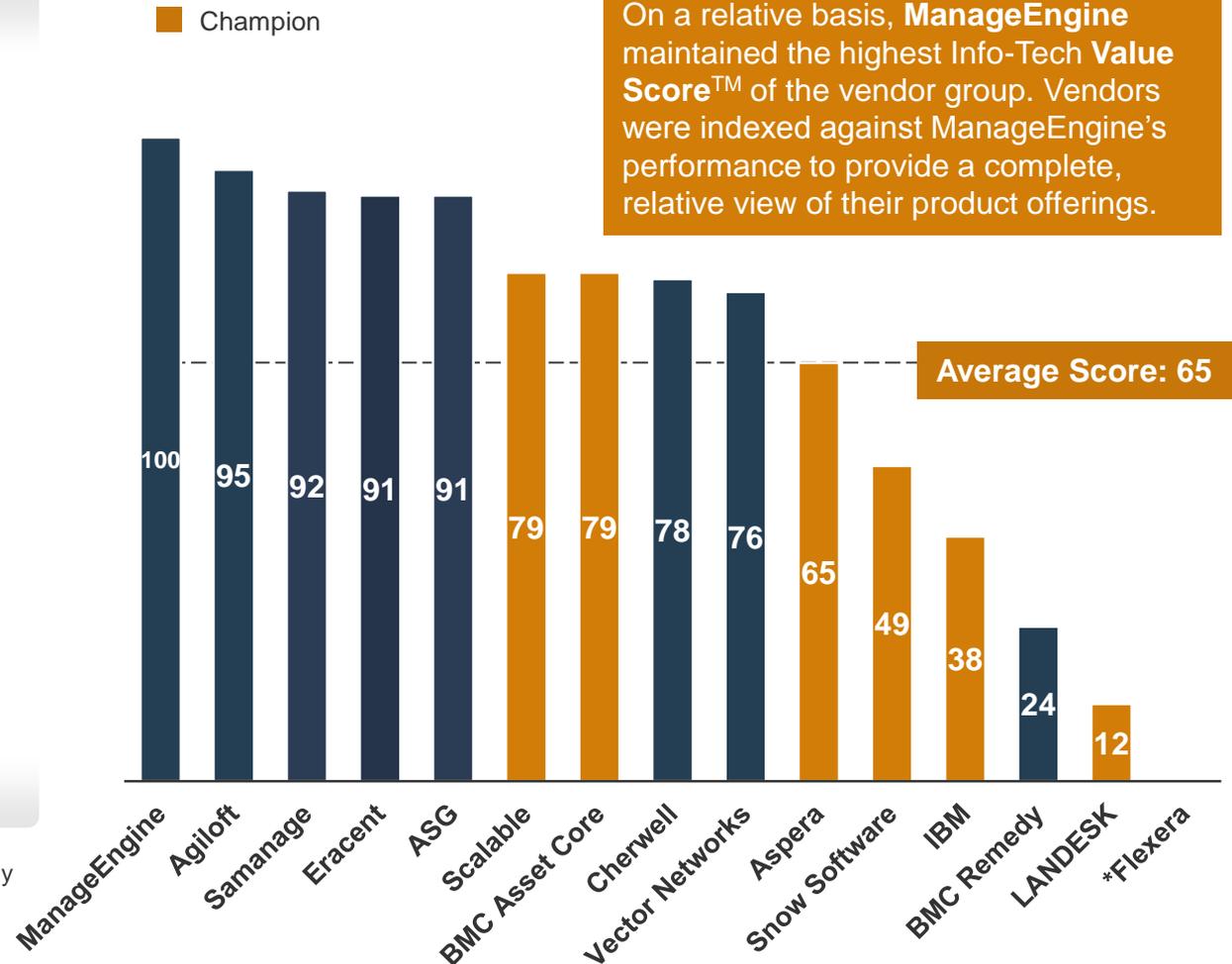*The vendor declined to provide pricing and publicly available pricing could not be found.

■ Champion

On a relative basis, **ManageEngine** maintained the highest Info-Tech **Value Score**TM of the vendor group. Vendors were indexed against ManageEngine's performance to provide a complete, relative view of their product offerings.

Average Score: 65

Vendor	Score
ManageEngine	100
Agiloft	95
Samanage	92
Eracent	91
ASG	91
Scalable	79
BMC Asset Core	79
Cherwell	78
Vector Networks	76
Aspera	65
Snow Software	49
IBM	38
BMC Remedy	24
LANDESK	12
*Flexera	

Table Stakes represent the minimum standard features that determine whether a product even gets reviewed

The Table Stakes

Feature:	What it is:
Decentralized Management	Solution is capable of managing licenses across a geographically dispersed environment.
Inventory Repository	Product maintains an ongoing repository of assets to enable historical analysis.
Basic Financial Analysis	Product can generate basic financial reports to identify overall licensing costs and savings.
Integrated Discovery Tool	Solution includes mechanism for automatic discovery of assets.
Virtual Server Management	Product is capable of identifying and managing virtual server installations.

What does this mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.

Info-Tech Insight

If table stakes are all you need from your IT asset management tool solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

Advanced Features are the capabilities that allow for granular market differentiation

Scoring Methodology

Info-Tech scored each vendor's features offering as a summation of its individual scores across the listed advanced features.

Vendors were given one point for each feature the product inherently provided.

Some categories were scored on a more granular scale with vendors receiving half points.

Advanced Features

Feature:	What we looked for:
Mobile Device Support	Includes out-of-the-box support for mobile assets such as smartphones and tablets.
Software Library	Includes built-in software library to enhance recognition of installed packages.
Automated or Manual Data Import	License, warranty, lease, and data can be imported automatically populated with data connectors to vendors and software publishers.
Software Usage Metering	Includes out-of-the-box support for software usage tracking to identify heavily used or unused assets.
Visual Asset Mapping	Create maps showing asset location on the network and geographically.
Complex Financial Modeling	Includes out-of-the-box support for complex, logical "what if" financial modeling.
Application Controls	Ability to block by policy, whitelist, blacklist applications, app portal.
Integrated Service Desk and CMDB	Solution that enables workflows between service desk and asset management with minimal programming effort.
Complex Licensing	Supports complexities of managing up and downgrades, concurrent licensing, virtual desktops and applications, Oracle, SAP, IBM PVU, databases and operating systems.
Integration IT Operations	Integration IT operations tools, CMDB and service desk with asset management tools to see the full picture of what is happening in the IT environment.
Data Center Analytics	Solution includes advanced analytical functions for datacenter applications and servers.
SaaS, IaaS, PaaS Monitoring	Ability to monitor traffic to hosted solutions, with the ability to consolidate information with on-premises data.
Desktop Management	Tools including software deployment, desktop migration, and patch management.

Each vendor offers a different feature set; concentrate on what your organization needs

IT asset management tools with a focus on managing complex licensing scenarios

Often chosen by enterprise organizations to manage large, complex licensing installations, working standalone or with ITAM/ITSM solutions.

1

2

3

4 **ITAM only**

Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use cases come to the forefront. Whether those use cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use cases as Scenarios, and calls attention to them where they exist.

Exemplary Performers

Aspera
a USU Group Company

snow SOFTWARE

Scalable™
You Can't Manage What You Can't Measure

FLEXERA SOFTWARE

ASG

Eracent

Aspera SmartTrack

Champion

Product: Aspera SmartTrack
Employees: 130
Headquarters: Boston, MA
Website: aspera.com
Founded: 2000
Presence: Frankfurt: OSP2

3 year TCO for this solution falls into pricing tier 7, between $250,000 and $500,000

$1 → $2.5M+

Pricing provided by vendor

OVERVIEW

- Aspera SmartTrack is available as an on-premises or SaaS solution.
- Very strong in working with Microsoft licensing but an overall phenomenal platform for license management.
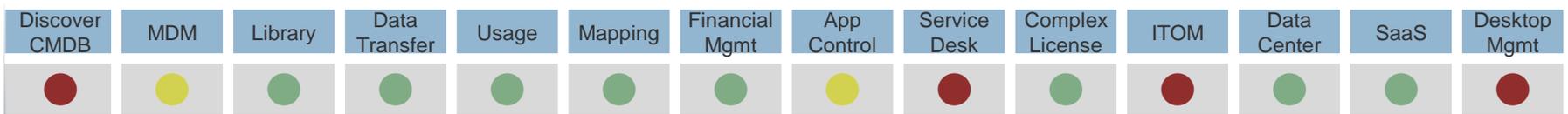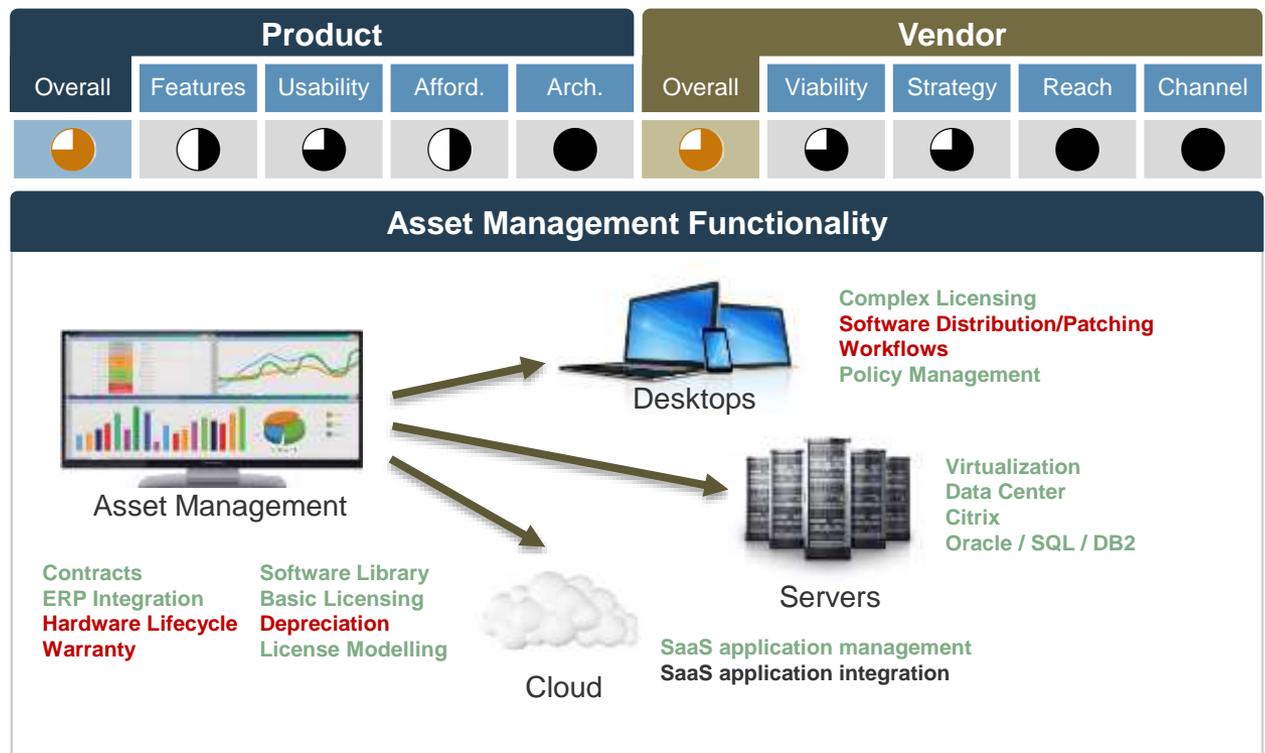
STRENGTHS

- Best-in-class financial management featuring sensitivity to built-in variables showing cost saving opportunity but also lost opportunity cost of compliance risks.
- Strong software intelligence library integration with third-party licensing and datacenter analytics.
- Good GUI for both the end user as well as administrative interface right out of the book with pre-configured connectors.

CHALLENGES

- No integrated asset discovery, so will need a secondary tool to gather data.
- Does not include full hardware lifecycle management capabilities.
- Partner network could be more extensive but can still be grown.

Aspera SmartTrack offers strong analytics and capabilities for complex licensing modules

Vendor Landscape

Value Index

65

10th out of 15

Product						Vendor				
Overall	Features	Usability	Afford.	Arch.		Overall	Viability	Strategy	Reach	Channel

Asset Management Functionality

Asset Management

Desktops
- Complex Licensing
- Software Distribution/Patching Workflows
- Policy Management

Servers
- Virtualization
- Data Center
- Citrix
- Oracle / SQL / DB2

- Contracts
- ERP Integration
- Hardware Lifecycle
- Warranty
- Software Library
- Basic Licensing
- Depreciation
- License Modelling

Cloud
- SaaS application management
- SaaS application integration

Discover CMDB	MDM	Library	Data Transfer	Usage	Mapping	Financial Mgmt	App Control	Service Desk	Complex License	ITOM	Data Center	SaaS	Desktop Mgmt
🔴	🟡	🟢	🟢	🟢	🟢	🟢	🟡	🔴	🟢	🔴	🟢	🟢	🔴

Info-Tech Recommends:

Aspera's focus on data normalization, product library, and financial modelling make this a solid product for complex installations in large enterprises.