



# partner

Selecting the right ITAM partner

The importance of an independent advisor





# Selecting the right ITAM partner

Choosing the best technology partner isn't easy. Getting it right, or wrong, can have a significant impact on the success of your business. There's no "one size fits all" when it comes to selecting a partner; the criteria you use to make the decision will vary depending on factors including your organisation's maturity, budget, and immediate needs. Equally, it will depend on the partner's strengths and weaknesses, ways of working, and what they look for in a client as to whether there's a potential match.

## Why use a partner?

Some ITAM professionals, and business executives, may wonder why one would use a partner alongside an existing internal ITAM team. There are many reasons to use a hybrid model for ITAM delivery, all of which are focused on enabling the internal ITAM team to be as influential and successful as possible. Partnering scenarios include:

### The growing breadth of ITAM scope

ITAM teams are faced with an ever-increasing array of asset types and products areas which require discovering, managing, reporting, and analysing including SaaS, Cloud, FinOps, GreenOps, Open Source, and more. These coupled with other asset types such as fonts, colours, and internally created applications mean most asset management teams find themselves under-resourced very quickly.

### Multiple key software vendors to manage

Every organisation uses software from hundreds, sometimes thousands, of software publishers - both Tier 1 such as Microsoft and Oracle and Tier 2 such as Quest, Autodesk, and OpenText. Each of these requires specialist skills to manage effectively across the lifecycle but it may not make sense to hire a full-time team member or train an existing team member.

Furthermore, every organisation has a "long tail" of software products, particularly driven by SaaS purchases, which may require insights and management throughout their lifecycle. Working with a partner can overcome these challenges cost effectively and efficiently.

## Simultaneous goals

Software, SaaS, and Cloud are integral to almost all aspects of a modern business, with data around usage, cost savings, and contract renewals relevant to ever more stakeholders. This can mean asset management teams needing to achieve several concurrent objectives without an increase in internal head count. Collaborating with a partner can give you the flexibility to meet these demands and successfully deliver multiple projects.

## Shortage of skills in the job market

The shortage of available skills in the ITAM job market means that, even where budget is available to make hires, people with the requisite experience and capabilities can be difficult to find within the timeframe and budget on offer.

A partner will typically have plenty of skilled resources that can support your team's initiatives on a "when needed" basis.



## Dealing with complex audits and renewals

Two parts of the ITAM landscape that are well known for being complex and time-consuming are contract negotiations and software audits.

Just one of these can tie up an ITAM team for months as you provide data, analyse licensing reports, meet with vendors, and help support negotiations on costs and outcomes. When the asset management focus is taken by these events, other more strategic opportunities can be missed.

Partners can assist with the bulk of these requirements, helping not only with resources but also the experience they bring from working with other organisations. While you may be dealing with your 2nd or 3rd audit from a particular software publisher, a partner may well have seen dozens (or more) and so you can benefit from their wide experience.

## Increased internal focus on more strategic areas

As your ITAM practice grows in maturity, you will likely become more involved in areas such as FinOps, Sustainability, and driving overall business goals with ITAM data. It is natural to want to move away from tactical work such as generating ELPs, delivering standard data to internal teams, and ensuring fundamental processes are working. However, all that work still needs to be done to ensure the smooth running of the asset management function and maintaining compliance.

In all these areas, you may be looking for a partner who can deliver short and/or long-term projects from defending a one-off audit to creating a new FinOps practice, all the way through to delivering an ongoing managed service across the business.

## Importance of Independence

As well as all these selection criteria, there is another key area to consider – the independence of the partner. These days, most SAM & ITAM partners aren't totally independent – they may be an organisation, such as a VAR or LSP, that sells software licensing, they may be owned by such an organisation, or they may be one of the "Big 4" firms who also provide audit services for the software publishers.

Reasons to consider this aspect as part of your partner selection process include:

### Objective Guidance

Independent partners are not tied to, or influenced by, specific vendors or products. They provide unbiased advice, helping customers select solutions that truly meet their needs rather than, potentially, focusing more on products or services from their key software partners. This can happen where products carry revenue targets or are incentivised in such a way that can conflict with offering the best advice.

### Vendor Neutrality

Independent partners don't have vested interests in promoting particular software, hardware, or cloud services. They can objectively evaluate options based on capabilities, ensuring clients make informed decisions based on their unique requirements.

### Risk Mitigation

Independent partners help mitigate risks associated with vendor lock-in. By recommending solutions from various providers, they can reduce reliance on a single vendor and enhance flexibility. Reseller partners, for example, may be unduly influenced by a strategic partner to upsell to a specific product or service.

### Cost Optimization

Independent partners focus on cost-effective solutions. They analyse licensing models, negotiate contracts, and identify cost-saving opportunities, ultimately maximizing value for customers. While all partners will offer this, there can be peace of mind in knowing there is no potential for the partner to lean towards a certain solution for any reason other than its effectiveness in each scenario.



## Tooling Agnostic

Organisations who have revenue-based partnerships with key tooling partners are more likely to have specialist experts trained in those tools. This may cause them to be biased towards those tooling providers even if they're not the best fit for your organisation. An independent partner will be able to match your requirements to the most appropriate solution.

## Avoiding conflict of interest

Organisations who perform audits and compliance checks for software publishers may also offer services to organisations to help them manage their software estates. In some scenarios, the publisher's view of the optimal licensing solution differs from that of independent experts. In these cases, these types of partners may be more likely to advise based on the publisher's preferred outcome rather than fight for the client's best interests.

## Holistic Approach

Independent partners consider the entire IT ecosystem, including software, hardware, users, contracts, and cloud environments. This holistic view ensures better alignment with your organizational goals without being steered based on certain relationships the partner may have or certain products they may want to sell.

## Conclusion

In summary, choosing to work with an independent partner gives you the skills you need and empowers organisations to optimize IT asset management effectively with the confidence that the best recommendations and options are being presented, without any commercial bias.

Choosing an independent partner for ITAM, FinOps, or GreenOps is not just a smart business decision; it's a strategic move that can transform your organisation's technology landscape. By partnering with an independent ITAM provider, you gain access to unbiased expertise, cost savings, and risk mitigation. Independence ensures that your IT assets and budgets are managed objectively, without conflicts of interest or vendor bias. Independence isn't just a checkbox; it's the cornerstone of truly effective modern asset management.

## About Synyega

Synyega are the UK's leading independent privately owned ITAM, FinOps and GreenOps consultancy, we help our global clients modernise their software and cloud estates for a more sustainable future. We empower our clients to discover, optimise, and manage their software and cloud investments and to deliver tangible savings and outcomes. We have helped them save or avoid over £1bn in costs to date.

Our professional and managed services are trusted and relied upon by a wide range of organisations across Europe and North America, from large multinational FTSE100 and NASDAQ enterprises, to smaller commercial organisations and public sector institutions including central and local government, healthcare providers and emergency services.

We have a desire to make a real change in how the IT industry works and believe that our clients should receive independent and unbiased advice on software licensing and cloud services as a "standard practice" rather than the "exception". We believe that every organisation should have access to impartial advice that is not governed or influenced by a Reseller or a Software Vendor, in order to deliver value for money and return on their software and cloud investments.

## Our Independence & client promise

We will always act in the best interests of our clients to be their trusted advisor for ITAM, FinOps, Sustainability and Modernisation. Unlike many of our peers, we will remain truly independent and never compromise our objectivity or impartiality. We undertake to...

- never perform audits on behalf of software vendors
- not gain financially from the sale of any software product or cloud service
- remain free from the ownership & influence of vendors, resellers and auditors

## Find out more

For more information on our independent ITAM, FinOps & GreenOps services, our accreditations and awards, as well as our latest news and announcements, please visit [www.synyega.com](http://www.synyega.com) or get in touch on [info@synyega.com](mailto:info@synyega.com).





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