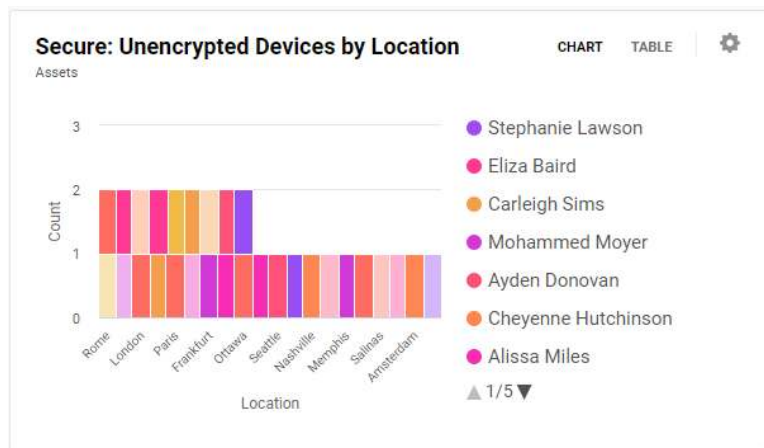




Oomnitza is an Enterprise Technology Management platform offering a unique and disruptive approach to IT that is designed to enable a variety of stakeholders to carry out a wide range of tasks, leveraging workflows and automation to deliver visibility and control over IT inventory at scale and pace.

Enterprise Technology Management focuses on managing endpoints, software, network infrastructure and cloud. As such, it builds upon and extends the typical core capabilities of an ITAM tool. Oomnitza seeks to manage assets throughout their lifecycle – Purchase, Deploy, Monitor, Secure, and Service.

The core problem Oomnitza aims to solve is the proliferation of inventory, discovery, and management point solutions, which result in duplication of effort and data silos. For example, endpoints may be serviced via your ticketing

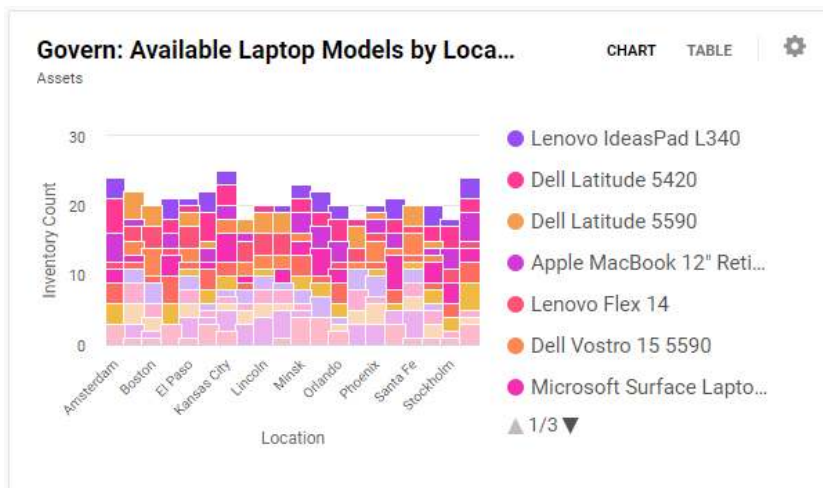


application, have their security status reported by an antivirus solution, and be monitored and maintained by infrastructure management applications. With this overlap between asset data repositories, it becomes difficult to get a single cohesive and accurate view of the technology estate – specifically how do you know which data silo is most accurate?

How Oomnitza works

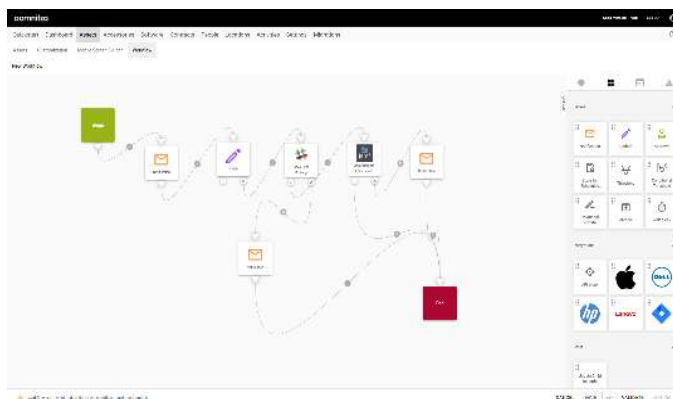
At its core Oomnitza aggregates data from multiple sources via direct feeds, APIs and so on, to provide true unified endpoint visibility and control. These sources can be almost anything, as long as they provide structured data about a technology asset or a user of those assets.

For example, Oomnitza will connect to HR applications for employee data, financial apps for spend data, IT apps for security and deployment information, and IT Asset Management applications for license data. Oomnitza provides an extensible and flexible data model, enabling users to capture almost any data about any asset or user.



This centralized access to sources of data enables visibility, analytics, and business process automation use cases to be derived from the operational data of the underlying tools. In this way, IT teams such as

Security and Ops can use their existing tools to perform tool-specific activities, and have broader intelligence to enable other management and governance processes using Oomnitza's data aggregation and normalization. This offers teams accurate asset, user, owner, location and other lifecycle attributes to expedite incident management, compliance verification, asset and security audit, and resource optimization tasks - saving manual and time-consuming effort.



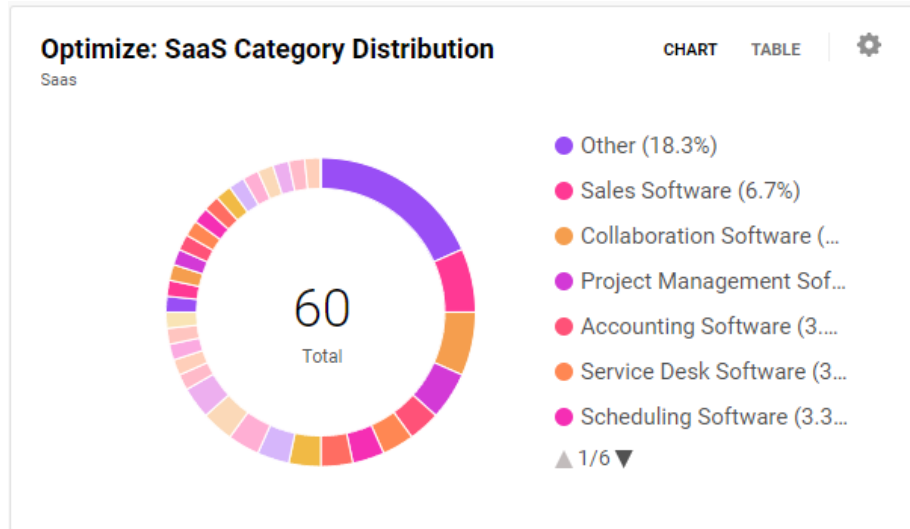
Furthermore, Oomnitza then allows various stakeholders to create workflows based on attribute changes or monitored conditions that can trigger actions to enforce controls or automate business processes. Many workflows are provided out-of-the-box and customers are also able to

create their own workflows via a “no-code” visual editor. As a role-based enterprise application Oomnitza can also be deployed to operational teams to enable them to run their own reporting and management tasks in isolation from other stakeholders. In this way it can provide an automation layer for a toolset which perhaps doesn't currently have its own.

Not just endpoints

Key to Oomnitza's desire to provide universal enterprise technology management is the recognition that software is just as important as

physical devices. Given that software is increasingly delivered via SaaS, Oomnitza offers popular application and SaaS management. As with endpoint, network, infrastructure and cloud integrations, Oomnitza uses SaaS app APIs to facilitate management and optimization, such as right-sizing, re-deploying, and reclaiming subscriptions. It does this by connecting sources of usage data (e.g. Single Sign On) and sources of entitlement (e.g. Finance and Procurement) with the workflow engine.



Best Practices

There is a risk that the complexity of a powerful and highly configurable solution can mean that IT staff can get overwhelmed with connecting data sources, generating reports, and creating workflows. This is where Oomnitza's Best Practices function plays a critical role. Oomnitza provides a large number of Best Practices which consist of data discovery connectors, data models, reports, and workflows bundled together to solve specific technology management needs. For example, there is a Best Practice ruleset to help teams automatically govern endpoint security.

Customers

Oomnitza targets enterprise customers, typically with 1,500 to 5,000 employees, but also has customers with much larger employee and asset bases. As a strategic application, key stakeholders are at the C-Suite or Director level, while users span IT analyst and operational staff. Key to successful implementation is that Oomnitza doesn't seek to replace operational tools, but rather seeks to aggregate data from them and help those stakeholders focus on the tasks which have greatest criticality and value. Furthermore, the tool enriches those stakeholders' data, making them more productive and streamlining their processes.

Summary

Oomnitza goes beyond conventional asset management offering an overarching Enterprise Technology Management platform. By pulling in data from almost any solution it quickly builds and maintains a very rich and accurate picture of an organization's technology estate. The extensible data and workflow model enables customisation and action, and the Best Practices enable users to harness the power of the application to deliver early and ongoing ROI. At The ITAM Review, we advocate for the platform-based approach Oomnitza is taking to advance IT governance, efficiency, and optimization, and we're seeing many customers seek such solutions from vendors and service providers alike.

About The ITAM Review



Founded in 2008, The ITAM Review provides independent news, reviews, and analysis for the global IT Asset Management community. The ITAM Review also runs in-person, online, and hybrid conferences for the global community. ITAM Review Learning & ITAM Review Careers provide online and in-person training and recruitment services respectively.

About the Author

AJ Witt is an ITAM Industry Analyst. He joined The ITAM Review in 2018 and focuses his research on tools, SaaS Management, and Sustainability. Prior to joining The ITAM Review he was an IT Asset Manager and has 25 years experience in a range of IT disciplines including system administration and service management.