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UDO WAIBEL IS THE CTO OF OOMNITZA AND BRINGS MORE THAN 20 YEARS OF LEADERSHIP EXPERIENCE IN SOFTWARE, BUSINESS CONSULTANCY, AND TECHNOLOGY MANAGEMENT, WITH A PARTICULAR EMPHASIS ON ASSESSING, DESIGNING, AND EXECUTING NEW PRODUCT DEVELOPMENT. HIS PREVIOUS ROLES INCLUDE LEADERSHIP POSITIONS WITH SAP, SITECORE, AND HEAT SOFTWARE.

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Enterprise Technology Management: Next-Gen IT Asset Management

Enterprises face multiple IT asset management challenges, including the ability to improve security, quickly meet compliance requirements, and get IT costs under control. We spoke with Udo Waibel, the CTO of Oomnitza, about how Enterprise Technology Management (ETM) helps overcome these obstacles.

Q: How would you describe the core functionality that ETM delivers?

A: Organizations have many stovepipe systems collecting technology asset information, including client management, endpoint protection, and others. When you need an IT status, you have to look into five or more different systems. That's where ETM comes in. We aggregate the data out of all of those stovepipe systems and provide a single pane of glass for end-to-end visibility and management. We can then enable bi-directional integrations and trigger cross-system workflows.

We also enrich the asset data we collect with additional metadata—such as data about the life cycle of an asset from initial order to retirement. In addition, we uniquely capture the assigned users for each asset.

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Q: Business continuity can mean more than continuing operations in the face of power outages or natural disasters. Can you explain?

A: Business continuity comes into play when we talk about software asset management and especially in the offboarding process. For example, you can't simply delete a Google Workspace user because that user's documents would also be deleted. Instead, you might move that user to a specific organizational unit, say an “offboarding parking lot.” You should also disable the user, so they are no longer able to log in.

But what if those users must be

offboarded from an enterprise application or your HR system? From a business continuity perspective, that person may have worked with many customers during their time within your organization. You'll want to continue those relationships; transition open opportunities to a different user; revisit and reassign outstanding activities; and ensure the user's existing calendar invites are automatically transferred to others.

Q: What are some of the challenges associated with managing virtual technology assets?

A: Virtual assets include cloud-based Amazon EC2, Google Cloud, and Microsoft Azure instances, as well as virtualization and container environments. Once you create a

cloud instance, it immediately costs money to the business. So, a process should be in place to identify who requested that instance, the use case, the terms, and other factors.

It's not uncommon that the cloud bill is a surprise to the CFO, because everyone is able to request instances. IT provides them, yet nobody tells IT when they're done using them. Over time, you accumulate virtual instances that cost money, but are not actually being used. By continuously analyzing the list of instances and reviewing user assignments, you can potentially reduce the costs for the cloud environment significantly.