



Is Automated IT Asset Discovery the Key to Solving IT Infrastructure Chaos?



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The Modern IT Environment Continues to Evolve in Scope and Complexity

The IT landscape of today is growing in complexity and scope. Digital transformation, cloud migrations, and evolving customer demands are driving a sea change in the traditional approach to IT, as well as the associated management costs. Business initiatives like consolidations, mergers and divestments compound complexity as technology leadership faces the universal challenge of understanding what's in the IT ecosystem.

“The digital age is disrupting traditional customer service models – new customer touchpoints are appearing the world over at breakneck speed and against a backdrop of rising expectations.”

- Deloitte, The digital transformation of customer services¹

- 89% of all companies have already adopted a digital-first business strategy or plan to do so.²
- 59% of tech buyers report that they plan to be “mostly” (43 percent) or “all” (16 percent) in the cloud in 18 months.³
- On average, there are 1,181 cloud applications per business.⁴

The ongoing evolution of the traditional IT environment coupled with the rapid pace of change are creating the need for a sound method for discovery of IT assets, including reconciliation, prioritization and true management of assets across the enterprise IT landscape. In today's dynamic environment, it's important to not only understand what you have in your ecosystem, but what's required to maintain and manage that information.

Accompanying the need to streamline the IT asset discovery process are multiple ongoing pressure points most IT leaders are dealing with:

- **Reducing Expenses**

IT leaders are under ongoing pressure to reduce expenses, manage costs and be mindful of CapEx budgets.

- **Risk Management**

It's one thing to understand where your assets are. It's also key to the success of IT and its business partners to understand their role within IT and the business applications they're supporting.

- **Time Management**

As enterprises rely on highly skilled, critical technical resources, it's paramount to ensure they're working on the business impacting initiatives that are most important to the business. Frequently, IT is underutilized for critical initiatives because their time is monopolized by manual, day-to-day tasks. This includes conducting IT asset discovery.

¹ <https://www2.deloitte.com/content/dam/Deloitte/nl/Documents/technology/deloitte-nl-paper-digital-transformation-of-customer-services.pdf>

² <https://resources.idg.com/download/white-paper/2018-digital-business>

³ <https://www.idg.com/tools-for-marketers/2020-cloud-computing-study/>

⁴ <https://resources.netskope.com/cloud-reports/february-2018-netkope-cloud-report>



Critical Challenges of IT Asset Management for the Enterprise

When it comes down to it, IT asset management is about understanding what you have in your infrastructure. ITAM allows your IT team to oversee, manage and optimized all IT systems, including hardware, processes and data. The objective is to continually assess whether IT assets require optimizing or upgrading. Garnering these insights on a regular basis allows leadership to determine the ROI of IT assets and communicate to stakeholders how they're supporting business goals for the organization.⁵

With a thorough ITAM strategy and toolset in place, your IT team should be well equipped to answer the following questions at any given time:

- Where are our assets?
- Are we paying maintenance for something we no longer have?
- What has changed?
- What depends on these assets?
- When were they last updated?
- Can we trust the data you have relative to your assets?
- Are we confident and comfortable utilizing this data across the company to make significant decisions?

Although IT asset management is a key component of IT lifecycle management, it often creates challenges for the IT team without the right solution and process. The enterprise is becoming increasingly reliant on technology, but not all organizations have access to the resources necessary for managing IT assets effectively. Here are the primary challenges organizations struggle with when taking on ITAM:

1. Keeping Track of Assets

Most organizations have difficulty with keeping track of their assets. As the IT environment becomes increasingly widespread and diversified, it's no surprise that staying on top of every technology component of the enterprise is a challenge.

2. Understanding Interdependencies

Knowing the up and downstream impact of IT assets, as well as what the assets are supporting in the business, is often a complex undertaking.

3. Managing the Asset Life Cycle

Managing the asset lifecycle requires understanding how well your assets are performing and determining whether they need to be upgraded or retired. Due to the manual nature of the legacy discovery process, this is often a time-consuming task.

4. Distractions From Strategic Initiatives

Often, so much time is spent discovering and understanding assets that IT has very little time to work on the business' core strategic initiatives.

5. Identifying and Remediating Issues

Identification and remediation can be cumbersome, error-prone process, and yet another distraction from the transformational objectives IT should be focusing on.

⁵ <https://www.cio.com/article/3437476/it-asset-management-itam-a-centralized-approach-to-managing-it-systems-and-assets.html>



The Top Five Benefits of Automated IT Asset Discovery

The first step in effectively monitoring and maintaining your digital infrastructure is a holistic, accurate listing of your data center assets. Automation and specialization are key to effective, modernized IT asset discovery.

Here are the primary benefits of automated IT discovery:

1. Saving Time by Knowing What's in Your IT Estate

- Automated IT asset discovery reduces the time and cost it takes to research changes and risks of the unknowns in operating environments, allowing IT operators to be confident in the data that's in front of them.
- Working from accurate estate information is also an enabler of agility. So many business functions are dependent upon IT: warranty and maintenance for operations teams; cloud services, physical assets and associated costs for finance teams; supporting information for legal compliance and security incident management; and physical data for facilities management. Interdepartmental stakeholders are depending on quality, accurate data. A dependable process instills confidence that allows IT to help stakeholders make informed decisions alongside IT.
- Furthermore, having up-to-date logical and physical IT estates allows the entire business to work off one single source of truth, leading to faster and better decision making.

2. Reduce Risks by Knowing What Assets Support Which Apps

- All IT environments change, but unfortunately not all documentation does – and documentation is the foundation of planning. IT must be able to reduce and eliminate the “unknown unknowns” with continuous knowledge as to how applications are operating in real-time. Only consistent, thorough discovery through automation can accurately document an “as-operating” environment.
- All applications are not created equal, and things change after deployment. To correctly manage the use of resources to match business needs, visibility into supply and demand on both sides of the balance sheet, assets and applications is required. Consolidating information sources and analyzing the estate as-operating makes it easier to detect unintended and unapproved changes as soon as possible. It also eliminates incorrect assumptions with up-to-date facts through automation.
- Knowing which apps your assets support allows you to avoid surprises later. Change management is hard enough without having an accurate map of your IT estate, both physical and logical. An accurate inventory of application versions and their connections to other applications that they interact with is fundamental to avoiding interruptions to downstream business functions.





3. Maximize Resources by Matching Apps to Needs

- Business priorities have rapidly adjusted to the new economy and circumstances. Budgets have been significantly impacted, calling for an innovative approach to readjusting. It's critical to know your applications, the services they're supporting and how they're mapped to your infrastructure. This allows IT to make decisions that extend the life of well-operating assets, reducing the budget pressures of refreshing.
- Aligning mission critical, high business value applications with available infrastructure means maximizing the use of available limited resources. This ultimately returns real value to the business by avoiding the cost of unnecessary tech refresh migrations and allowing for the improvements of services to existing assets. Remapping resources and applications is a difficult undertaking, but without accurate information, it's impossible.

4. Maximize Options Through Accurate and Timely Data

- The importance of accurate and timely data for making decisions cannot be emphasized enough. Having accurate information about your estate enables a transition to forward planning rather than reacting to changes. When decision makers have the right data at the right time, it can be used for multi-year planning and allows for predictability. It also helps in the budget process when it comes to increasing the capital budgets and financial model accuracy.
- Periodically reviewing your estate against your plans with accurate and timely data allows you to identify where you are in the lifecycle of your assets, which applications and assets need to be retired, and which applications can be redeployed to address changing business needs.
- It's important to note that you should beware of over optimization. Too much definition can reduce available options, compromise flexibility and complicate the decision-making process – the opposite of your goal when equipped with accurate data. Aim to uncover the detail you need from your environment to facilitate efficient, fast decision-making across the business.

5. Save CMDB Operational Expense

- Automated discovery can serve as an external check against your existing ITAM and configuration management database to make sure that it's accurate and up to date. ITAM scanning licenses and maintenance costs can add up quickly, and the personnel time required to focus on operating that function is another distraction from core initiatives.
- ITAM and CMDB maintenance shouldn't be IT's full-time job. When it comes to CMDB, Excel and Visio diagrams are frequently the systems of record, reliant upon manual updates. Multi and hybrid cloud deployments, plus the increasing number of edge devices, compound the difficulty.
- Thorough discovery through specialized automation reduces the manual effort to correct or create a comprehensive, accurate CMDB.



Automatically Discovering Physical, Virtual and Cloud Assets Across Your Global Infrastructure: Introducing ParkView Discovery

ParkView Discovery is a managed service that delivers a Full Stack Hybrid IT Discovery and IT Asset Management System. It deploys in less than a week, delivers the data you need, and integrates with your existing IT tools. The service includes relationship and topology mapping, identification of up and downstream interdependencies, and the ability to map your applications to their assets.

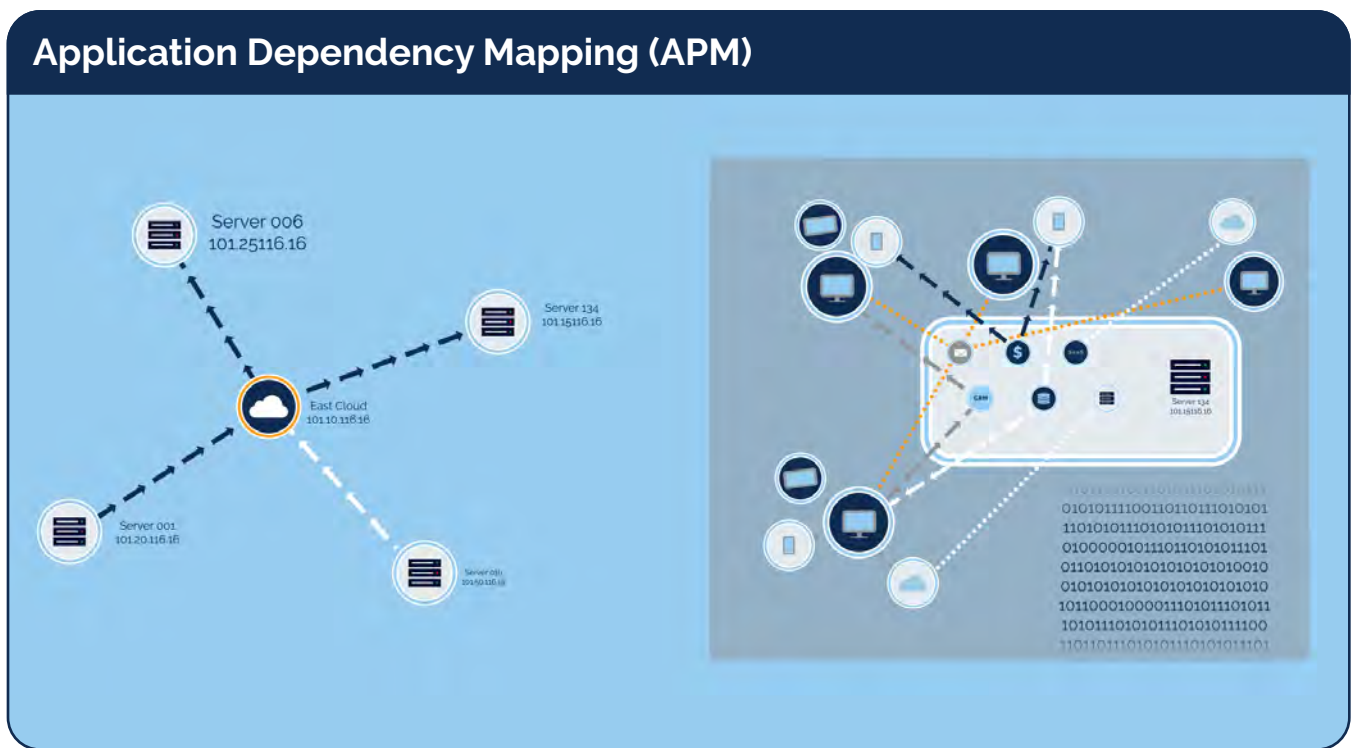
Increase Efficiency Through Continuous Visibility

If it's on your network, it will be discovered, captured, examined, tracked for changes, and made available for further information augmentation. ParkView Discovery eliminates manual asset management through automatic agentless discovery and gives you continuous visibility into your data center and cloud assets.

Your IT team will know exactly where your environment stands. This includes physical and virtual, as well as cloud components, storage and network switching, bare metal servers, chassis and blades, hypervisors, and IP subnets in cloud services.

The ParkView Discovery service is built on a pre-configured CMDB that consolidates all information sources, and can be integrated with most ITSM platforms, including ServiceNow, JIRA Service Desk and Freshservice. Providing the timely, correct information needed by operations, procurement, finance, legal compliance, security, and facilities management is simple. No new tool to learn and manage — your ITSM system can access the latest up-to-date information through standard APIs.

Reduce Risk With Application Dependency Mapping





Risk reduction is also part of the package. ParkView Discovery automatically maps all your application communications to help you document, plan and troubleshoot. This allows IT to understand application dependencies before there's a problem, migration, or upgrade.

Application dependency mapping enables the auto-discovery of application dependencies and service dependencies on a deeper level across your entire network. This allows organizations to create and maintain a comprehensive, accurate profile of the software deployed on machines and the entire IT infrastructure:

- Catalog installed packaged software, patches, and versions
- Compare current usage to license counts
- Detect prohibited software
- Track license agreements and expiration dates
- Identify purchased vs. installed software
- View and notify of vulnerabilities matching software versions from VulnDB

Comprehensive Reporting to Support All Business Functions

With all the necessary information in one place, it's easy to generate the reports needed to support other business functions in any view and in a consistent form. This includes rack, thermal and power planning for facilities management, IP address management for network ops, applications mapping for compliance and legal or an analysis of each application's dependencies by department. When IT is empowered to stay on top of the data acquisition process through discovery automation, you can trust you have the right data to make the right decision.

ParkView reporting capabilities provide complete device details:

- CPU, memory HDD, IP and MAC address
- Hardware components
- Serial number, warranty status
- Connectivity, including network, switch, and PDU ports
- Add devices URLs and custom values
- Categorize by user, business unit, etc.





Extensive Integrations: CSP, Management Tools and Automation

Extensive Integrations

CSP						
Management Tools						
Automation						

ParkView also comes with extensive integrations to complement your complete IT ecosystem, covering CSP management tools and automation software with a focus on the most commonly used options. This allows your IT team to auto discover assets on a specified cadence to align with schedules and accurate, detailed asset information for ingestion into your tools and software.

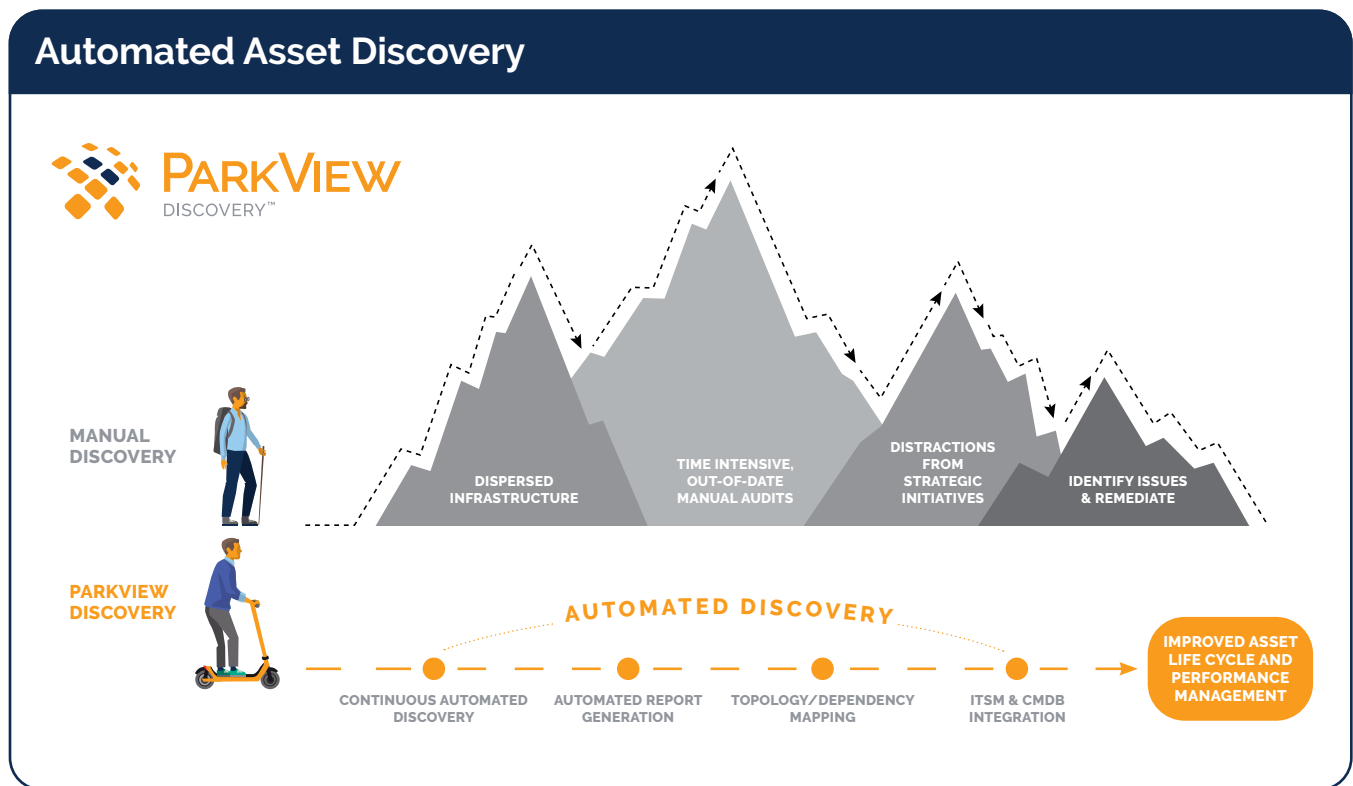


What's Hiding in Your Digital Infrastructure?

Watch our video to learn how ParkView Discovery™ can help.



Key Takeaways: Eliminating Manual Asset Discovery With ParkView



ParkView Discovery automates the process, giving you a comprehensive, real time view of all your physical, virtual, cloud, edge devices and more. It delivers the following capabilities to enable you to manage your assets in a low-cost, low risk manner:

- Automated IT asset discovery & dependency mapping
- Comprehensive coverage of servers (physical, virtual & cloud), desktops, peripherals, edge devices and more
- Automated report generation
- Integrations with your ITSM and Configuration Management Tools
- Expert management and support

If you're interested in learning more about how ParkView Discovery can help you automate and simplify your asset discovery process, our team is here for you. [Request a free 30-day proof of concept](#) to experience the power of ParkView Discovery firsthand. Have questions for our experts? [Connect with us](#) and we'll schedule a conversation.