

Hybrid FinOps: The future of ITAM and FinOps

As organizations continue to grow their cloud footprint and subsequently their cost of cloud operations, the ability to both maximize value and justify ballooning costs is becoming increasingly critical and demanding attention from the C-suite. What's more, on-premises instances like data centers are not going away, illustrated by [85% of enterprises](#) using a hybrid cloud strategy today.

As demand for the justification of IT spend increases, hybrid cloud strategies with implications to infrastructure, software licensing, software as a service (SaaS), tech debt and sustainability are preventing many organizations from having seamless visibility into both cloud spend managed by FinOps and on-premises assets and licenses managed by IT asset management (ITAM). The future of FinOps and ITAM requires cross-functional collaboration to jointly create seamless visibility across the hybrid cloud—and ultimately manage and justify IT spend better.

Key Hybrid ITAM and FinOps topics discussed during this webinar include:

FinOps and ITAM teams have overlapping priorities and functions

Top initiatives for enterprises spanning both FinOps and ITAM teams include optimizing existing use of cloud (cost savings), moving from on-premises to SaaS and managing software licenses in the cloud. FinOps and ITAM teams share a common

goal of working toward hybrid cloud optimization with FinOps optimizing public cloud spend and ITAM tasked with on-premises visibility and asset management—yet [just 25% of enterprises](#) have significant interactions between SAM and FinOps today.

Collaboration between FinOps and ITAM teams leads to a convergence of insights and more informed decisions

When ITAM and FinOps teams collaborate, a convergence of operations leads to a greater ability to maximize the ROI of IT assets, visibility across both cloud and on-premises operations, the ability to share and implement best practices, and ultimately the ability for both functions to make more informed, better decisions. FinOps can use ITAM relationships for cross-group communication and license knowledge for migrating workloads and compliance. ITAM teams can use FinOps for visibility into cloud asset management and to track cloud software licensing.

Sustainability initiatives require holistic reporting capabilities across the hybrid cloud

Collaboration and holistic reporting across ITAM and FinOps not only leads to full visibility across the hybrid cloud for managing and justifying IT spend, but also acts as a data source for use cases like improving IT sustainability by bringing together hardware, cloud, and software data.

Hybrid ITAM and FinOps can take the uncertainty out of budgeting

As FinOps continues to take an outsized role regarding generalized cloud management responsibility, there will be more pressure for FinOps to work jointly with ITAM to inform specific cloud decisions and answer question topics like how assets are tied together to meet specific business targets. Ultimately, joint collaboration will lead to greater IT spend predictability, more accurate reporting and budget planning.

Finding the right tools to help ITAM and FinOps collaboration is critical

Tools like Flexera One can provide normalized, enriched, correlated and contextualized data to better enable Hybrid ITAM and FinOps with a comprehensive Enterprise Technology Blueprint™.

To learn more about Hybrid ITAM and FinOps and how teams can work closer together to increase hybrid cloud visibility, [watch our webinar featuring Forrester](#).

» HIGHLIGHT

Joint collaboration will lead to greater IT spend predictability, more accurate reporting and budget planning

About Flexera

Flexera saves customers billions of dollars in wasted technology spend. A pioneer in Hybrid ITAM and FinOps, Flexera provides award-winning, data-oriented SaaS solutions for technology value optimization (TVO), enabling IT, finance, procurement and cloud teams to gain deep insights into cost optimization, compliance and risks for each business service. Flexera One solutions are built on a set of definitive customer, supplier and industry data, powered by Technopedia, that enables organizations to visualize their Enterprise Technology Blueprint™ in hybrid environments—from on-premises to SaaS to containers to cloud.

More than 50,000 customers subscribe to Flexera's technology value optimization solutions, delivered by 1,300+ team members worldwide. Learn more at flexera.com

» NEXT STEPS

Discover how Flexera can help you on your FinOps journey

[FIND OUT MORE](#)