

Unlock the True Potential of IT Asset Management

Agenda

- Introduction
- IBM and Flexera Partnership
- Nike BVA Story
- Q&A



Alex Signoret

WW Sales Leader, AI for IT, IBM



Jason Patterson

BVA Team Vice President, Flexera

IBM & Flexera Partnership

Partnership March 2022:
IBM announces IBM Flexera One
Offer



•The Forrester Wave™: Cloud Cost Management and Optimization 2022

2022-2023
New Economical Cycle



ITAM & FINOps

Remedy cards
for your Business



Better Together

North America Executive Advisors

120+
YEARS

of cumulative domain
knowledge and
executive experience



Liz Reich

NAM

Missouri

SKILLS

- ITAM Strategy
- Supply Chain
- IT Lifecycle
- SAM
- IT Sourcing
- ITSM
- Global Projects



John Schwartzenberger

NAM

Florida

SKILLS

- IT Strategy
- IT Transformation
- IT Lifecycle
- Financial Audit
- Cost Optimization
- ITAM / SAM
- ITSM

MCKESSON

fiserv.



Mark Delisi

NAM

Illinois

SKILLS

- ITAM / SAM
- IT Lifecycle
- IT Strategy
- Cloud
- ITSM
- IT Outsourcing
- Audits and Compliance



Ron Adkins

NAM

Oklahoma

SKILLS

- IT Strategy
- Processes
- CMDB
- IT Lifecycle Data
- ITAM / SAM
- ITSM
- End of Life Planning

fiserv.

Aol.



Jason Patterson

NAM

Colorado

SKILLS

- IT Transformation
- ITAM / SAM
- Cost Optimisation
- ITSM
- Global Projects
- Processes
- Audit Defense
- IT Strategy



EMEA Executive Advisors



**Raphael
Coche**

EMEA

France

SKILLS

- IT Strategy
- IT Transformation
- Cloud
- Asset Management
- Risk & Security
- ITSM



**Wolfgang
Schuster**

EMEA

Germany

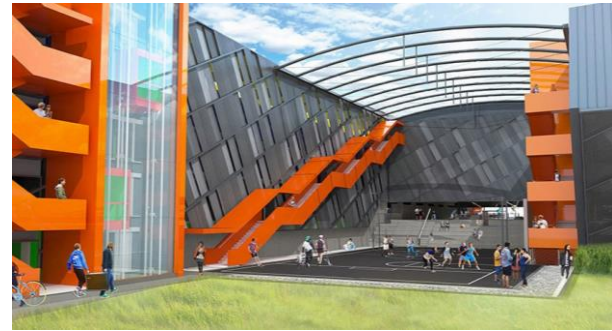
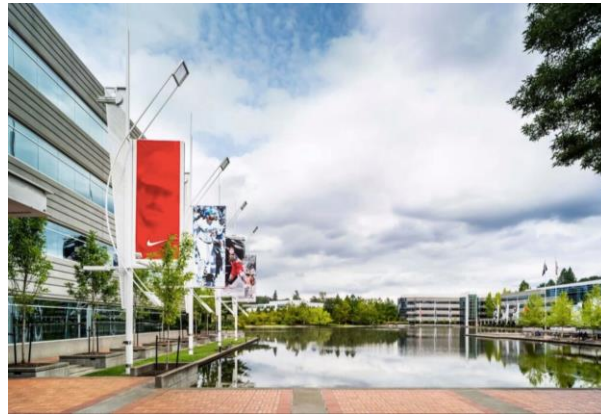
SKILLS

- IT Strategy
- Processes
- IT Lifecycle
- ITAM
- IT Sourcing
- Global Projects

35+
YEARS of

cumulative domain knowledge
and experience





ITAM at Nike

Program History

- Internal Audit (3 Rated) – Estimate 4 Years to mitigate risk to level 2.
- Estimated 10 Years to eliminate risk
- External Vendor Audit / Lawsuit (Quest)

Landscape Overview

- 2M+ Network Connected Devices
- 100k Running an O/S
- 18M+ Software Installs
- 8k+ Different Applications
- 2.9k Software Manufacturers

Total IT Asset Value \$2B+

RISK DRIVERS	
	Cybersecurity
	Data Privacy & Localization
	Technology Governance
	Financial Risk
	Data & Fraud & Theft
	Disaster Recovery
	Scalability & Agility

Sports Business

Nike sued for use of 'pirated' software

Email f share in share t Tweet Print Order Reprints



Sports Business

Nike countersues in pirated software lawsuit

Email f share in share t Tweet Print Order Reprints



Nike Inc. on Thursday filed a counter-lawsuit in a case about alleged software piracy.

Nike ITAM Foundations

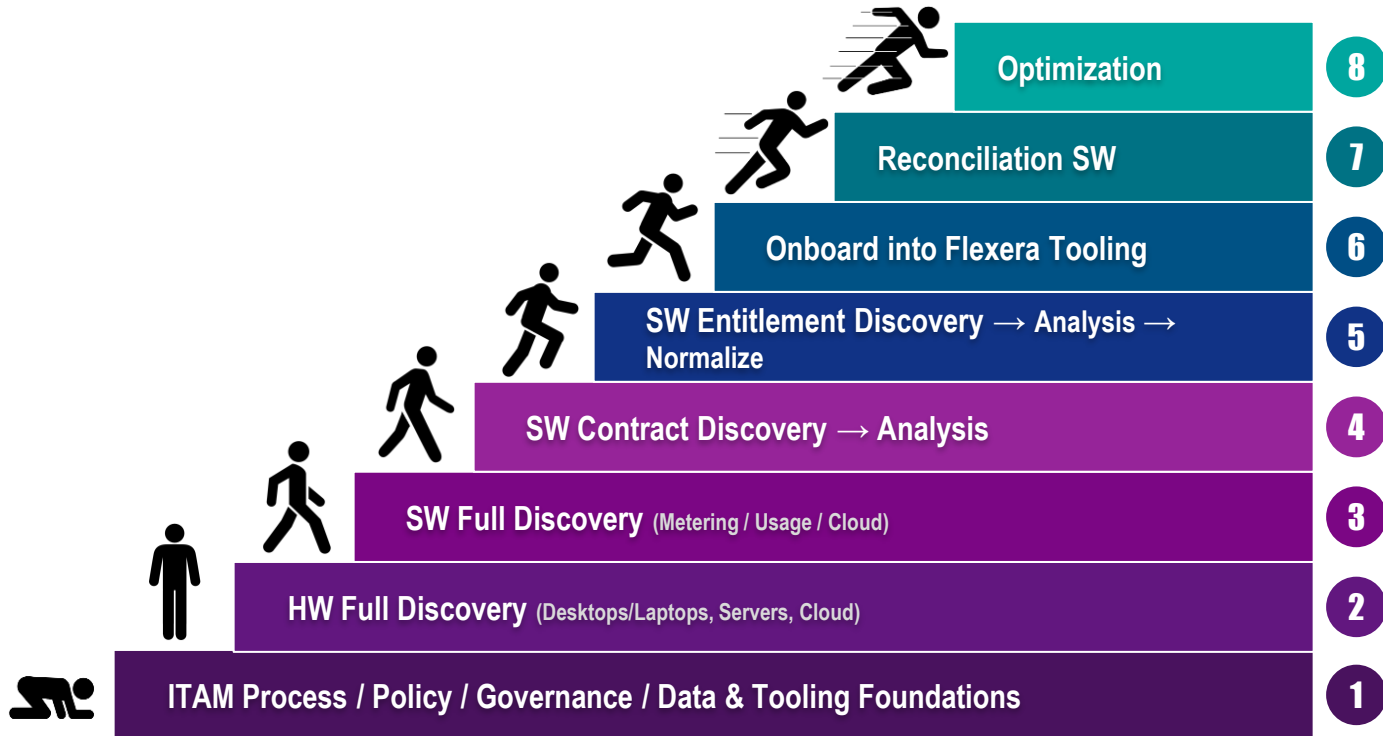
Technology Asset Management (ITAM) Vision:

Establish and maintain a business practice of **managing** and **optimizing** the **purchase, consumption, governance, maintenance, utilization**, and **disposal** of hardware and software.

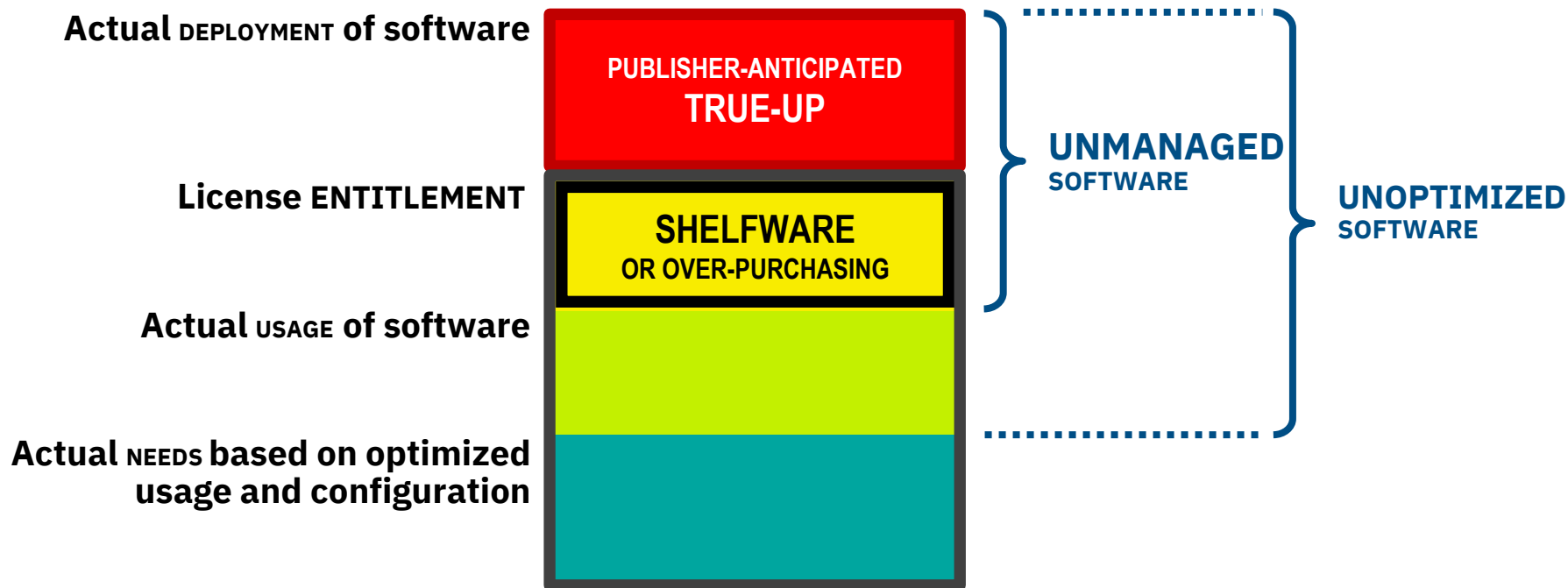
What We Needed To Do

- Establish **defendable reconciliations** for key software publishers
- Negotiate specifics in hardware and software contracts using **irrefutable, quantifiable fact**
- **Optimize** license consumption to reduce costs
- Determine if purchases are **necessary**

Establish ITAM Foundations



IDENTIFYING ITAM RISK / OPPORTUNITY



How and where you deploy commercial software matters



Server	Cloud	VM Ware	Containers
PowerEdge R250 Pentium G64505T 10 cores .5 Core Factor 5 EE Licenses Needed	10 vCPU Multi Threading EC2 Active Failover BYOSL 10 EE Licenses Needed	10 VDI's VM Ware vCenter 6.0 Two ESXi Hypervisors Not connected to the same shared storage The physical cores of the cores are required to be licensed. Assuming Same 10 EE Licenses Needed	10 VCPU's Pulling Hosts/Rebuilds on a Weekly Basis Every pull/rebuilds requires a license. 4 pulls x 10VCPU's = 40 VCPU's/.5 = 20 x \$47,500
\$237,500 List	\$475,000 List	\$475,000 List	\$950,000 List

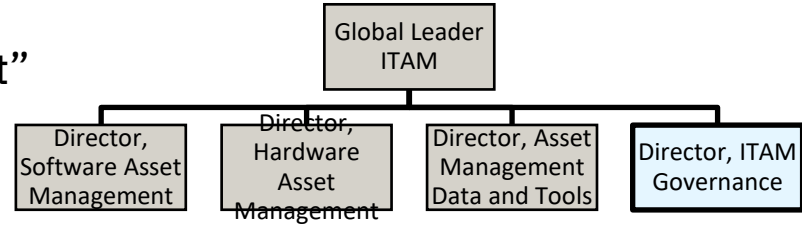
ITAM Foundations Summary

What We Did

Establish Mission and Vision and “Moon Shot”



ITAM Operational in less than two years (80% of spend under control) and reduce internal audit risk from “3” to “2”



Built the program with 4 specific foundational teams

- ✓ **SAM / HAM / Data & Tooling / Governance**
- ✓ Established Specialized Partners for Licensing Expertise (SAP, Oracle, IBM, etc.)
- ✓ Integrated processes with Nike’s MSA partners (ServiceDesk, Deskside, etc.)
- ✓ Purchased and Integrated Best In Class Tools (Flexera ITAM and IT Visibility Products)

- Created Strategic Initiatives (Triple U, Application Rationalization, etc.)
- Produced OKR’s (Example: 90%+ License Utilization, 10% or less Obsolete SW (EOL/EOS))

RISK REDUCTION AND COST SAVINGS

3 Year Nike Journey

20% of the deployed software
estate

Possible IP Infringement
(budgetary risk)

License ENTITLEMENT

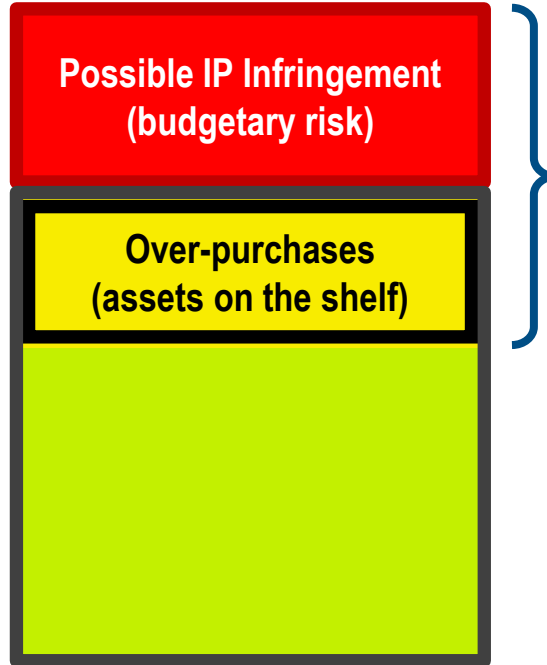
Over-purchases
(assets on the shelf)

80% of the deployed software
estate

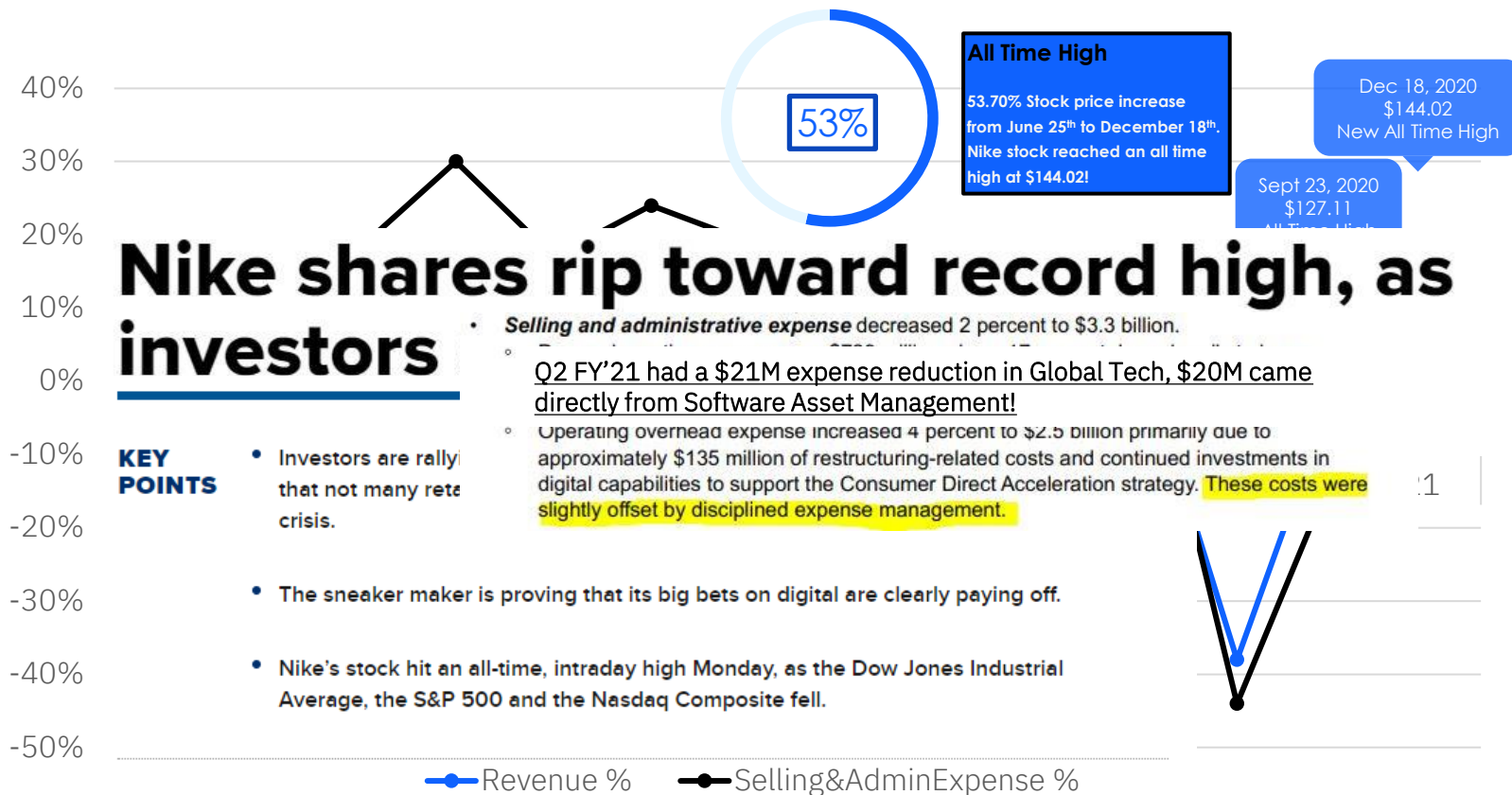
Software
Asset
Risk

Cost Avoidance \$500M+

Direct Cost Savings \$70M+



Nike Revenue % vs. Admin Expense %



The Payoff!

- Internal Audit Risk Calibration from “3” to “2” at 18 months
 - Fastest reduction in company history!
 - Data foundation is now being used for all internal audits with technology components
- As of 4/30/21 Internal Audit Closed Completely!



ITAM Implementation, Team, or Project of the Year

About the win

This is a textbook example of standing up an ITAM practice, starting with a board level imperative. Thank you to the team at Nike for setting an example for others to follow, showing how one of the most iconic brands on the planet was able to stand up a practice to reduce costs and mitigate risks in a short space of time. It's an honor to welcome you into our hall of fame.

Questions?

