knowledge17

WORK at LIGHTSPEED™

Winning with Confidence in Your Data – Lessons Learned while Eliminating the Dirty Work

ERIC MARTINEZ
SENIOR ITAM SYSTEMS ANALYST
Retail Business Services, LLC, a subsidiary of Ahold Delhaize

© 2017 ServiceNow All Rights Reserved

servicenow

Speaker Introduction



NAME: Eric Martinez

TITLE: Senior ITAM Systems Analyst

FUNCTION: IT Asset Management

COMPANY: Ahold Delhaize - Retail Business Services

EDUCATION: MBA, University of Notre Dame; BBA in MIS and CS, University of New Mexico

EXPERIENCE: Over 10 years in software development, 15 years in asset management

EXPERTISE: Asset Management, Data Integration and Management, Software Development

ACHIEVEMENTS: Silver President's Quality Award from Sandia National Labs; Published in Journal of Business Strategy; accomplished singer and actor

CURRENT PROJECTS: ServiceNow Contract Management, Automated Data Imports, Coding additional features

© 2017 ServiceNow All Rights Reserved

My Company



NAME: Ahold Delhaize – Retail Business Services LLC

INDUSTRY: Retail & Consumer Products

MARKET FOCUS: Retail Business Services, LLC provides cost-effective, best-in-class support services to Ahold Delhaize's local brands in the United States

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Grocery Retail: Food Lion, Stop & Shop New England, Stop & Shop New York, Hannaford, Giant Carlisle, Martin's, Giant Landover, Peapod, and bfresh

COMPANY-WIDE INITIATIVES: The Ahold Delhaize strategy, "Better Together," is our compass. It guides our decisions and focuses our efforts, giving our great local brands the flexibility to best serve their customers, associates and communities.

Logos shown are trademarks or registered trademarks of their respective owners and not ServiceNow

© 2017 ServiceNow All Rights Reserved

Session Overview



Objectives

- Discuss how eliminating manual processes and improving collaboration can increase value of data and ITAM



What You Will Learn

- Learn about RBS' experiences with supplementing discovery data, integrating data through automated processes, and working with other teams to achieve goals
- Gather key lessons related to cross-department collaboration and communicating ITAM value
- Discuss how the lessons may apply to you for your initiatives/projects

© 2017 ServiceNow All Rights Reserved

Where We Started

- Retail Business Services, LLC – Handles ITAM for the US operating companies of Ahold Delhaize
  - ITAM began in Delhaize America Shared Services, LLC (later renamed to Retail Business Services, LLC)
- Started as Software Asset Management (SAM)
  - Define SAM role (What it is and is not)
  - Set Expectations
  - Create Policies & Procedures
- Started with one person and 8 contractors Googling software titles
  - Define & implement manual processes before tool decision
- Tool Decision for ITIL and ITAM strategy
- Then Smaller ITAM tool – building own models for most expensive and ubiquitous titles
- Now using ServiceNow® for Asset Management

© 2017 ServiceNow All Rights Reserved

Specific Issues We Faced

- Reconciliations
- Asset Tagging
- Data Quality and Integrity
- Supplemental Data
- Know Where ALL Your Inventories Are
- Asset Lifecycle
- Contracts



© 2017 ServiceNow All Rights Reserved

How We Got There?

- Reactive to Proactive
- Standardization
- Lifecycle Management
- Security
- Quantify Savings
- Clearly Define Value for Each Stakeholder Group
- Communicate, Communicate, Communicate

© 2017 ServiceNow All Rights Reserved

Scope – The Slippery Slope

- Increase scope with limited resources
- Hardware including inventories
- Contracts – Leases, Maintenance, & Subscriptions
- Security
- User History



© 2017 ServiceNow All Rights Reserved

Security and Legal

- Can always find money for projects
- Very important department to company
- Partnering is vital
- Value is in data you can provide them
  - Software Installations
  - Security Issues
  - User Info



© 2017 ServiceNow All Rights Reserved

Project Management

- Incentivized by meeting project costs and deadline constraints and not future consequences
- ITAM assistance is seen as slowing down the project
- Value comes where we can save them money:
  - Re-use of existing items vs. Purchase
  - Possible contract savings



© 2017 ServiceNow All Rights Reserved

Vendor Management and Accounting

- Scope is on current contract to be negotiated and the contract history with that vendor
- Scope is on tracking costs, not the assets
- Value we provide:
  - Software and Hardware Alternatives
  - Core/Processor Level Numbers
  - Contract History Across Products
  - Match Depreciated Assets to What is Currently in the Environment

© 2017 ServiceNow All Rights Reserved

Architecture & Other IT Areas

- There should always be a focus on compliance
- How we can help them:
  - Contract-Level Compliance with Installations
  - Audit and True-Up Assistance
  - New Software Reviews and Approvals
  - Hardware and Software Reconciliations
  - Patch-Level Security

© 2017 ServiceNow All Rights Reserved

Conclusions – Winning with Confidence in Your Data

- Broaden scope to increase value to organization
- Become nucleus of data
  - Imports of data from other departments and vendors
  - ASN and Purchasing Data
  - Contracts with Notifications
- Ensure data integrity
  - Data must be good to provide value
- Evaluate data from all sources and derive insights



© 2017 ServiceNow All Rights Reserved

Conclusions – Winning with Confidence in Your Data

1

Communicate findings and insights from other teams

- Builds sense of trust in your team

2

Collaborate with other teams and vendors to fix issues and improve processes

- Other teams begin to rely on ITAM

3

Refresh data to keep communications ongoing

- Only as good as your data

© 2017 ServiceNow All Rights Reserved

Q & A and Discussion

ERIC MARTINEZ
SENIOR ITAM SYSTEMS ANALYST
Retail Business Services, LLC, a subsidiary of Ahold Delhaize

© 2017 ServiceNow All Rights Reserved

Thank You

ERIC MARTINEZ
SENIOR ITAM SYSTEMS ANALYST
Retail Business Services, LLC, a subsidiary of Ahold Delhaize

© 2017 ServiceNow All Rights Reserved

Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Eric Martinez

Senior ITAM Systems Analyst

Retail Business Services, LLC, a subsidiary of Ahold Delhaize

© 2017 ServiceNow All Rights Reserved