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ARTHUR LOZINSKI IS THE CO-FOUNDER AND CEO OF OOMNITZA, A LEADING TECHNOLOGY SOLUTION PROVIDER THAT DELIVERS A PLATFORM TO SECURE AND MANAGE A CORPORATION'S TECHNOLOGY PORTFOLIO. PRIOR TO FOUNDING OOMNITZA IN 2011, LOZINSKI WORKED AT SAP AS A TECHNICAL PROJECT MANAGER, HELPING TO MANAGE A TEAM THAT FACILITATED COMPLEX PROOF-OF-CONCEPT SOFTWARE TESTS FOR POTENTIAL CUSTOMERS.

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## Solving the Siloed ITAM Problem with Enterprise Technology Management

*Managing IT assets in silos has been the norm until the introduction of Enterprise Technology Management (ETM). We spoke with Arthur Lozinski, the co-founder and CEO of Oomnitza, on integrating cross-siloed IT asset management tools.*

**Q: What are the most pressing IT and business challenges that ETM addresses?**

A: Right now, in part due to the work-from-anywhere trend, device counts, locations, and complexities are increasing. On average, there are over 40 technology assets per employee. Consider a large technology company with almost 300,000 employees: at that scale they're managing nearly 12 million technology assets. Furthermore, our research as well as that from others indicates that a large number of assets are unaccounted for or have incorrect data.

There is a lot of technology asset information stored in different and poorly

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integrated silos across organizations. Inputting and managing data from those silos typically requires a lot of manual effort and processes. Companies are finding that fragmentation within these silos is causing many concerns—from poor employee engagement to insecure systems to massive compliance issues to cost discrepancies.

All of those issues and more are addressed by Enterprise Technology Management. It sits on top of various siloed asset management systems, collects, validates, and integrates data from them, and supports automated workflows across them.

**Q: What are some of the benefits Oomnitza's customers have realized by using your solution?**

A: A company in the financial services sector uses our solution to solve their stringent audit

and compliance requirements. They had two months between deploying Oomnitza and their audit. It turned out that roughly 60% of their devices were either unaccounted for or had incorrect data. That had real dollar implications—in the tens of millions of dollars.

Meanwhile, from a cloud computing perspective, almost 30% of cloud expenses are wasted due to underutilized licenses, virtual machines that are not spinning up or down, and other problems. One customer was immediately able to save roughly 40% of their software and cloud spend by deploying Oomnitza.

**Q: What are Oomnitza's plans for extending and evolving its technology management capabilities?**

A: We currently focus on five different technology portfolios that require management: endpoints, software as a service (SaaS), cloud, networking, and accessories. The assets in each of these portfolios go through their own life cycle stages—including purchasing, deployment, monitoring, security, and maintenance—and these life cycles are expanding.

We see many point players doing a really good job of managing different life cycle stages in these portfolios. Our goal is to continue to expand our ability to leverage the work these companies are doing by becoming the management layer on top of all that increasing fragmentation. We're integrating with hundreds of new systems, so as our company grows, we're growing our portfolio of connected systems.