



## The Software Observer

Issue 36

### Worldwide Software News

**Five Steps to optimise SaaS costs and deliver rapid savings**

**18 August 2023**

itassetmanagement.net



In 2023 we've seen software costs rise by over 20% from major vendors such as IBM & Microsoft. These rises are unprecedented and driven by inflationary pressures in the economy such as energy, payroll costs, and interest rate rises. The result is a black hole in your technology budget. With Software-as-a-Service increasingly forming the bulk of software estates what ... [Read more](#)

**Software Portfolio Management (SPM): What is it and why is it important?**

**12 September 2023**

itassetmanagement.net



In an ideal world, if you wanted to make your life as easy as possible your organization would limit itself to just two applications. Say, Microsoft Office and some Windows Servers. And that's it. Everyone needs to work with those two applications and nothing else. But that's not what a company does. At the end of the day, we from ITAM cannot define what functions ... [Read more](#)

### Pure Brings Block Storage for VMware to Microsoft Azure

22 August 2023

channelfutures.com



Pure Storage is partnering with Microsoft to bring its block storage technology to native Microsoft Azure services. The new multiyear product and go-to-market partnership will leverage Azure's new Premium SSD v2 and will introduce Azure VMware Solution (AVS) in preview. Pure Storage argues that as public cloud adoption accelerates, enterprises want to migrate all or part of their ... [Read more](#)

### IBM Introduces 'Watsonx Your Business'

28 August 2023

newsroom.ibm.com



IBM today launched the first ad campaign to formally introduce watsonx, the company's next generation enterprise-focused artificial intelligence and data platform. Global business leaders remain unclear about the real, transformative power of AI and how to leverage it. The campaign is designed to define and differentiate watsonx as a force multiplier that can accelerate ... [Read more](#)

### IBM and Salesforce Team Up To Help Businesses Accelerate Adoption of Trustworthy AI

31 August 2023

newsroom.ibm.com



Today, IBM and Salesforce announced a collaboration to help businesses worldwide across industries accelerate their adoption of AI for CRM. Together, the two companies support clients to revolutionize customer, partner and employee experiences, while helping safeguard their data. IBM Consulting and Salesforce are working with our shared clients to help ... [Read more](#)

### 6 trends fueling the rise of self-service IT

29 August 2023

cio.com



Self-service IT solutions have cemented their place in the enterprise as a means for enabling employees to resolve IT issues on their own rather than contacting an IT representative. Yet as self-service technology advances and matures, many IT leaders are discovering that the concept is capable of evolving into something far more flexible and powerful than a basic help desk ... [Read more](#)

### SAP to buy LeanIX to advance process optimization with AI

07 September 2023

cio.com



SAP has agreed to buy German enterprise architecture management specialist LeanIX, hoping its early adoption of AI will help with the massive task of migrating customers still using SAP's legacy software on premises to the more modern S/4HANA in the cloud. LeanIX has around 1,000 customers for its EAM SaaS offering, its CEO André Christ said in a conference call to ... [Read more](#)

### Oracle Cloud Infrastructure joins VMware Cloud Universal Program

12 September 2023

cloudcomputing-news.net



VMware has expanded its ongoing partnership with Oracle to help customers modernize their VMware workloads on Oracle Cloud Infrastructure (OCI). Under the expanded partnership, customers will be able to subscribe to Oracle Cloud VMware Solution as part of VMware Cloud Universal, a flexible purchasing and consumption program that helps businesses simplify ... [Read more](#)

# Software Events

## Webinar: The State of Technology Asset Management and What Lies Ahead

**Event Date: 5 October 2023**

itassetmanagement.net

Join Rich Gibbons from ITAM Review and Bryan Blackburn, Mike Temple and Michelle Campos from ServiceNow on Thursday 5th ... [Read more](#)

## ISACA Europe Conference 2023: Digital Trust World

**Event Date: 17 - 19 October 2023**

isaca.org

Come together with the world's leading minds in digital trust, audit, governance, privacy, cybersecurity and emerging ... [Read more](#)

## The ITAM Review Cloud Summit 2023: Unlocking Cloud Excellence

**Event Date: 26 October 2023**

itassetmanagement.net

Cloud computing is a necessity for businesses as they strive to stay competitive and agile in the digital era. Cloud spending is ... [Read more](#)

## Gartner IT Infrastructure, Operations & Cloud Strategies Conference

**Event Date: 20 - 21 November 2023**

gartner.com

Gartner IT Infrastructure, Operations & Cloud Strategies Conference 2023 brings the world's technology leaders together to ... [Read more](#)

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